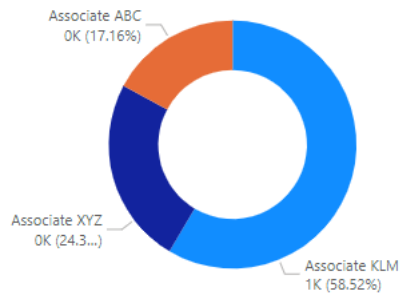
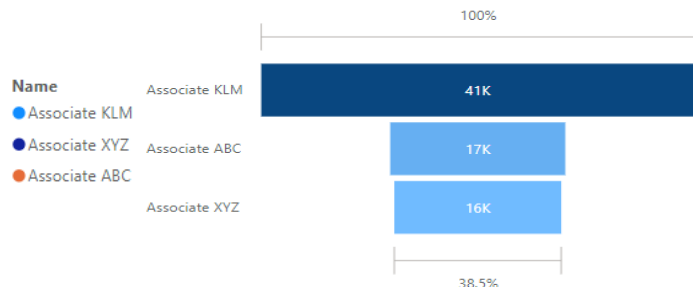


Antarctica Global Assignment

Sum of No of Leads by Name

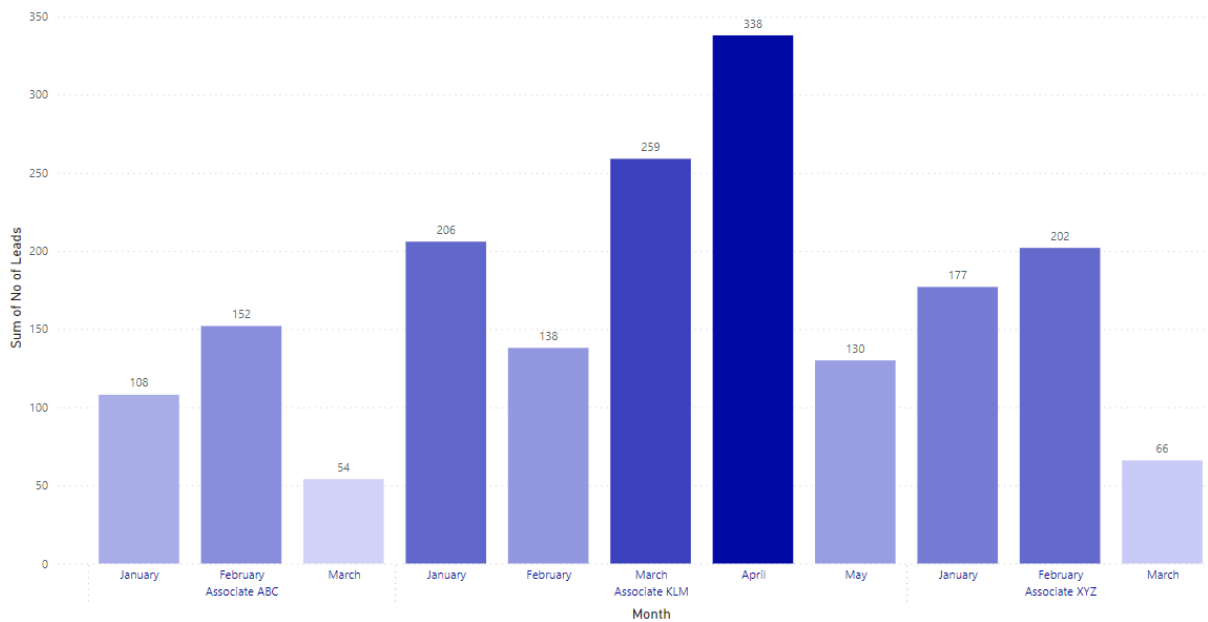


Sum of Time Spent on LG (in mins) by Name



Sum of No of Leads by Name and Month

Sum of No of Leads 54 338



Statistics for No. of Leads & Time Spent on LG-

	No of Leads	Time Spent on LG (in mins)
Count-	199.000000	206.000000
Mean-	9.195980	358.067961
Std-	4.273099	125.856113
Min-	0.000000	0.000000
25%-	6.000000	300.000000
50% -	10.000000	360.000000
75% -	12.500000	420.000000
Max-	23.000000	600.000000

Antarctica Global Assignment

Answers to Key Questions

1. Total Number of Leads Generated by Each Associate:

- Associate ABC: 314 leads
- Associate XYZ: 445 leads
- Associate KLM: 1071 leads

2. Total Number of Leaves Taken by Each Associate:

- Associate ABC: 1 days
- Associate XYZ: 3 days
- Associate KLM: 10 days

(Considering Saturday and Sunday as holidays)

3. Average Number of Leads Generated by Each Associate:

- Associate ABC: 6.522 leads/day
- Associate KLM: 9.736 leads/day
- Associate XYZ: 10.853 leads/day

4. Most Consistent Associate in Lead Generation:

- Associate KLM has demonstrated the most consistent lead generation performance, with minimal fluctuations over time.

5. Handling Missing Values

Missing values have been addressed:

- `missing_values = df.isnull().sum ()` #for null value
- `data_types = df.dtypes` #for data type
- `outliers = (z_scores > 3).all(axis=1)` #Check for outliers using Z-score

Recommendations for the Business Development Team

1. Performance Recognition:

- Acknowledge and reward Associate KLM for consistent lead generation.

2. Training Opportunities:

- Identify areas for skill enhancement based on the analysis, and provide targeted training sessions.

3. Data Quality Improvement:

- Implement measures to reduce missing data and maintain a more complete dataset for future analysis.

Appendix: Code and Tools

MS EXCEL, Power BI & Python(Jupyter)