Project WhatsApp Validation.

Problem statement;

Our clients need to marketing through WhatsApp and promote their products to all the interior persons available in the USA, for that he needs lots of phone numbers for their business, and validated those data and make a project report to understand all the scenario through visuals.

Solution:

This is a unique project, and we generate a lead, so we scrap the data from houzz.com as many interior persons registered there for free.

Three phases of this project.

Extraction

Validation

Project Report in Power B.I

Steps :

1. For extraction, we write custom python scripts with their libraries (scrappy, selenium, pandas, excel writer etc.)
2. Then we Filter the data in power query and filter the duplicate rows and errors from the dataset.
3. We write a custom script using selenium automation and use WhatsApp business API to validate all the numbers we extracted from houzz.com.
4. After validation, we make a report on data extracted vs active numbers on WhatsApp using different functionalities measure and some calculated fields to segregate the results.