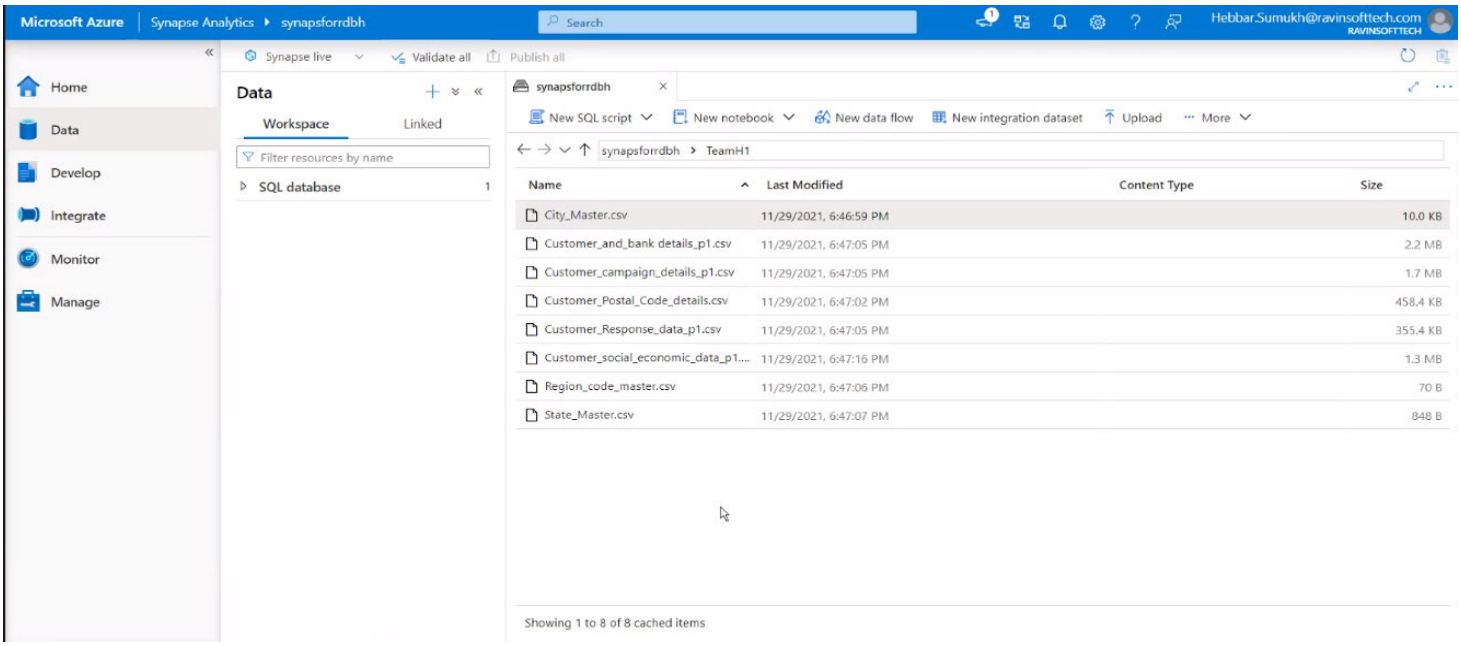
Checkpoint-3

BATCH **H**

GROUP **H1**

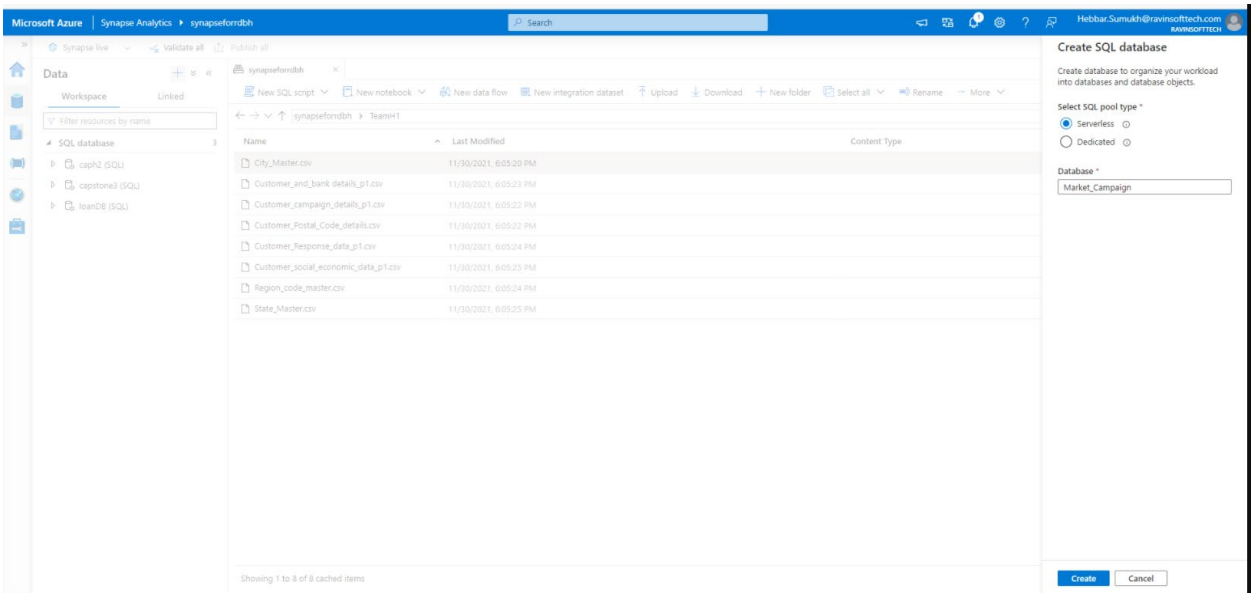
Task 3.2 - Data Analysis on Cloud AZURE

1.Create a folder with some valid name to upload your datasets to azure synapse storage Gen1

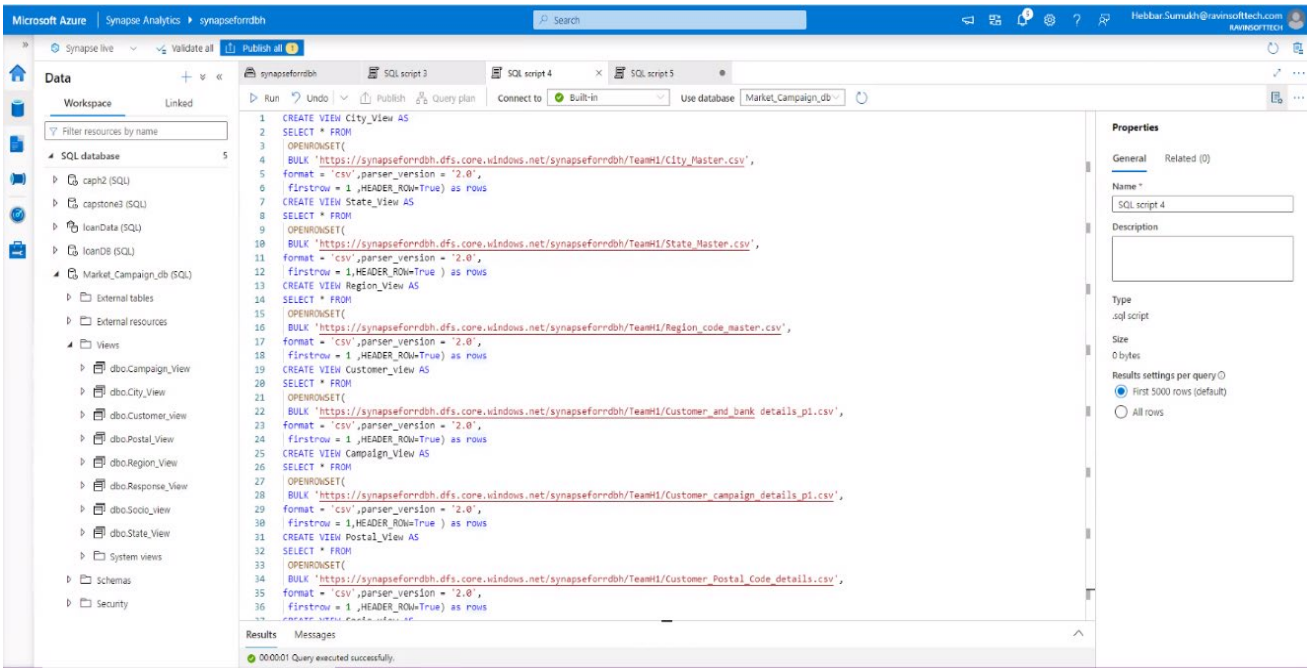


A azure Synapse was created and all our datasets was uploaded into it and was linked to the cloud.

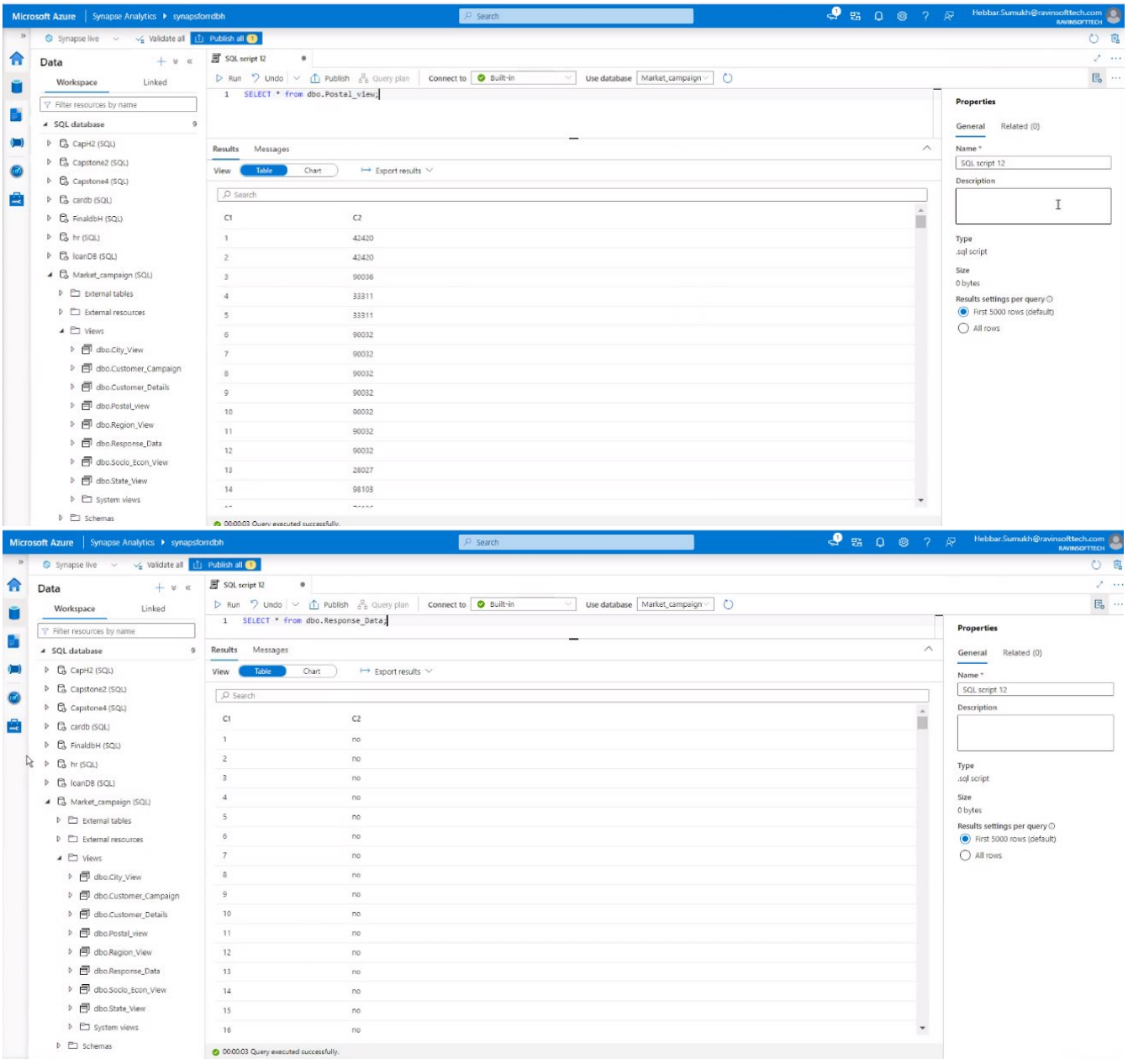
2. Created a serverless SQL pool to query the data from storage gen1 and create view table



A Serverless SQL database was created, and queries were run to store the views of our datasets.



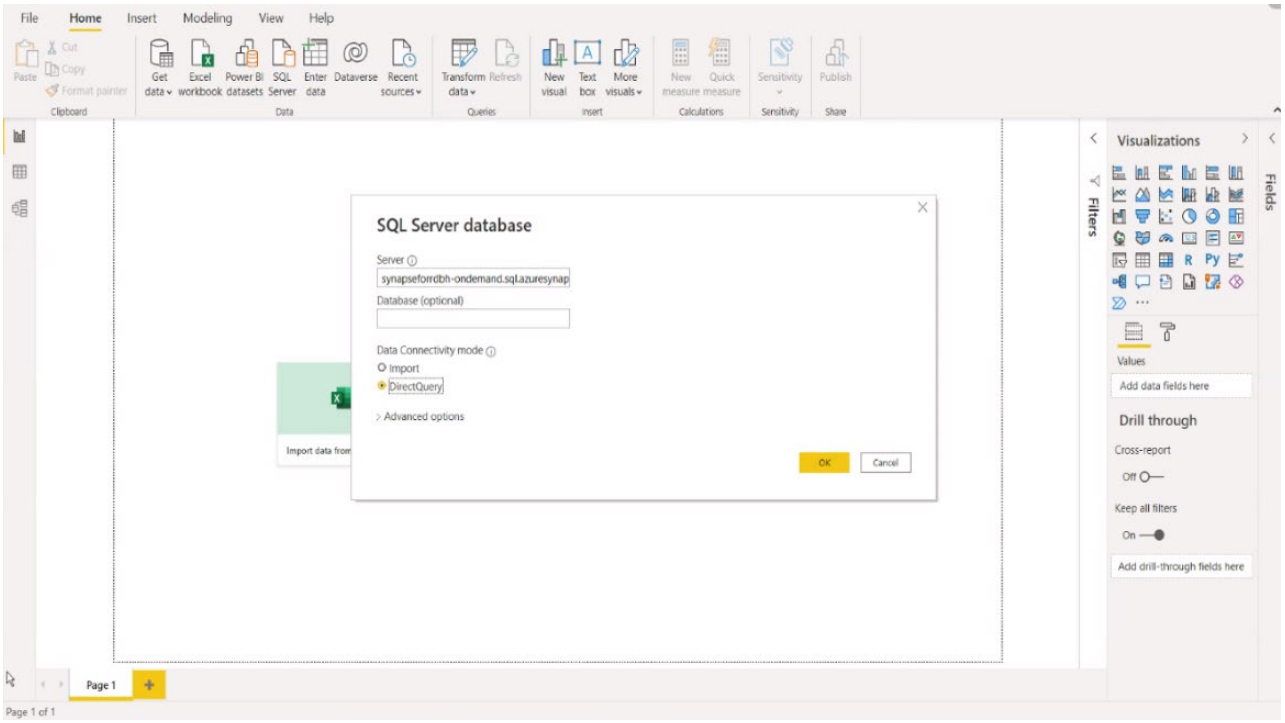
Queries were run for all the files and stored in respective views.



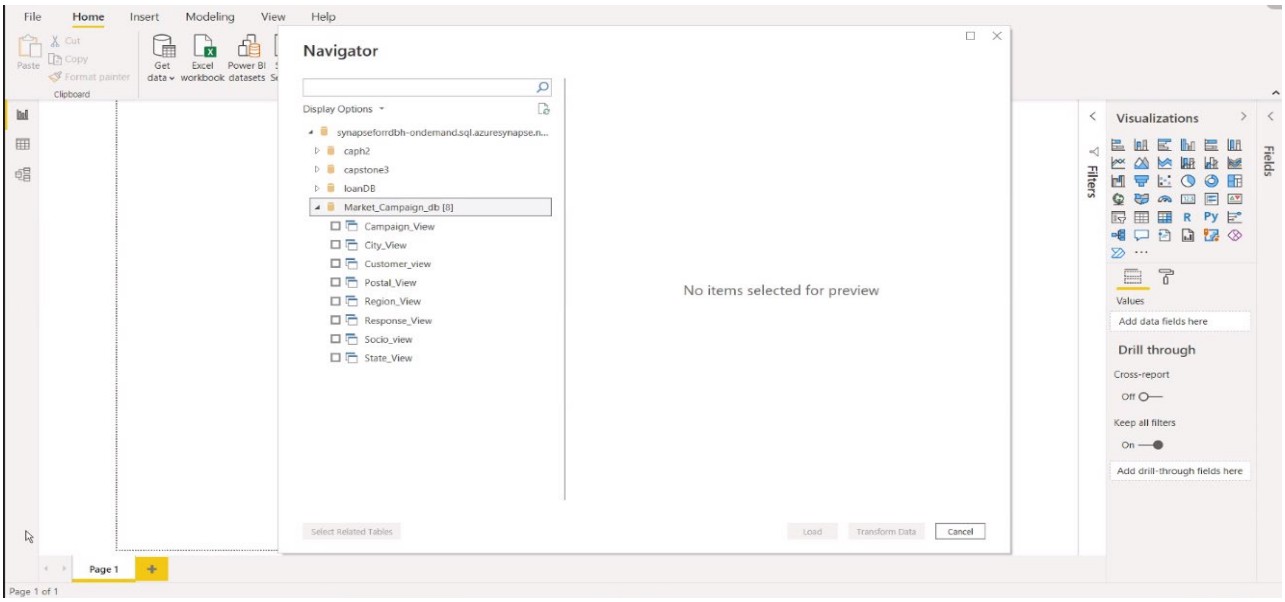
All views were successfully checked and loaded.

Linking the Power BI to SQL Serverless database and viewing the list of view tables in Power BI

Provide Synapse- Serverless SQL endpoint and select “Direct Query”

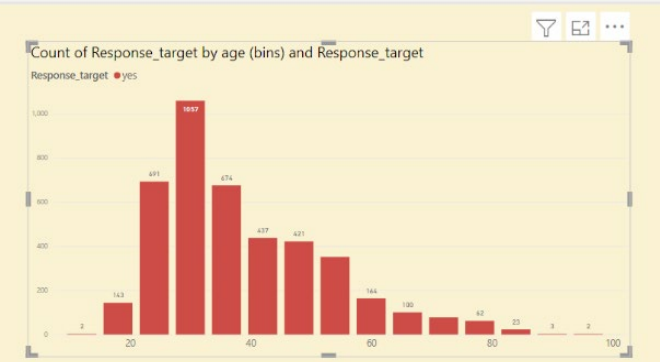


List of view tables in Power BI



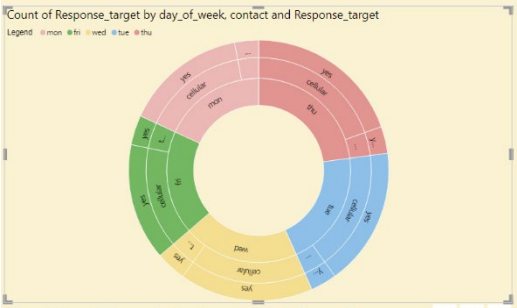
As we can see here, all the views are successfully loaded into the Power BI query editor.

Power BI analysis on the views: -



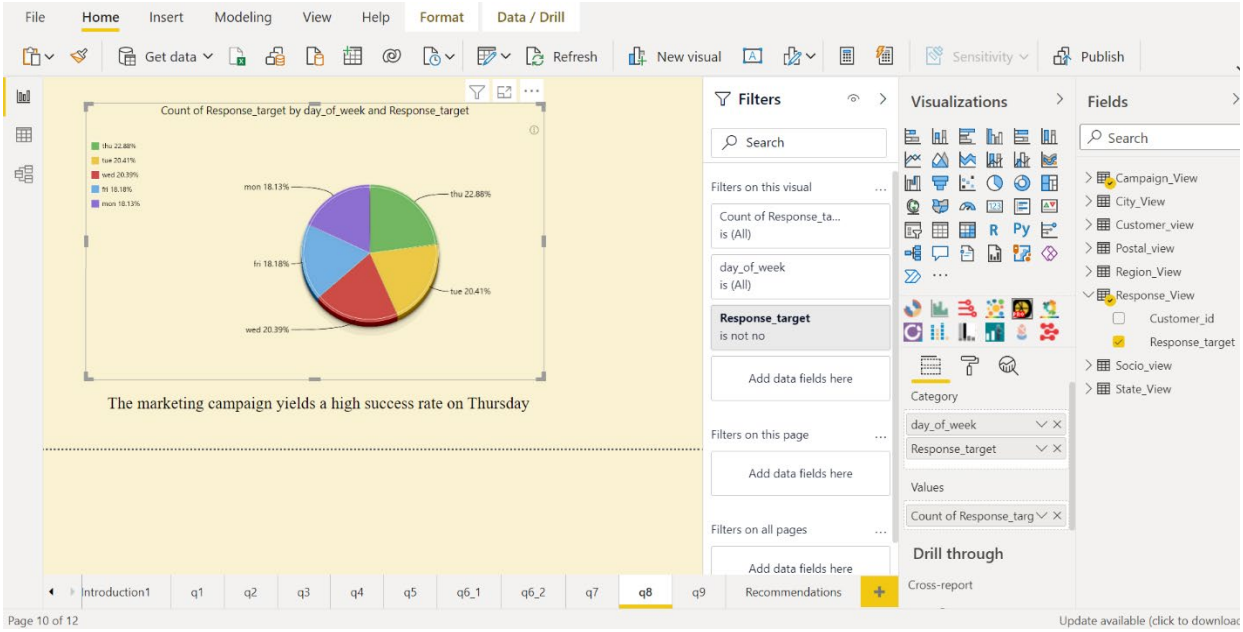
People with the age from 24 to 36 tend to respond positively for the campaign. The people above the age of 60 needs to be more focused.

People with age group 24 to 36 tend to respond more



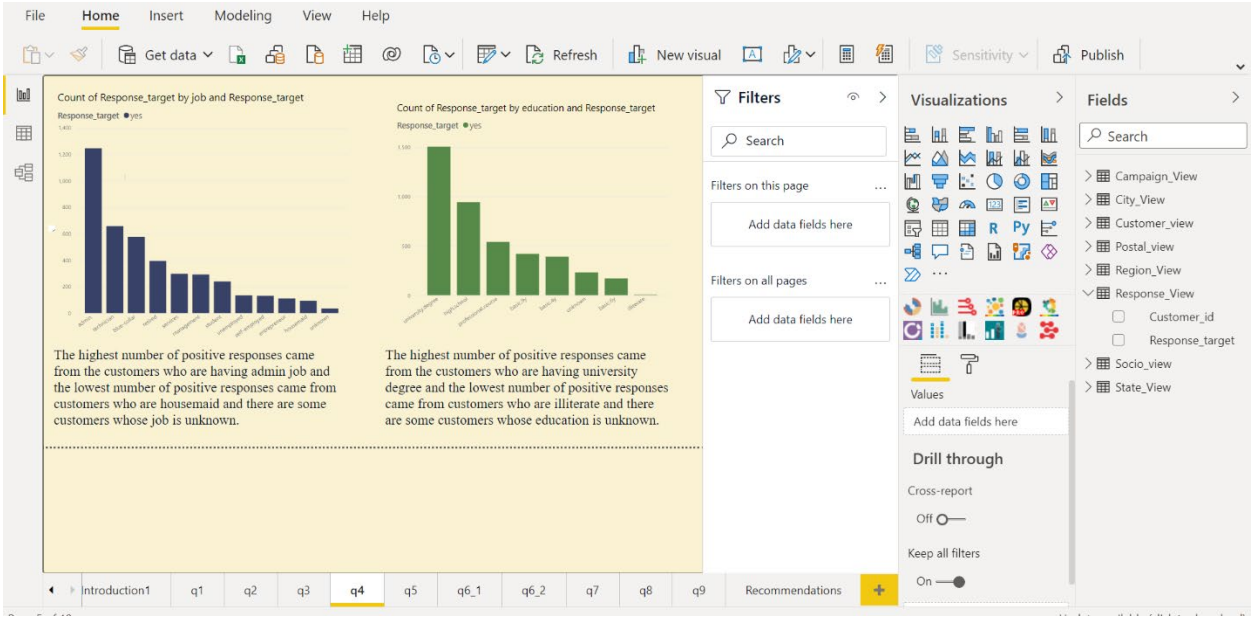
The right mode to contact customers is cellular mode.
There is no such day where people responded more to telephonic calls than cellular calls.

The right mode to contact the customers is the cellular mode



The marketing campaign yields a high success rate on Thursday

All days yields similar response towards success; hence we can say that day of week does not decide the outcome.



The highest number of responses came from the customers who are having job and who are having university degree.

These are some of Power BI analysis done on the views that were created on the Azure cloud.