



Data Analytics Project

Trends of Email Marketing in India



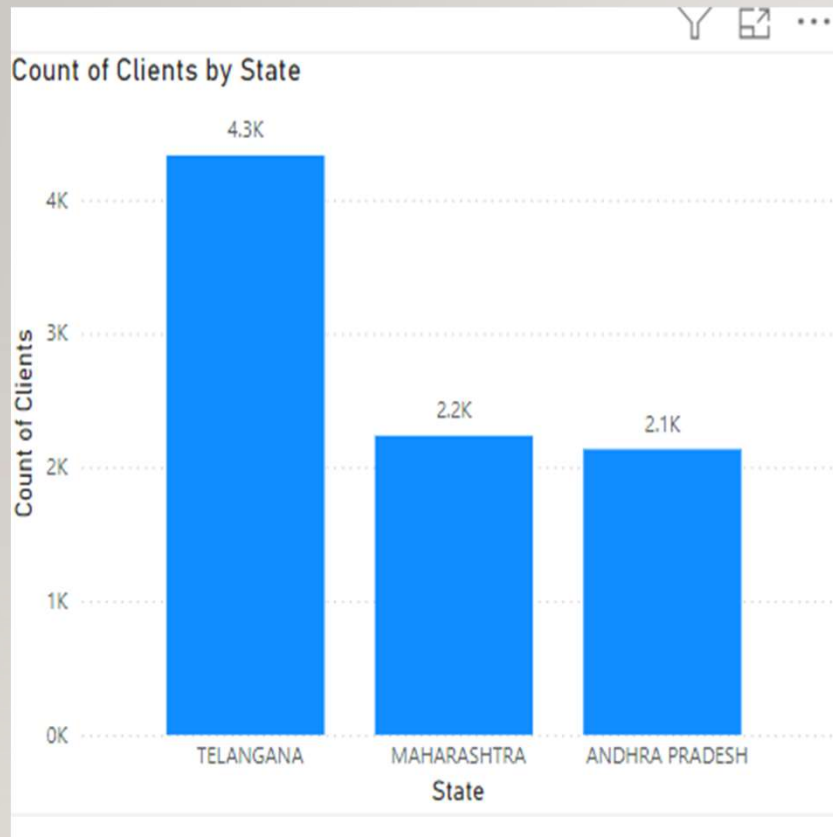
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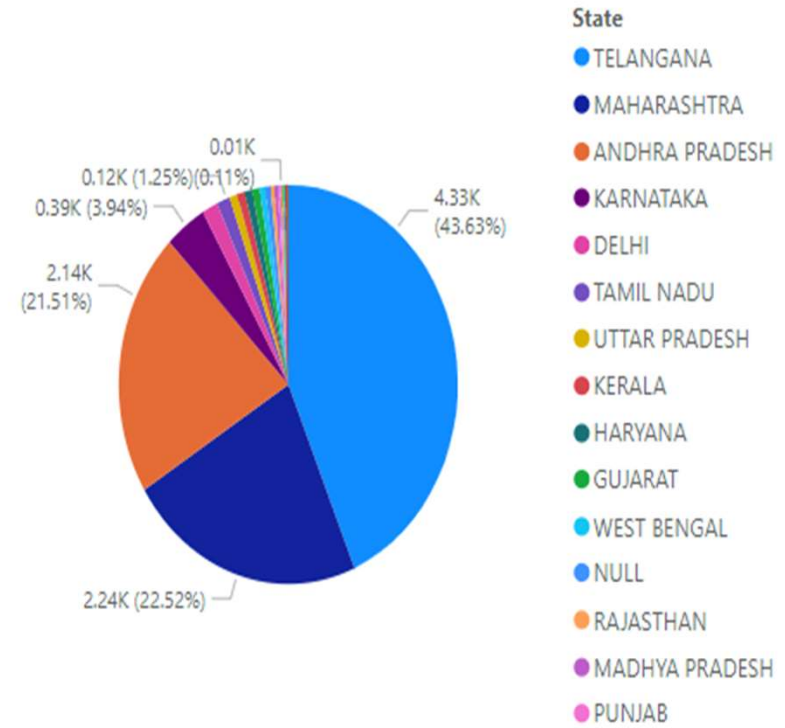
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Clients Contribution (State Wise)



Count of State by State



Clients Contribution (State Wise)

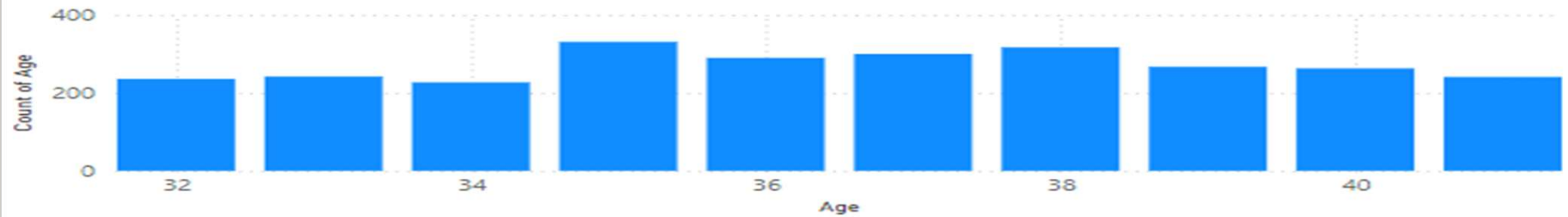
***Total number of clients from each state combined were 9927.**

***As 73 field were blank out of which 4331 clients were from Telangana (43.63%), followed by 2236 clients from Maharashtra(22.52%) and 2135 clients from Andhra Pradesh (21.51%).**

Client Contribution by Age

Count of Age by Age and GenderCode

GenderCode ● MALE

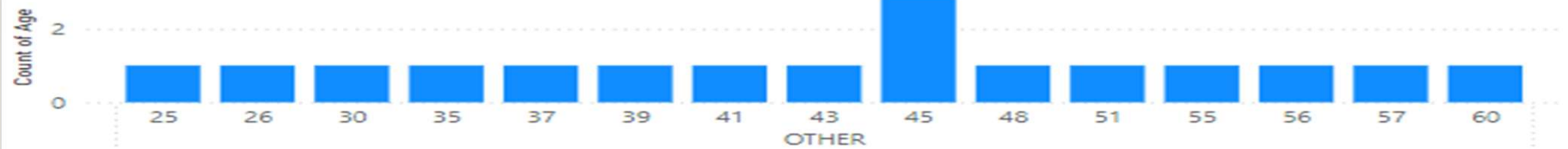


Count of Age by Age and GenderCode

GenderCode ● FEMALE



Count of Age by GenderCode and Age

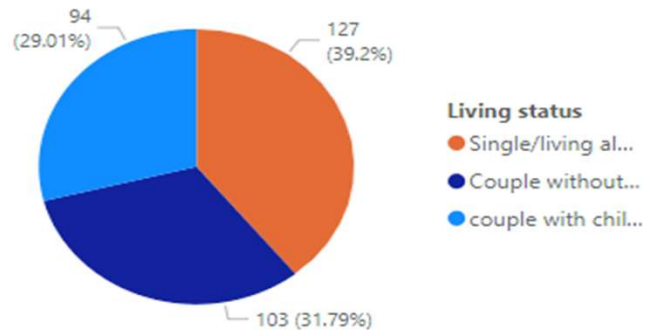


Client Contribution by Age

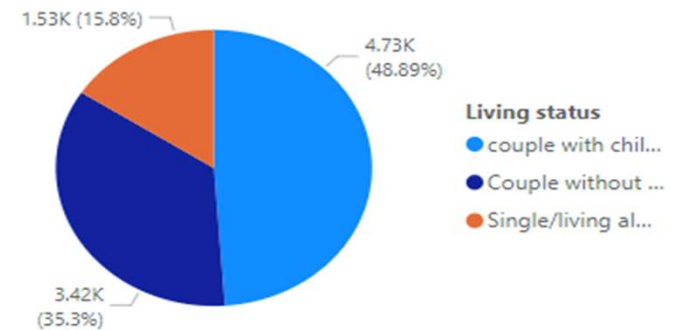
- *On observing the above data we can conclude that , most of the clients are between the age of 30-40.**
- * We can also observe that there were clients with mentioned age as 6 which were inactive and can be consider as outliers and fake clients.**

Clients grouped by Living Status

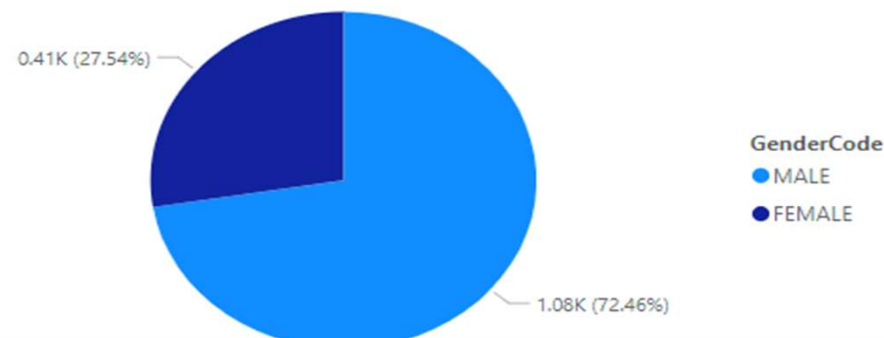
Living status of Unmarried clients by Living status



Living status of married clients by Living status



Count of Living status by GenderCode

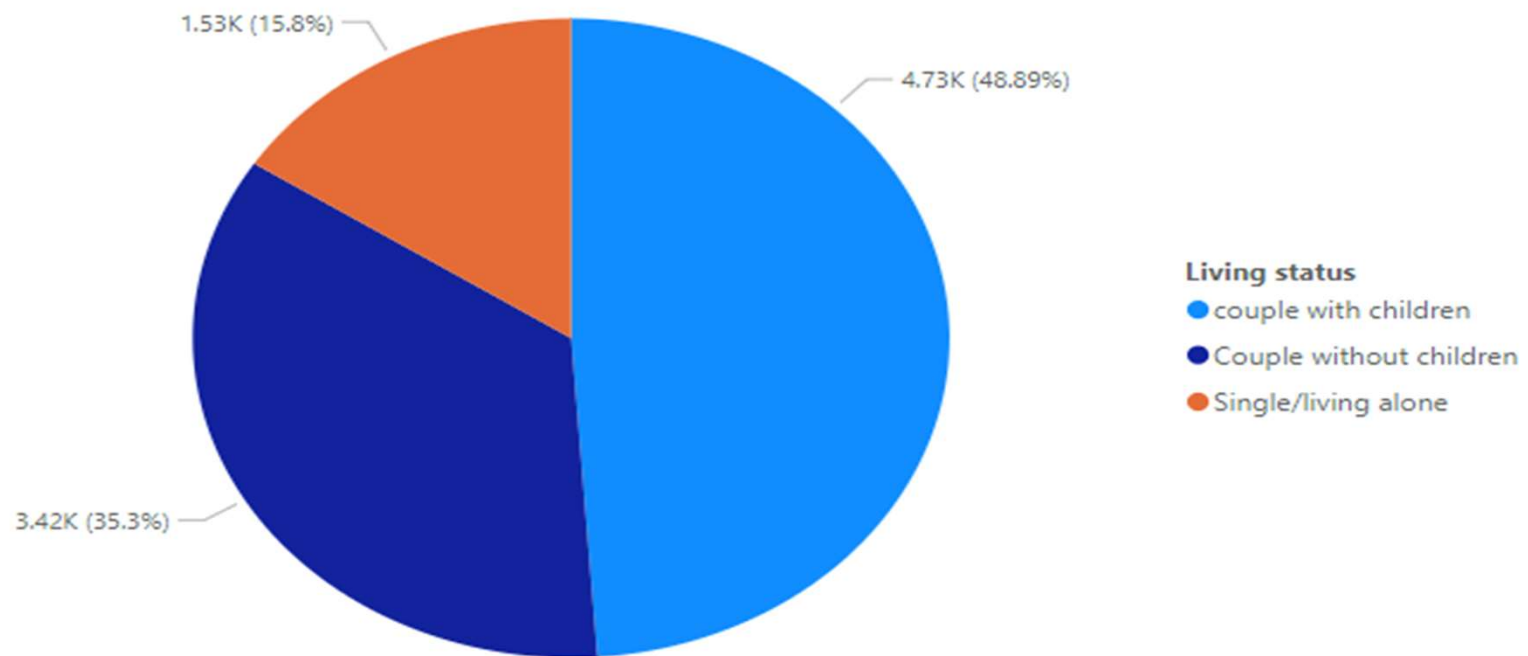


Clients grouped by Living Status

- There are in total 251 clients whose marital status is unmarried.
- Most of the unmarried clients (around 46.22%) are either single or live alone.
- 21.51% of unmarried clients live in couple with children whereas other 32.27% unmarried clients live in relationship with no children involved.
- **Living status of married clients:**
- There are 9676 clients whose marital status is married.
- Out of those 48.89% of clients are couples with children.
- 35.3% of clients doesn't have any children
- 15.8% of clients live alone or are single
- **Clients whose marital status are married and are single:**
- Male clients comprise most of the section of client who are married yet live alone or single as they are divorced, around 72.46%.

Living Status of Clients

Count of Living status by Living status and MaritalStatus

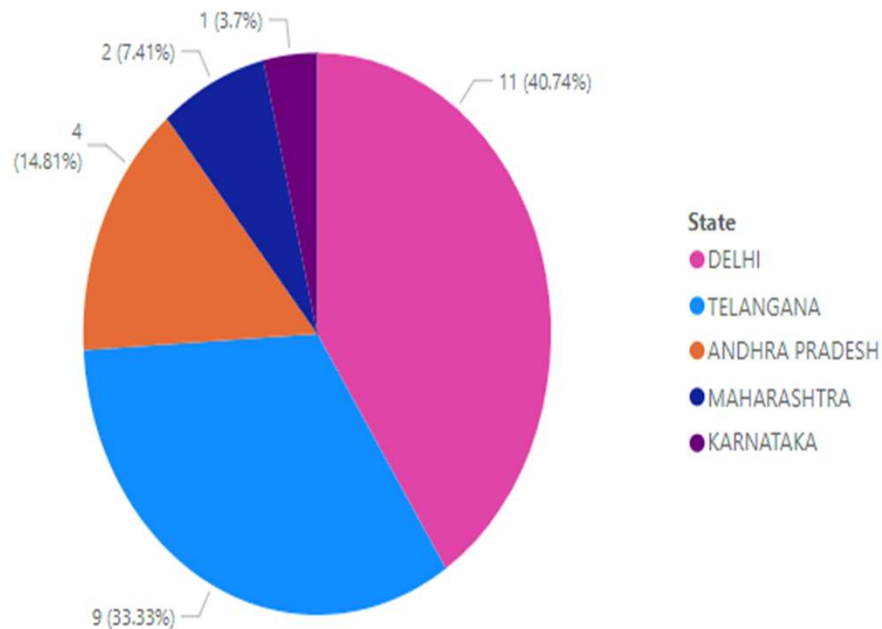


Living Status of Clients

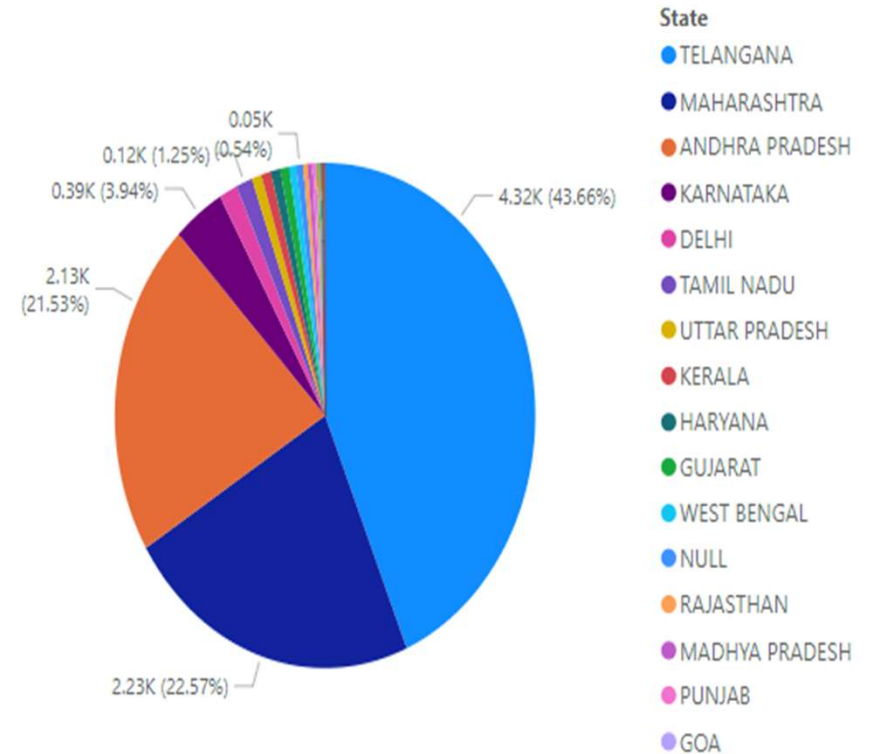
- Overall , 49 % of clients are having or been living with child where as 36% of clients are couples without any children can other 15 % are single or divorced clients.

Count of Inactive Active Status

Count of Inactive Status of client by State



Count of Active Client Status by State



Count of Inactive Active Status

- Delhi contributes the most in terms of inactive clients from total of 100 such clients after removing the outliers.
- where as the most active client are from Telangana roughly 44 % which are bringing business to the company.
- We can conclude that businesses from southern part of the nation are more active compared to the northern region which could be due to various facts such as less advertisement low employee in that region, etc.

THANK YOU