

NAWY TASK

PRESENTATION FRAMEWORK

- knowing more about the dataset
- create meta data
- start to clean the data
- integrate the data into SQL DB and make relations
- Analysis the data
- Turn our analysis into visuals

KNOWING MORE ABOUT THE DATASET

start to engage with the dataset and ask question about each column

And create a table with all meta data that i could found

C	D	E
meta data		
column	desc	will used for analysis
id	lead id	will used for realation
date_of_last_request	date acroding oto the campain	
method_of_contact	the channel type	performance of different channels
buyer	buyer or seller	lead bouns
seller	buyer or seller	lead bouns
desc	descreibstion from agents	The performance of different agents.
created_at		
updated_at		
user_id	agent id	The performance of different agents.
location	campain location	performance of different channels
date_of_last_contact	ime that the agent contactn the c	The performance of different agents.
status_id	ith customer (customer can be ha	
commercial	ge of the unite (commercial or pe	lead bouns
reassigned	ustomer or lead) reassigned o and	The performance of different agents.
status2	omer with the contact (intersting	
best_time_to_call	er choees the best time to conta	lead bouns
budget_EGP	the customer budget in egp	
date_of_trans	what mean that column	
what_was_bought	which unit the customer bought	
commission_earned	commission earned by agent	se about of the 90% will be with 0 value (th
budget_currency	the currency fro the budget	
unit_value_currency	the currency for the unit value	
campaign	the type of the campain	performance of different channels
adset		
ad		
referral_id		the column will not be used
anonymous	empty column	the column will not be used
referral_comission	empty column	the column will not be used
date_of_reservation		the column will not be used
date_of_contraction		
merged	what mean that column	

CLEANING DATA

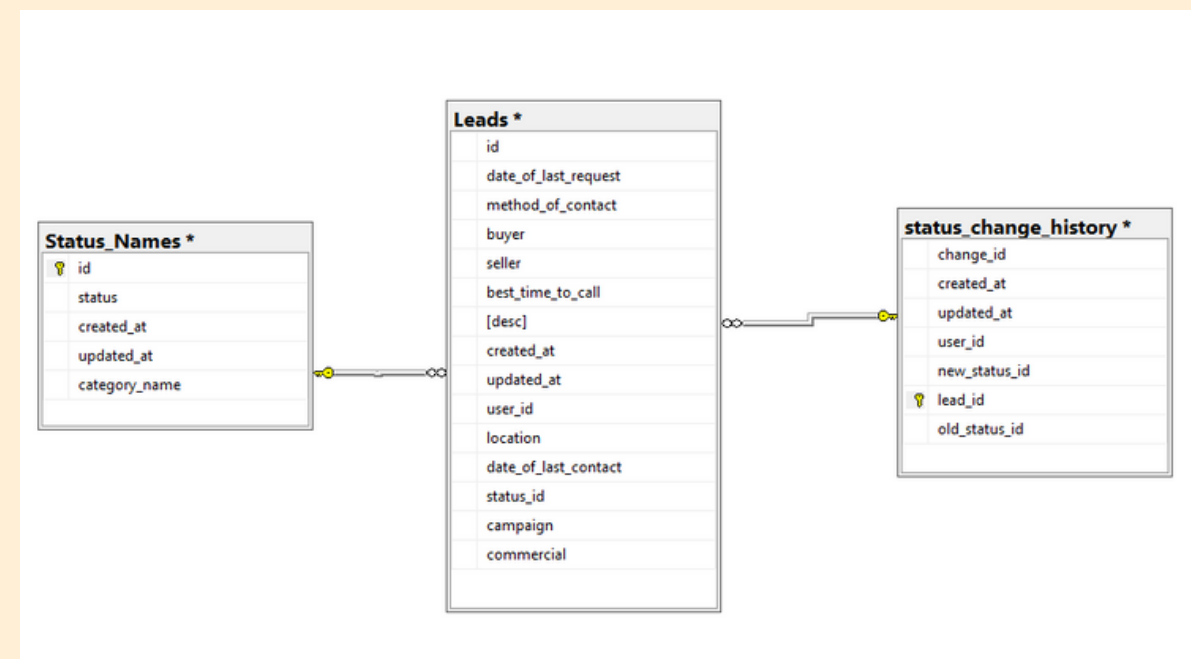
in cleaning phase on our task we used three tools for clean

- First used some python code to know which columns will be used
- Then we used excel for replacing too with python
- Finally when we work on the DB on SQL we needed to use some SQL query to clean and modify some parts

INTEGRATE THE DATA INTO SQL DATA BASE

integrating data

- by using SQL server import and export data start to import the data and create a database
- and using the data base diagram to make a relation and set the FK ,PK



Data insights

- The first step is to improve our contact methods, since this is the only process of turning leads into real customers or prospects, during the last 4 years about **42%** reaching us through Facebook, then we need to redesign our forms system like (FB form - organic forms - Organic forms - Phone - etc.) we received about **30%** protentional leads through forms , phone are also won apart as old school communication some leads prefer to communicate direct with phone we can analysis our data more to find the percent of contracted customer through all method contacts
- the best way to attract more positional leads to make the through campaign to analysis our pervious campaign the most attractive campaign was (google CPC - City edge - North coast)
- According to the last 4 years the best time for our campaigns was between **Q2** and **Q3** for each year

Data insights

- And the our performance for this quarters in the last this years was good , we received about **10K** leads through campaigns and **5K** without campaigns from this locations (Zed - New Mansoura - The gate - North Edge etc.)
- our agents doing great but we need to encourage theme to do better , we need to decrease our lost deals we have about 5K lost deal , also the changes status is more than usual , if it not normal for the business
- for more analysis we can use some different and more useful data to high performance level for our agent and our channels also

Conclusion

- It was great opportunity to work with this challenging dataset , and i learned from more than i implement on it , but in my opinion we need to re structure some tables for better use , like is commission we can set a specific commission for each location with specific id for this location and decrees the null values and the categorical data that un needed or lemmatized like i did it in this data set if it will match the business process and business model

THANKS

Amir Ahmed

Data Analyst

Phone Number

01155381463

E-mail Address

Amer.ahmed2200@gmail.com