ABSTRACT:

In this project, through the data downloaded from the Saudi Open Data portal, we will add push notifications (high quality) in the "Wusool" program, which is based on reminding customers to use the application and sending reminder notifications of the expiry date of the subscription, with motivational messages to encourage customers.

DESIGN:

This project aims to try to make qualified cases effective by using push notifications.

A column called "Notifications" has been built in which messages containing reminders to start using the program are sent to qualified cases.

The most and least used areas of the program have been identified and it is suggested to send text messages or post advertisements about the program in regions where the program is least used.

DATA:

This data is from 2018 to July 2021. The data was downloaded from the Saudi National Open Data portal, the data owner is the Human Resources Development Fund.

Rows: 5000 rows

Columns: 8 columns, which are " **serial number**", " **Status**", " **Region**", "**City**", "**National Address City**", "**The first flight date**", "**Last flight**", "**date of registration**"

ALGORITHMS:

- Removing unnecessary data
- Dealing with inconsistent text and typos

TOOLS:

- **Technologies :** Python , Jupyter Notebook
- **Libraries :** Pandas , NumPy , Matplotlib , Seaborn , datetime

COMMUNICATION:

A graph showing the cases, the percentage of effective cases and qualified cases