# Exploratory Data Analysis By

# Mercedes Benz of San Francisco

## Using SF-Salary Dataset

By: TahaniAlqahtani
Amani Albalawi

NEXT

# TODAY'S AGENDA

What we'll learn:

**01**
Problem Description

**02**
About Data

**03**
Data validation

**04**
Exploratory Data Analysis

**05**
Conclusion

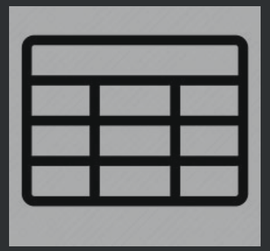
# Problem Description

Mercedes-Benz want to develop marketing plans for next marketing campaign, we decided to analysis a dataset of San Francisco employees' salary base to know income level and target each category with the appropriate promotional campaign.

NEXT

# SF-salary Dataset

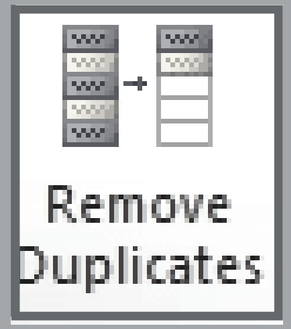
**The original source for this data is here , and we have taken from kaggel (SF Salaries | Kaggle). This data set is name as Salaries .**



13 column
148654 rows

NEXT

# Data validation (Cleaning Data)

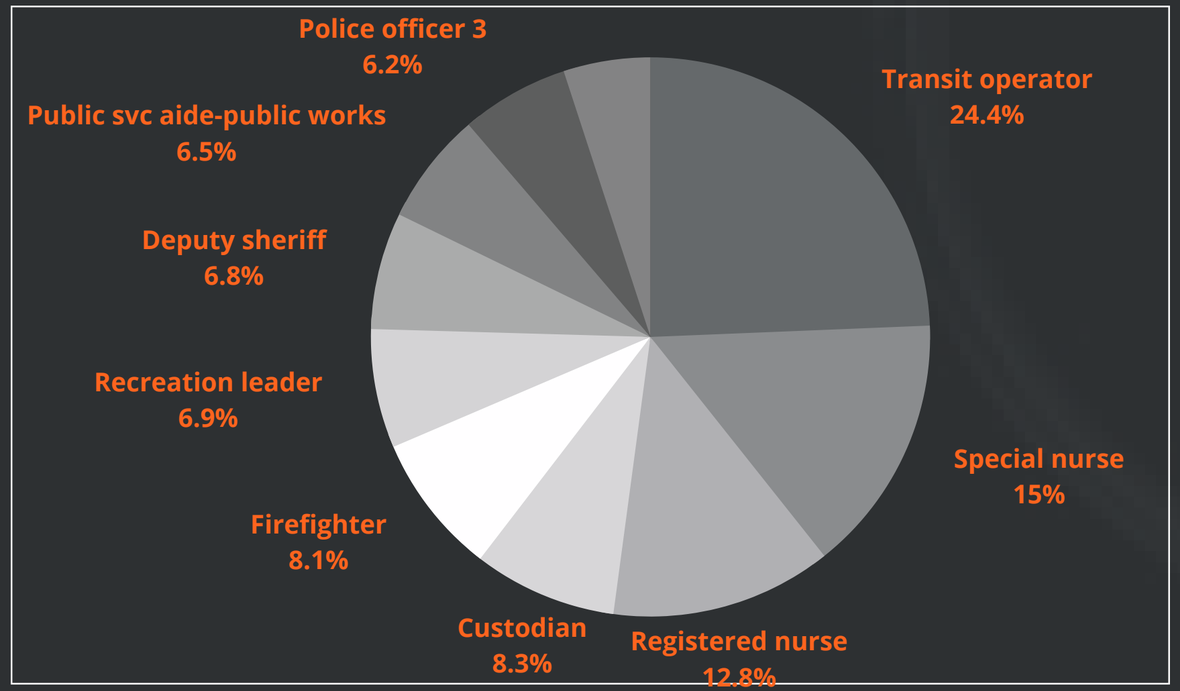


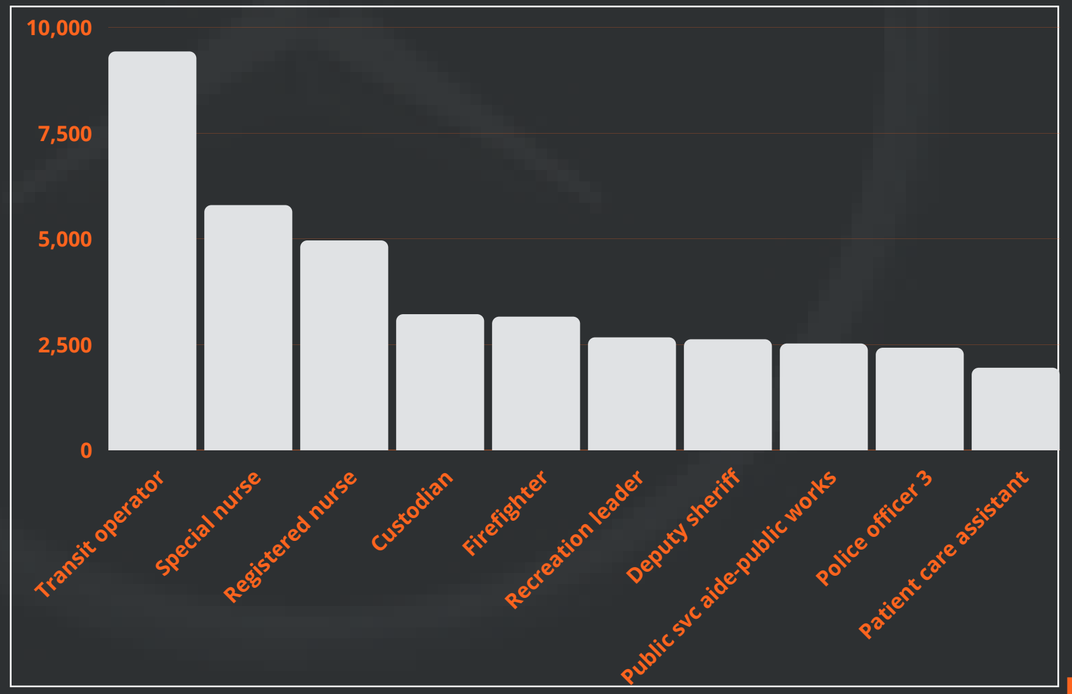
AI

NEXT

# Exploratory Data Analysis

Here we divided jobs in to most popular jobs among San Francisco residents and select top 10 jobs.

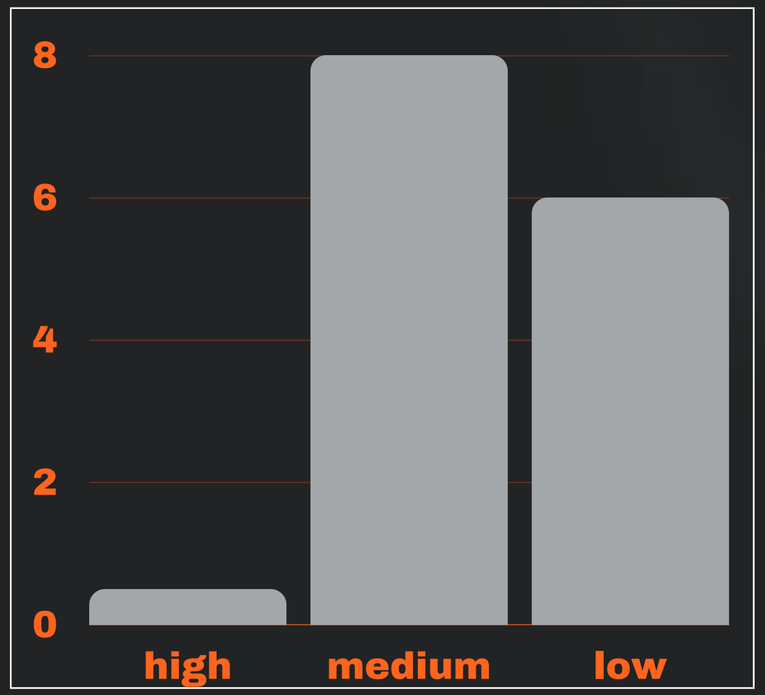


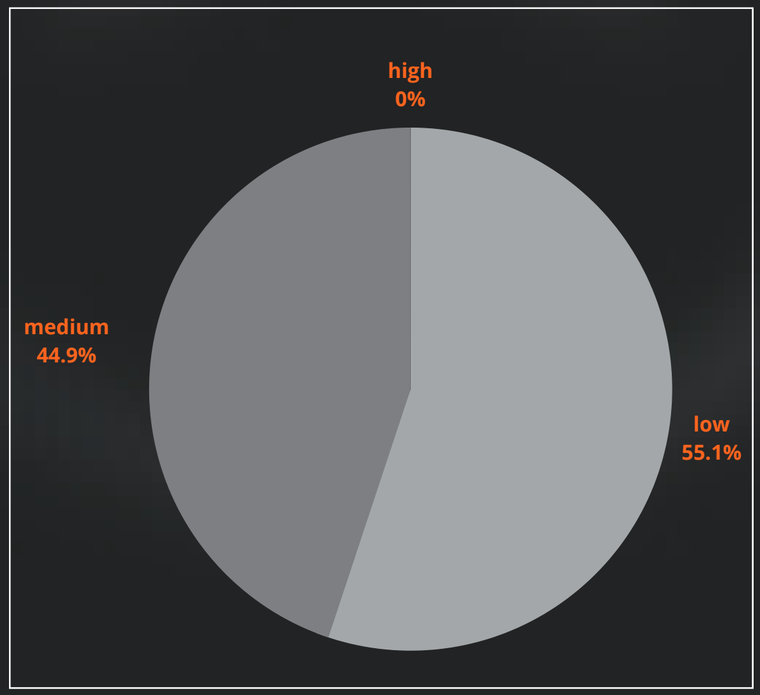




NEXT

# Exploratory Data Analysis

Depending on the employee salaries we divided salaries into high, medium and low levels.




NEXT

# Conclusion

- Based on the 10 most popular jobs among San Francisco residents, we will offer promotions to their incumbents, such as discount 10%

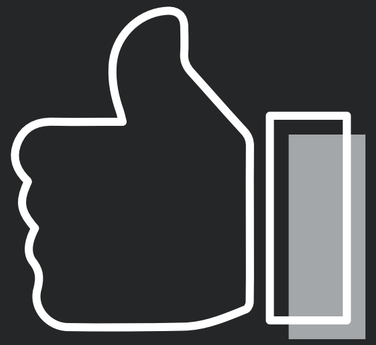
NEXT

# Conclusion

- We also target the most widespread category, the middle income group, by establishing facilities that make them own Mercedes cars, such as (abolishing administrative fees, or making payment plans flexible in proportion to their salaries…)

**Thanks!**

Any question?!



DONE