

# Data Analysis and Insights for different page Optimization & How to get more user install & Engagement from the App and website

## Data Exploration

### Key Variables:

- Event Count
- Total Revenue
- Conversions
- Users
- Engaged Session
- Engage Sessions Per Users

### Data Cleaning and Pre-processing:

- Checked for missing and incorrect values.
- Removed outliers to ensure data integrity.

### Handling Missing Values:

- Checked for missing values, focusing on all columns.
- Changed incorrect values. (i.e. removed city with number, etc.)

### Outlier Detection:

- Identified and handled outliers in relevant columns.

### Data Type Conversion:

- Confirmed correct data types for analysis.

### Documentation:

- Documented Data Cleaning Steps for transparency.

### Additional Investigation:

- Investigated unexpected data (e.g. Users of age 35 – 54 are low, & 55 – 65+ is higher).

### Data Integrity Check

- Verified consistency among related columns.

