

Practice Project

Project description:

Dear data analyst, thank you for your last report. We would like to have additional information in our report. Please see the following requirements:

- 1) Two more visuals:
 - Hierarchical breakdown of sold products by Education and Category
 - (Sum of) Successful campaigns by Country

Please suggest good visualizations.

- 2) Details page with the fields
 - Every single customer (ID)
 - Customer acquire date (Dt_Customer)
 - Education
 - Kidhome
 - Marital_Status
 - Year Birth
 - Country

in a table.

- 3) Drill through to the Details page using the countries
(Keep filter yes or no? Make a proposal.)
- 4) Top 3 Education groups by “most successful campaigns” (sum of successful campaigns). Choose a suitable visual.

The Marketing Department