



DATA ANALYST PROFESSIONAL PRESENTATION EXAM

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TABLE OF CONTENTS

- 01 INTRODUCTION
Overview of the project and business goals
- 02 WORK
Summary of the work
- 03 ANALYSIS
Key Findings and Business Metric
- 04 CONCLUSION
Recommendations to the Business



INTRODUCTION

→ **Business Goal:** Optimize new Products

Campaign Launch Strategy

→ Items to be analyzed:

- Customers
- Revenue
- Time
- Recommendations



INTRODUCTION

→ **Business Goal:** Optimize new Products'
Campaign Launch Strategy

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PENS AND PRINTERS

WORK



TOOLS

Python, Pandas, Seaborn,
Matplotlib



DATA VALIDATION

Cleaning and validating
Dataset



ANALYSIS

Exploratory and Statistical
Analysis on Revenue



RESULTS

Communicate wished
Strategy

DATASET

15.000

Customers

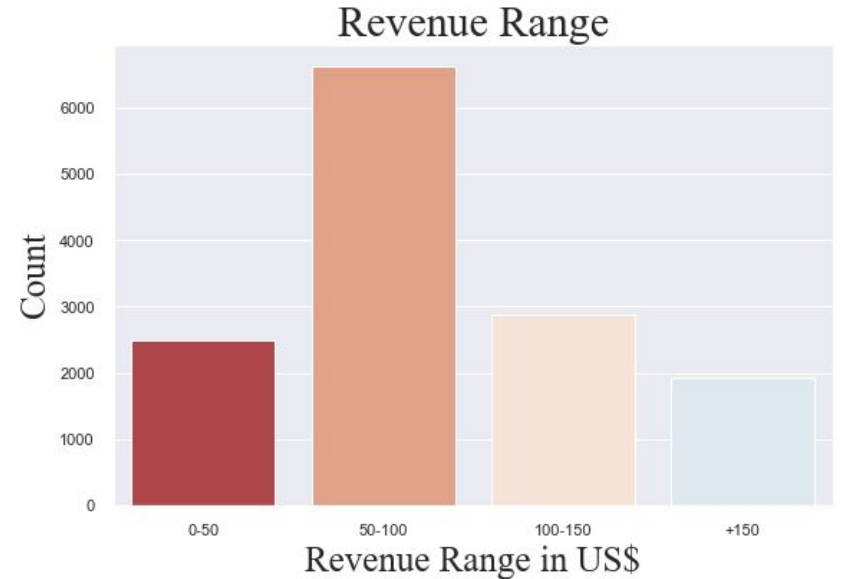
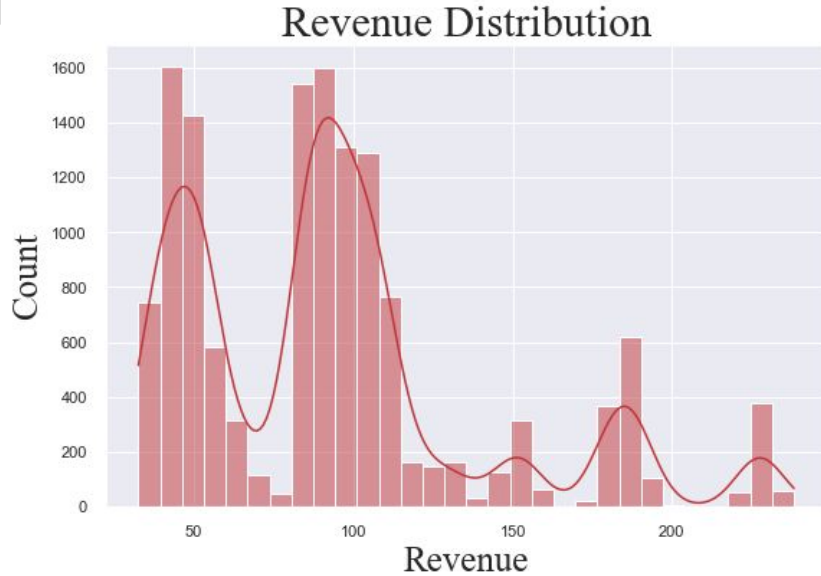
93.93\$

Mean purchase

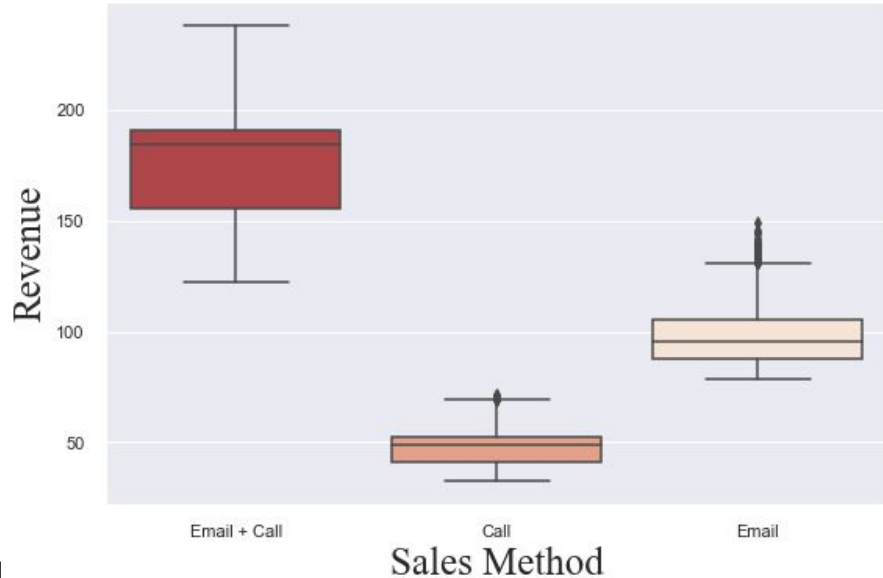
47.43

Standard Deviation

REVENUE DISTRIBUTION



REVENUE BY EACH SALES METHOD



CALL

Least revenue on average

EMAIL

Highest amount of sales

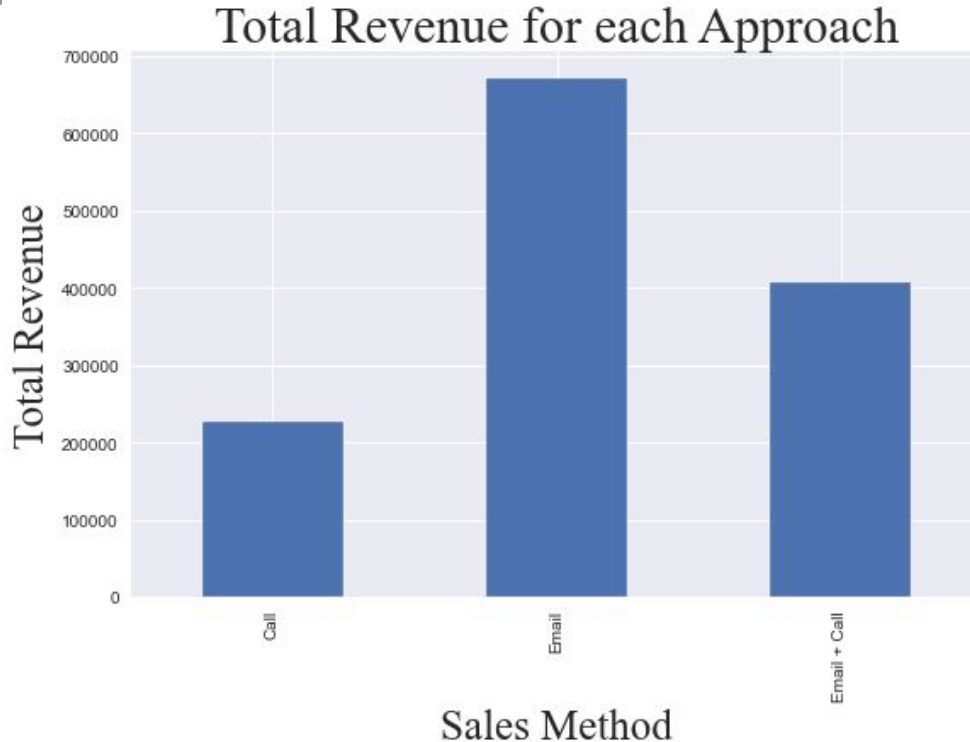
EMAIL + CALL

Highest revenue on average

REVENUE RANGE

Each Method has its own Revenue Range

TOTAL REVENUE



EMAIL

Highest Revenue

CALL

Least Revenue

EMAIL + CALL

High Revenue

ADDING TIME VARIABLE AND METRIC

85% → 15%

EMAIL

Effective first

6% → 68%

EMAIL + CALL

Effective after weeks

9.5% → 17%

CALL

Least effective method
and costly



RECOMMENDATIONS

