

# **Project Proposal Template**

## **OVERVIEW:**

"Wusool" application, which aims to enable women to work in the private sector and raise their participation in the labor market by helping the employee overcome transportation difficulties to and from the workplace in order to support her job stability.

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

## **GOALS:**

1. Increase user engagement and retention
2. Improve user experience

## **DATA DESCRIPTION:**

- **COLUMNS :**
  - Number of columns = 8
  - Name of columns ( 1.Serial Number , 2.Status , 3.City , 4.Region , 5.National Address City , 6.The first flight date , 7.Last flight , 8.Date of registration )
- **ROWS :**
  - Number of rows = 5000
- **TIME PERIOD:**
  - **2018 – 2021**
- **TOOLS :**
  - **Programing :**
    - Python, Excel, SQL
  - **Libraries :**
    - Panda, NumPy, Matplotlib, seaborn
  - **Plots :**
    - Scatter, plot, bar graphs
  - **Functions :**
    - Handling nan values, converting data to date time object