Day 3: Project Part I

Project description:

Get additional data (3 campaign files) about the success of our campaigns.

Transform the data and visualize the results.

Project questions:

What Education group is most successful in Campaign 1?

Hint: Think about a meaningful aggregation method.

What Education group is most successful in Campaign 2?

How is the development over time for Campaign 1 & 2?

Hint: You can use the Dt_Customer column as date field.

Project steps:

1. Open the attached Power BI .pbix file or use your own Power BI file (just make sure to use the same settings as we did in the course)

2. Clean the data so that you can answer the questions above. Use the following tools / steps:

   o Connect the file to Power BI
   o First row as a header
   o Changing column names (if needed)
   o Append Queries
   o Setting up the data types
   o Create the relationships in the data model

3. Visualize the data so that the answers to the questions can be presented with a little report.

Hope you will enjoy the exercise! 😊

Cheers,

Nikolai