Data Analysis

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***Abstract*— This report illustrates the results of a brief analysis made on the provided data.**

I. Users table:

The first table that we'll be discussing is " Users ".
As we can observe in the following figure, the majority of users are Females.
Female users that use most of our platform are aged between40 and 80, whereas male users are mostly between 20 and50.
From a business perspective, I suggest focusing on partnerships that target women over 40.

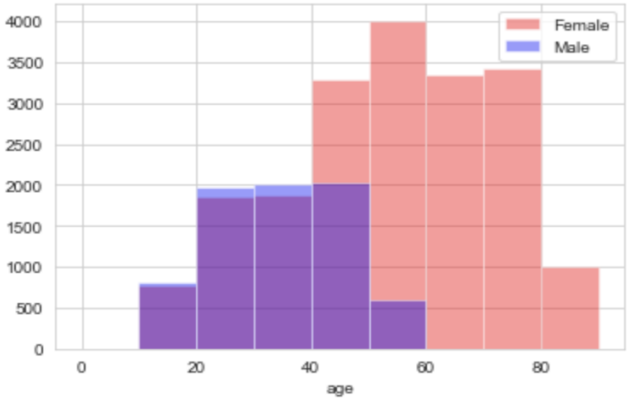

Fig. 1. Overlaping Male/Female Histogram

The second figure represents the dispersion of users on a geographic map.
The first thing that catches my eye is the clean areas.
That can be due to the "minimum 3 referrals" requirement.
It can be useful to invest in ads, then thee ear to ear will make its magic.

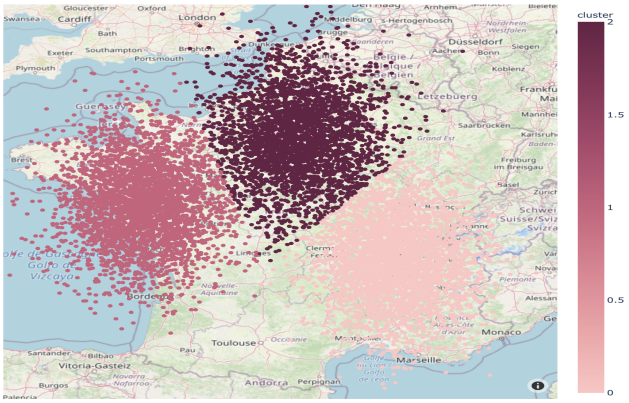

Fig. 2.

II. Ads table:

I chose to illustrate this table's data as two nested pie charts because they are the most meaningful in our case.

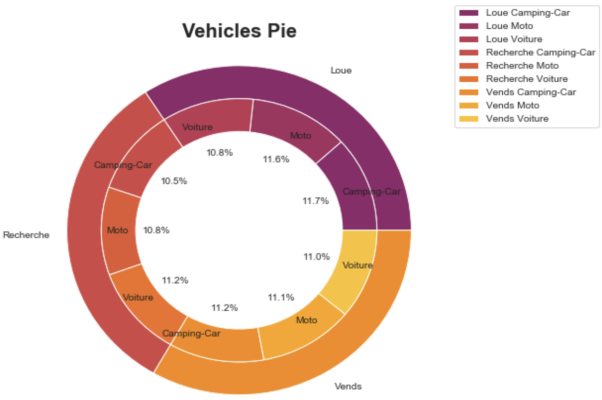

Fig. 3. Vehicle category:nested pie chart of ads' type grouped by action made

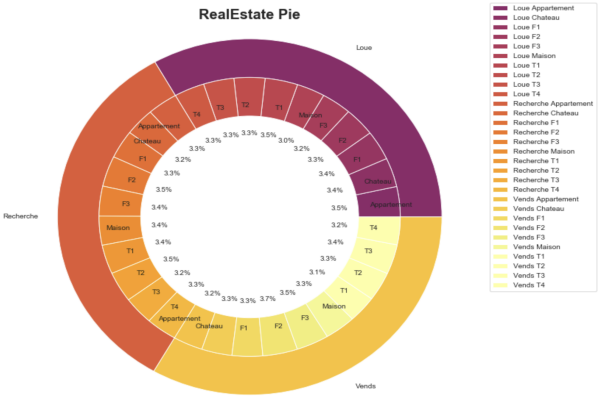

Fig. 4. Real estate category : nested pie chart of ads' type grouped by action made

Unfortunately, our data is generated randomly and uniformly as it seems.

III. Join of ads and ads$_{t}ransactiontables$:

First, I wanted to extract the mean percentage of the difference between the sold price and the proposed price assuming that sold price can't be higher than the proposed one.
Since this assumption is invalid I came out with the following chart.

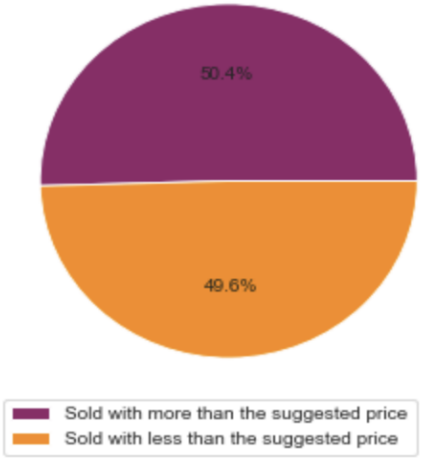

Fig. 5.

If this happens in real life, I propose to cut a symbolic percentage of the benefits if there are any, and transfer it to charity.

Additional chart:

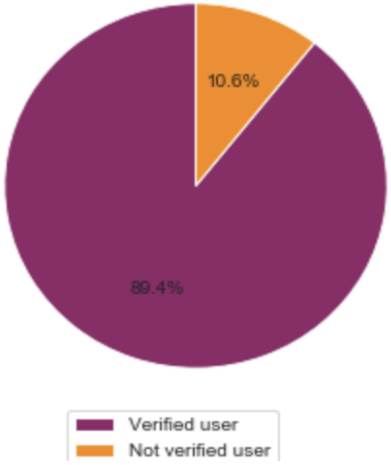

Fig. 6. Verified vs unverified users