

Leveraging Data Analysis For Optimal Marketing

TEAM ID : NM2023TMID05008

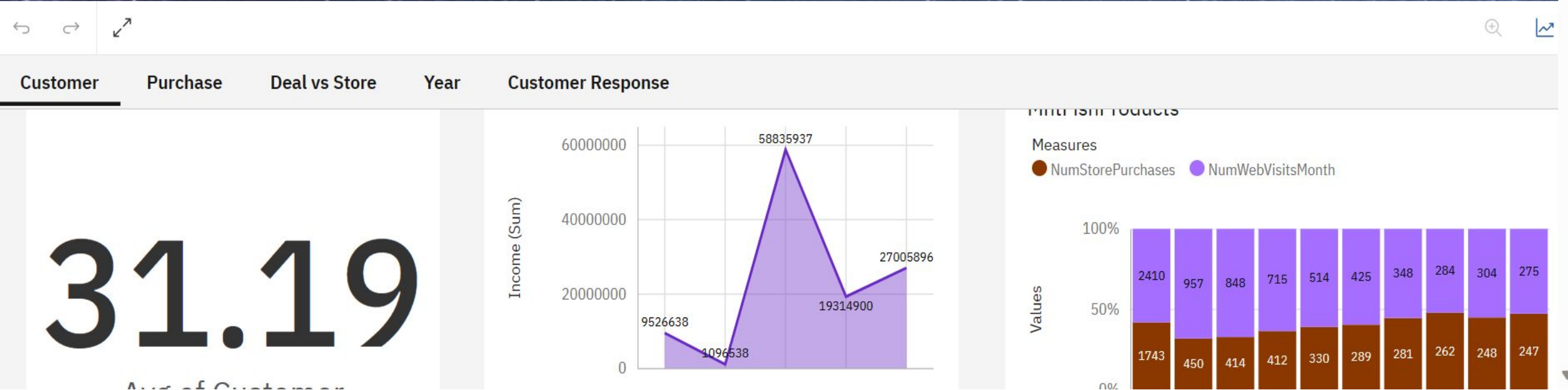
TEAM LEADER : ABINAYA S

TEAM MEMBERS : ABIRAMI A,
ABINESH E
ABDUL KADHAR.

NM PROJECT DATA ANALYTICS

Leveraging Data Analysis For Optimal Marketing

DASHBOARD



REPORT

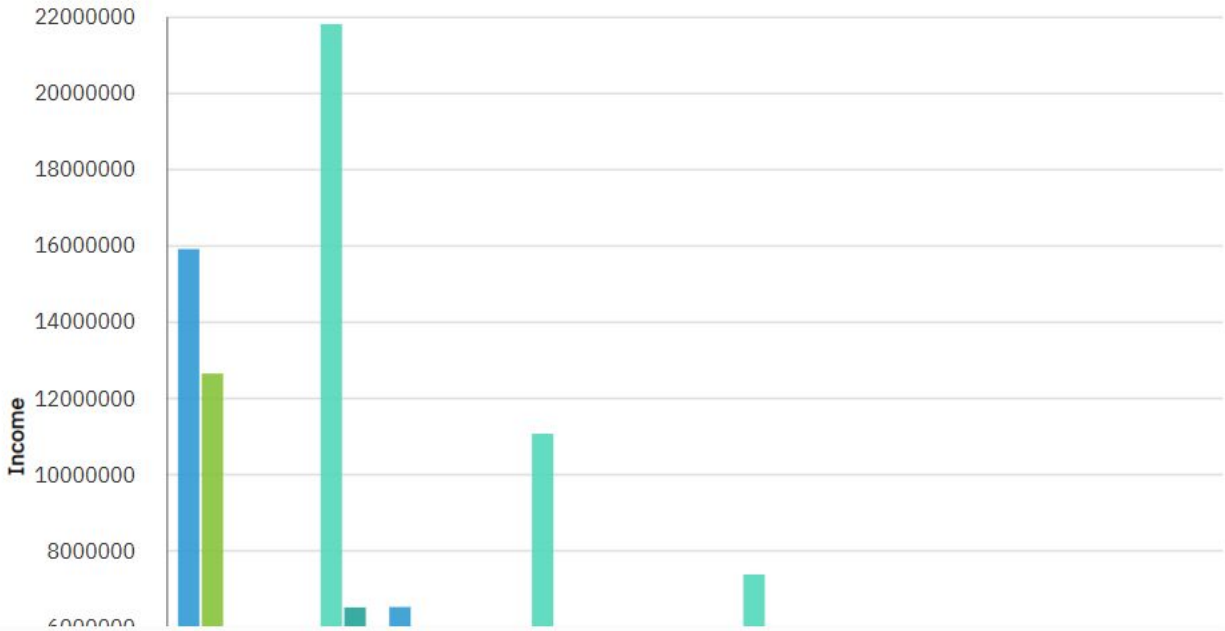


Standards of people

Income Vs Education

Marital_Status

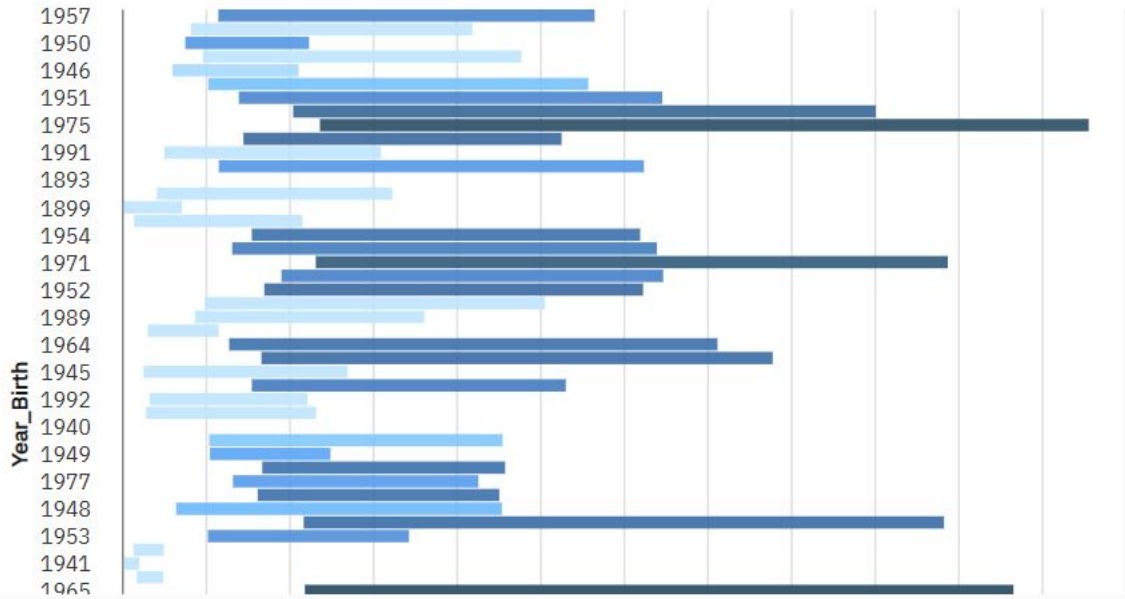
Together Single Widow Alone Absurd YOLO Married Divorced



Teenhome



Year_Birth Vs Purchases

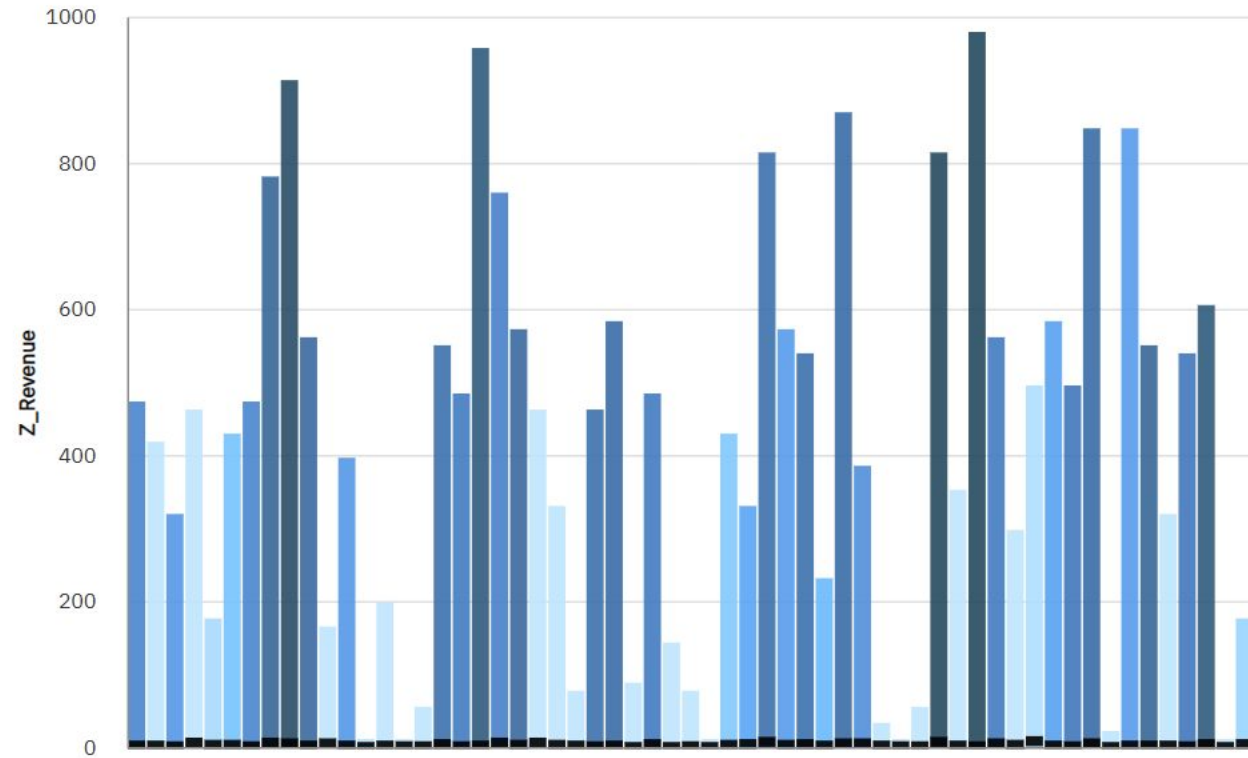


Revenue Model

Revenue Vs Year_Birth

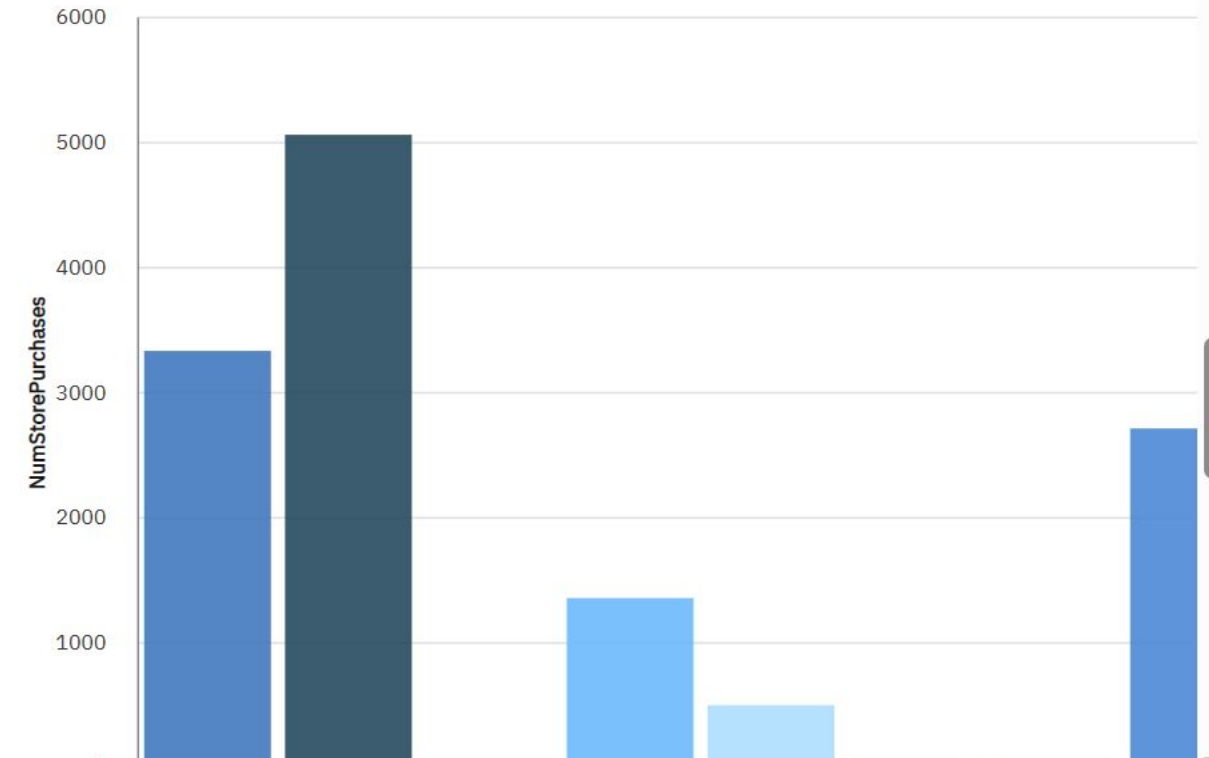
Teenhome
0 52

● AcceptedCmp5



Purchases Vs Marital_Status

Kidhome
0 394



FileEditSelectionViewGoRunTerminalHelp

app.py - Visual Studio Code

1

VARIABLES

12

WATCH

CALL STACK

Python...

RUNNING

Subp...

RUNNING

MainT...

RUNNING

Thread...

RUNNING

Thread...

RUNNING

Thread...

RUNNING

Thread...

RUNNING

BREAKPOINTS

☐ Raised Exceptions

☒ Uncaught Except...

☐ User Uncaught E...

app.py

C: > Users > samue > Desktop > app.py > open_html

```
1 from flask import Flask, send_from_directory
2
3 app = Flask(__name__)
4
5 @app.route('/')
6 def open_html():
7     folder_path = 'C:/Users/samue/Desktop/' # Specify the path to your desktop folder
8     return send_from_directory(folder_path, 'Leveraging Data Analysis.html')
9
10 if __name__ == '__main__':
11     app.run(debug=True)
```

PROBLEMS1

OUTPUT

DEBUG CONSOLE

TERMINAL

Python Debug Console

```
* Debug mode: on
WARNING: This is a development server. Do not use it in a production deployment. Use a production WSGI server instead.
* Running on http://127.0.0.1:5000
Press CTRL+C to quit
* Restarting with watchdog (windowsapi)
* Debugger is active!
* Debugger PIN: 633-596-148
127.0.0.1 - - [21/Oct/2023 20:11:22] "GET / HTTP/1.1" 200 -
127.0.0.1 - - [21/Oct/2023 20:17:06] "GET / HTTP/1.1" 304 -
127.0.0.1 - - [21/Oct/2023 20:19:31] "GET / HTTP/1.1" 304 -
```

Ln 7, Col 43

Spaces: 4

UTF-8

CRLF

Python 3.11.3 64-bit

Go Live


```
<html>
<head>
<title> Leveraging Data Analysis For Optimal Marketing </title>
  <style>
h1, h2, h3, h4, h5, h6 {
    text-align: center;
    color: red;
    background-color: yellow;
}
.top-bar {
    background-color: #333; /* Background color of the top bar */
    color: #fff; /* Text color in the top bar */
    text-align: center;
    padding: 10px 0;
}

/* Style the buttons */
.button {
    background-color: #444; /* Button background color */
    color: #fff; /* Button text color */
    padding: 10px 20px;
    margin: 10px;
    border: none;
    cursor: pointer;
}

/* On hover, change the background color of the buttons */
.button:hover {
    background-color: #555;
}
  </style>
</head>
<body background = "https://wallpapersmug.com/download/1920x1080/761f4e/galaxy-space-stars-5k.jpg">
<div class="top-bar">
  <button class="button" onclick="scrollToDashboard()">Dashboard</button>
```

