

# CONCEPT MAP

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graph TD; CM[CONCEPT MAP] --> D4[Duration: 4 days]; CM --> D2[Duration: 2 days]; CM --> D1[Duration: 1 day]; D4 --> P1[PHASE 1: SNOWFLAKE DATA FOUNDATION]; P1 --> S1[Setup and Validation]; D2 --> P2[PHASE 2: EXCEL ANALYSIS PHASE]; P2 --> S2[Engagement Analysis<br/>Temporal Patterns<br/>Channel Performance<br/>Demographics]; D1 --> P3[PHASE 3: POWERPOINT PRESENTATION DEVELOPMENT]; P3 --> S3[Executive Summary Creation<br/>Visualizations<br/>Demographic<br/>Trends<br/>Insights];
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Duration: 4 days

## PHASE 1: SNOWFLAKE DATA FOUNDATION

Setup and Validation

Duration: 2 days

## PHASE 2: EXCEL ANALYSIS PHASE

Engagement  
Analysis

Temporal Patterns

Channel  
Performance

Demographics

Duration: 1 day

## PHASE 3: POWERPOINT PRESENTATION DEVELOPMENT

Executive  
Summary  
Creation

Visualizations

Demographic

Trends

Insights