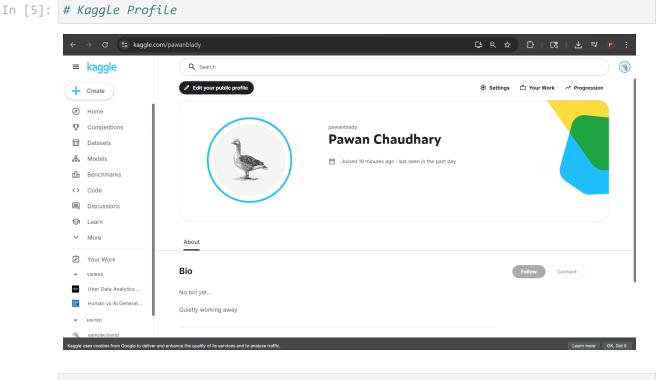
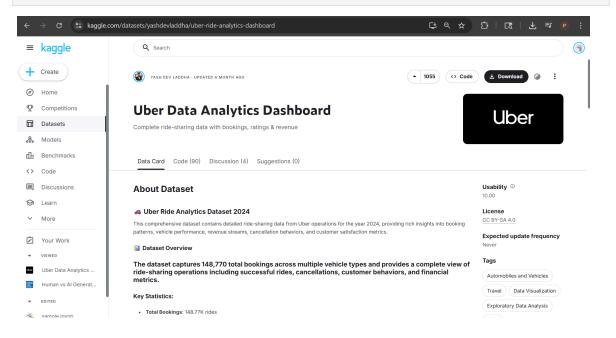
Pawan Chaudhary

1. Exploring Kaggle

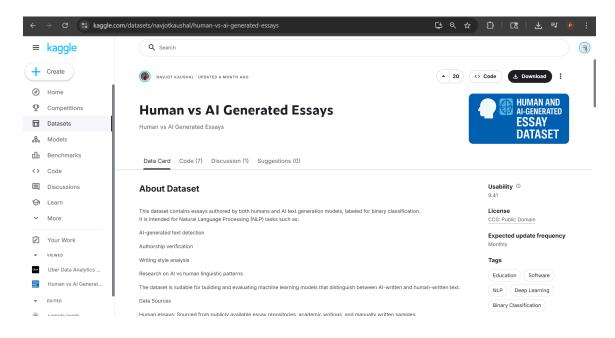




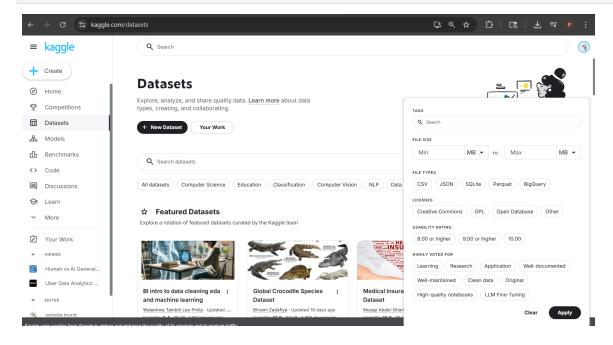
In [3]: # Most Popular Dataset



In [4]: # Highest Trending Dataset



In []: # Filter Option



2. Loading Data

In []: # Databases (SQLite)

I chose "Social Media Advertisement Performance" dataset, which analyzes a Simulated Ad Funnel with User & Campaign Data

In [2]: import pandas as pd

In [3]: import sqlalchemy as sqla

```
db_path = '/kaggle/input/social-media-advertisement-performance/ad_campaign_db.sqli
In [4]:
In [5]: db = sqla.create_engine(f'sqlite:///{db_path}')
         query_for_tables = "SELECT name FROM sqlite_master WHERE type='table';"
In [6]:
In [8]:
         table_names = pd.read_sql(query_for_tables, db)
         print("Tables in the database:")
In [9]:
         print(table_names)
        Tables in the database:
                name
               users
          campaigns
        2
                 ads
        3 ad events
In [10]: query_sqlite = "SELECT * FROM campaigns LIMIT 5"
         df = pd.read_sql(query_sqlite, db)
         print(df)
           campaign id
                                     name start_date
                                                         end_date duration_days \
                     1 Campaign_1_Launch 2025-05-25 2025-07-23
        0
                     2 Campaign_2_Launch 2025-04-16 2025-07-07
                                                                              82
        1
        2
                     3 Campaign_3_Winter 2025-05-04
                                                       2025-06-29
                                                                              56
        3
                     4 Campaign 4 Summer 2025-06-04 2025-08-08
                                                                              65
                     5 Campaign_5_Launch 2025-07-11 2025-08-28
        4
                                                                              48
           total_budget
        0
               24021.32
        1
               79342.41
        2
               14343.25
               45326.60
        3
        4
               68376.69
In [11]: # Flat Files (CSV)
In [12]:
         import pandas as pd
In [20]: pd.options.display.max_columns = None
         pd.options.display.width = None
         pd.options.display.float_format = '{:,.2f}'.format
In [21]: | file_path = '/kaggle/input/uber-ride-analytics-dashboard/ncr_ride_bookings.csv'
In [22]: df = pd.read csv(file path)
In [23]: first_five_rows = df[0:5]
         print(first_five_rows)
```

```
Date
                            Time
                                    Booking ID
                                                 Booking Status
                                                                   Customer ID \
           2024-03-23
                       12:29:38
                                  "CNR5884300"
                                                No Driver Found
                                                                  "CID1982111"
                                                                  "CID4604802"
        1 2024-11-29 18:01:39
                                  "CNR1326809"
                                                      Incomplete
        2 2024-08-23 08:56:10
                                  "CNR8494506"
                                                       Completed
                                                                  "CID9202816"
        3 2024-10-21 17:17:25
                                  "CNR8906825"
                                                       Completed
                                                                  "CID2610914"
        4 2024-09-16 22:08:00
                                  "CNR1950162"
                                                       Completed "CID9933542"
                               Pickup Location
            Vehicle Type
                                                     Drop Location Avg VTAT Avg CTAT \
        0
                   eBike
                                   Palam Vihar
                                                           Jhilmil
                                                                         NaN
                                                                                    NaN
                Go Sedan
                                 Shastri Nagar
                                                Gurgaon Sector 56
                                                                        4.90
                                                                                  14.00
        1
        2
                    Auto
                                       Khandsa
                                                                       13.40
                                                                                  25.80
                                                    Malviya Nagar
        3
           Premier Sedan Central Secretariat
                                                          Inderlok
                                                                       13.10
                                                                                  28.50
        4
                    Bike
                              Ghitorni Village
                                                       Khan Market
                                                                        5.30
                                                                                  19.60
           Cancelled Rides by Customer Reason for cancelling by Customer
        0
                                    NaN
                                                                       NaN
                                    NaN
                                                                       NaN
        1
        2
                                    NaN
                                                                       NaN
        3
                                    NaN
                                                                       NaN
        4
                                    NaN
                                                                       NaN
           Cancelled Rides by Driver Driver Cancellation Reason
                                                                   Incomplete Rides
        0
                                  NaN
                                                              NaN
                                                                                 NaN
                                  NaN
                                                                                1.00
        1
                                                              NaN
        2
                                  NaN
                                                              NaN
                                                                                 NaN
        3
                                  NaN
                                                              NaN
                                                                                 NaN
        4
                                  NaN
                                                              NaN
                                                                                 NaN
          Incomplete Rides Reason
                                    Booking Value
                                                   Ride Distance
                                                                   Driver Ratings \
                               NaN
                                              NaN
                                                              NaN
                                                                               NaN
        1
                Vehicle Breakdown
                                           237.00
                                                             5.73
                                                                              NaN
        2
                               NaN
                                           627.00
                                                            13.58
                                                                              4.90
        3
                                                                              4.60
                               NaN
                                           416.00
                                                            34.02
        4
                                           737.00
                                                            48.21
                                                                              4.10
                               NaN
           Customer Rating Payment Method
        0
                        NaN
                                       NaN
        1
                       NaN
                                       UPI
        2
                       4.90
                                Debit Card
        3
                       5.00
                                       UPI
        4
                       4.30
                                       UPI
In [31]:
         # APIs
In [25]:
         import requests
         base url = 'https://pokeapi.co/api/v2/pokemon'
In [27]:
         resp = requests.get(base_url)
          resp
         <Response [200]>
Out[27]:
In [28]: data = resp.json()
         data['results'][0]['name']
```

An API is a tool that allows us to access data directly from a source in a quick and organized way. It is important for data analysis because it saves time, reduces errors, and ensures that we are working with accurate and up-to-date information.