COMPANY Click here to access the company site	Project Date Description Index	Click here to access the project October - 2022 It was a data analysis project developed to developed with the aim of obtaining approval for an application to a data analyst vacancy at the TakeBlip company. 1. Challenge proposed by the company 2. Report 3. Solution overview

1. Challenge proposed by the company

The objective of the challenge was to analyze the Chatbot "Cai na Folia", created for the carnival in Belo Horizonte - Minas Gerais - Brazil.
You must answer the questions:
- what were users looking for in the Chatbot? For what purpose did they access the Chatbot?
- given the analyzes carried out, what are the behavioral trends? What caught your attention regarding the use of the platform by users?
- point out at least 3 insights based on data that can bring improvement and/or evolution to the Chatbot.

^Return to the index.

2. Report

Below, Fig. 1, we have the image from the final report. It also may be accessed through the link: https://app.powerbi.com/view?r=eyJrIjoiYjI3N2MxZmMtMDNmZC00YjI4LWJlODktMmI2NmQ0YzJlYWZmIiwidCI6IjYxM2Y2OWM0LTkyOTQtNDMxZS04ZWEyLThiN2Q1NWUxYzczZCJ9

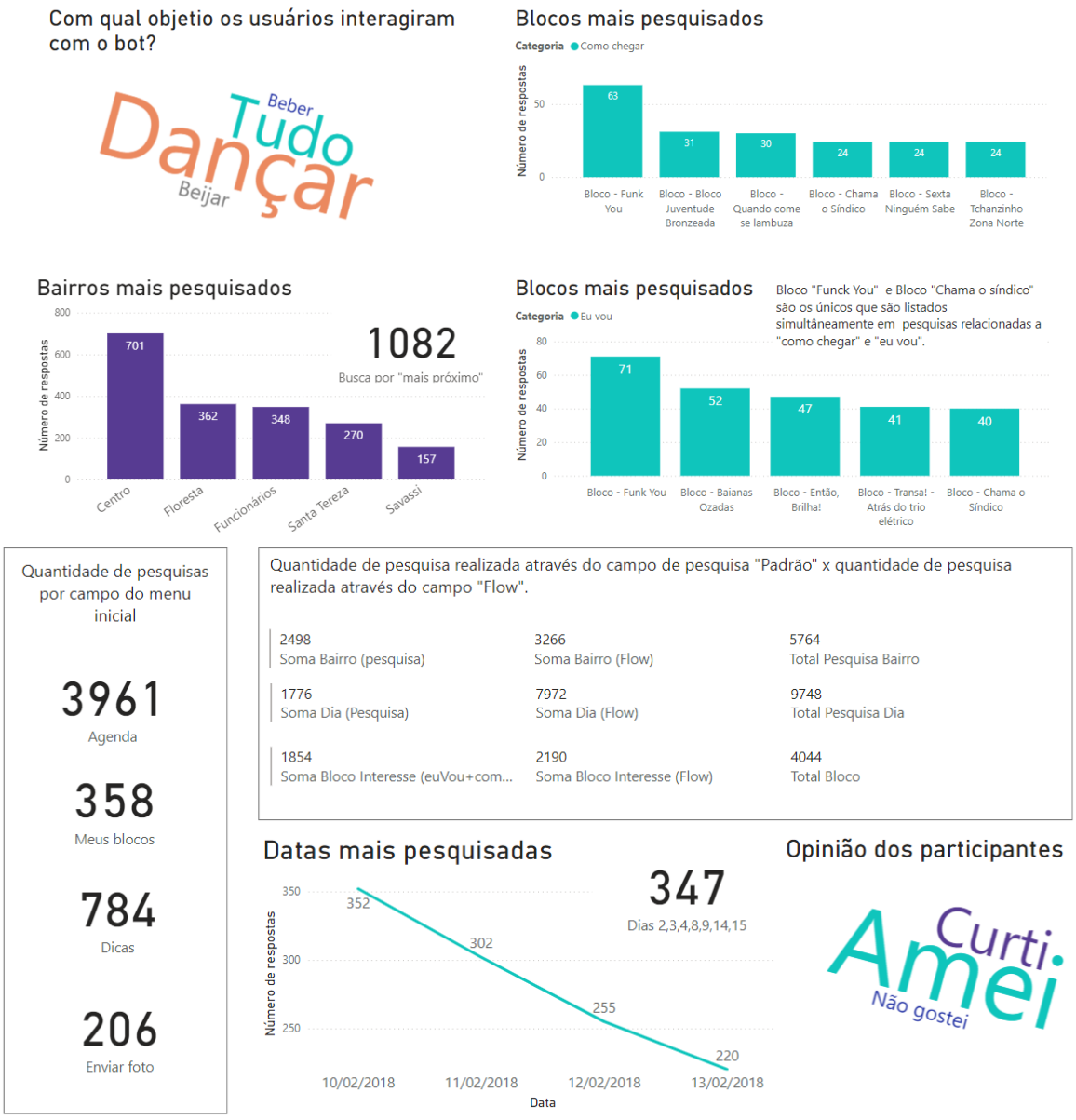

Fig. 1 – Final report.

^Return to the index.

3. Solution overview

The data were available throw a unique table, Fig. 1 shows the columns and some data.

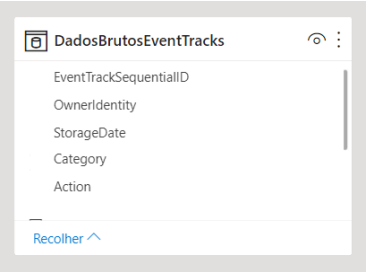

Fig. 1 – Data Model

Despite the simple structure, to answer the questions the data contained to the column “Actions” needed a significant preprocessing, Fig. 2. This column represents the menu items traveled by the users and answers typed to the users.

EventTrackSequentialID	OwnerIdentity	StorageDate	Category	Action
100	carnabelo@msging.net	2018-02-02 13:51:59.72 -02:00	Flow	Boas vindas
101	carnabelo@msging.net	2018-02-02 13:52:10.89 -02:00	Flow	Objetivo - Beber
102	carnabelo@msging.net	2018-02-02 13:52:10.98 -02:00	Objetivo	Beber
103	carnabelo@msging.net	2018-02-02 13:52:13.15 -02:00	Flow	Intro
104	carnabelo@msging.net	2018-02-02 13:52:17.34 -02:00	Flow	Menu

Fig. 2 – Files containing the data to merge.

Below, Fig. 3, we have the code applied to clean and extract the mainly information from the “Action” column.

```
Ação = SWITCH(
TRUE(),
/*Tratamento padronização nomenclatura dos blocos*/
(('DadosBrutosEventTracks (3)'[Category]= "Eu vou")||('DadosBrutosEventTracks (3)'[Category]= "Como chegar"))&&
NOT(CONTAINSSTRING('DadosBrutosEventTracks (3)'[Action],"Bloco -")), CONCATENATE("Bloco - ",'DadosBrutosEventTracks (3)'[Action]),
/*Tratamento de objetivos sendo vinculados ao campo flow*/
(CONTAINSSTRING('DadosBrutosEventTracks (3)'[Action],"beber")),"Beber",
(CONTAINSSTRING('DadosBrutosEventTracks (3)'[Action],"bei")),"Beijar",
(CONTAINSSTRING('DadosBrutosEventTracks (3)'[Action],"dancar")),"Dançar",
(CONTAINSSTRING('DadosBrutosEventTracks (3)'[Action],"tudo")),"Tudo",
/*Compartilhamentos*/
(CONTAINSSTRING('DadosBrutosEventTracks (3)'[Action],"compart")),"Compartilhar",
/*Padronizacao dia da semana por extenso. Obs: é possível realizar melhoramento considerando a data em que a mensagem foi escrita*/
(CONTAINSSTRING('DadosBrutosEventTracks (3)'[Action],"quinta")),"15/02/2018",
(CONTAINSSTRING('DadosBrutosEventTracks (3)'[Action],"segunda")),"12/02/2018",
(CONTAINSSTRING('DadosBrutosEventTracks (3)'[Action],"terca")||(CONTAINSSTRING('DadosBrutosEventTracks
(3)'[Action],"terça"))),"13/02/2018",
(CONTAINSSTRING('DadosBrutosEventTracks (3)'[Action],"quarta")),"14/02/2018",
/*Tratamento padronização dias da semana*/
(EXACT('DadosBrutosEventTracks (3)'[Action],2) && NOT(CONTAINSSTRING('DadosBrutosEventTracks (3)'[Action],"/"))),"02/02/2018",
(EXACT('DadosBrutosEventTracks (3)'[Action],3) && NOT(CONTAINSSTRING('DadosBrutosEventTracks (3)'[Action],"/"))),"03/02/2018",
(EXACT('DadosBrutosEventTracks (3)'[Action],4) && NOT(CONTAINSSTRING('DadosBrutosEventTracks (3)'[Action],"/"))),"04/02/2018",
(EXACT('DadosBrutosEventTracks (3)'[Action],5) && NOT(CONTAINSSTRING('DadosBrutosEventTracks (3)'[Action],"/"))),"05/02/2018",
(EXACT('DadosBrutosEventTracks (3)'[Action],6) && NOT(CONTAINSSTRING('DadosBrutosEventTracks (3)'[Action],"/"))),"06/02/2018",
(EXACT('DadosBrutosEventTracks (3)'[Action],7) && NOT(CONTAINSSTRING('DadosBrutosEventTracks (3)'[Action],"/"))),"07/02/2018",
(EXACT('DadosBrutosEventTracks (3)'[Action],8) && NOT(CONTAINSSTRING('DadosBrutosEventTracks (3)'[Action],"/"))),"08/02/2018",
(EXACT('DadosBrutosEventTracks (3)'[Action],9) && NOT(CONTAINSSTRING('DadosBrutosEventTracks (3)'[Action],"/"))),"09/02/2018",
(EXACT('DadosBrutosEventTracks (3)'[Action],10) && NOT(CONTAINSSTRING('DadosBrutosEventTracks (3)'[Action],"/"))),"10/02/2018",
(EXACT('DadosBrutosEventTracks (3)'[Action],11) && NOT(CONTAINSSTRING('DadosBrutosEventTracks (3)'[Action],"/"))),"11/02/2018",
(EXACT('DadosBrutosEventTracks (3)'[Action],12) && NOT(CONTAINSSTRING('DadosBrutosEventTracks (3)'[Action],"/"))),"12/02/2018",
/*Tratamento campo broader*/
(EXACT('DadosBrutosEventTracks (3)'[Action],"broad-1 nao gostei")||EXACT('DadosBrutosEventTracks (3)'[Action],"broad-2 nao
curti")),"Não gostei",
(EXACT('DadosBrutosEventTracks (3)'[Action],"broad-3 nao indiferente")),"Curti",
(EXACT('DadosBrutosEventTracks (3)'[Action],"broad-4 Curti")),"Curti",
(EXACT('DadosBrutosEventTracks (3)'[Action],"broad-5 Amei")),"Amei",

(CONTAINSSTRING('DadosBrutosEventTracks (3)'[Action],"agenda")),"agenda",
(CONTAINSSTRING('DadosBrutosEventTracks (3)'[Action],"pr*ximo")),"mais próximo",
'DadosBrutosEventTracks (3)'[Action]
)
```

Fig. 3 – code to clean and extract the mainly information from the “Action” column.

By the end, the metrics to analyze the dashboard were developed.

^Return to the index.