

Use 'final_df.csv' from Week2 to work on the following questions/aggregations:

ID	Question	Description	Type	Assignee
1	Avg. Open.Count per region	Average number of times emails are opened per region	Engagement Metric	Alysia
2	Avg. Email.Link.Click.Count per region	Avg. email link clicks per region	Engagement Metric	Alysia
3	Avg. (Email.Send.Date.Time - Email.First.Open.Date) (in days) per region	Avg. response time per region	Engagement Metric	Alysia
4	Avg. Count(Email.Address.Opt.Out.Date) per region	How many times on avg are people opting out per region? Check if Opt.Out.Date exists or not.	Engagement Metric	Rikhil
5	Avg. (Email.Send.Date.Time - Email.Address.Opt.Out.Date) (in days/minutes) per region	How long is it taking them on avg. to opt out?	Engagement Metric	Rikhil
6	Avg. Largest.Donation.Amount per region	Avg donation per region	Donation Metric	Armaan
7	Region and Campaign receiving highest Count(Largest.Donation.Amount)	For a region which campaign received highest number of people donating? And what is that number?	Observation	Armaan
8	Region and Campaign receiving highest Largest.Donation.Amount	For a region which campaign received highest sum of donations? And	Observation	Armaan

ID	Question	Description	Type	Assignee
		what is that number?		
9	Count(Account.ID) if donation > 0 per region.	Average donors per region	Donation Metric	Rikhil
10	Count(Account.Type) per region.	Individual vs. Company	Observation	Anusha
11	Region and dominating Account.Type.	Individual vs. Company	Observation	Anusha

Note: I have mentioned column names in 'Question' according to final_df. Region = zipcode.

Instructions:

Do not use Full Name to identify donors, always use Account.ID. Always drop null value rows for all the columns you're dealing with per question, eg. only drop null values from Open.Count for Q1.

Submit a a csv for each of these questions. Always include the following columns:

Zip.Code, State.Province, City.

Also include at least 3 observations overall.

Upload a folder 'Week2_Name' by 10 AM, Sunday under which you have an .ipynb file, a .csv file for each question you chose, and a .txt file with your observations and comments. Plot charts for your data. (Optional)

Next week:

How do we score these metrics? Plotting metrics - engagement vs donation. Learning Viz in Tableau.