




Contributors




CARL ALLCHIN



JENNY MARTIN




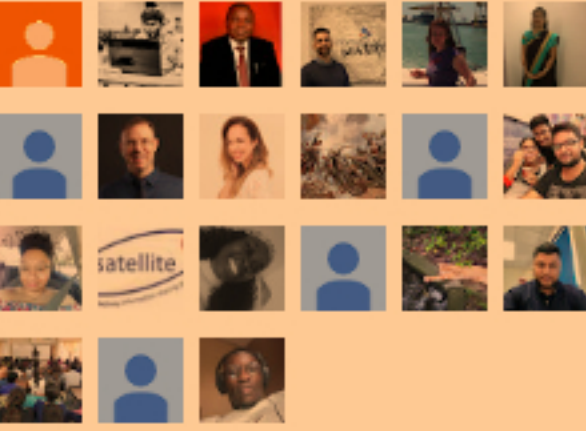
JONATHAN ALLENBY



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Labels



Report Abuse

2019: Week 10

April 17, 2019

Following our complaints analysis last week, Chin & Beard Suds Co. (still our mythical organisation) is looking to manage its marketing mailing lists. Sadly, our customers are not just sporadically complaining, they are also choosing not to receive of marketing. We are continually releasing new scents in our products and we want to let our customers know.

Sadly for us, our website has an unsubscribe button that only let's people enter their First and Last Name. It does capture the date they want to unsubscribe so they can resubscribe at a later date. Our mailing list is a list of emails that are consistent enough that we can join these two data sets together, but not easily.

The business needs to understand not just who they can market too but also, how much revenue we are losing by our customers not showing interest in us. Luckily, we have the raw data to help us understand this but:

1. We want to have a nice list of emails that we CAN still market to (and include if they have unsubscribed and resubscribed as we might have to handle that)
2. We want a summarised dataset that lets us understand when customers unsubscribe, how much they have spent with us, do they resubscribe, what products are they interested in. Keep hold of Subscribed and Resubscribed Customers too for context in our analysis.

Requirements

| email | Liquid | Bar | Sign-up Date |
|--------------------------|--------|-----|--------------|
| dmalone1@tumblr.com | 1 | 0 | 14/01/2016 |
| dsworder6@is.gd | 0 | 1 | 11/12/2016 |
| bandresen8@rakuten.co.jp | 1 | 1 | 07/11/2016 |
| cmiskin9@dion.ne.jp | 1 | 1 | 30/07/2017 |
| tmenguyb@people.com.cn | 0 | 1 | 30/10/2016 |
| ebaggaley@earthlink.net | 1 | 0 | 20/05/2018 |

note - the Liquid / Bar 1/0 indicators do not matter in the analysis

- [Input data - all three sheets](#)
- Join the Mailing List to the Unsubscribe List to determine who can still receive our marketing messages
- Group the customers in to the following Status groups: Subscribed, Resubscribed and Unsubscribed.
- And, group the customers in to the following groups of their tenure on the mailing list: 0-3, 3-6, 6-12, 12-24, 24+ months
- Add in Customer Lifetime Value to understand our revenue from each customer

- Create [two outputs](#) as detailed in the numbered bullets above (Email list and Analysis of Unsubscribed Customers)

Outputs

1. Summarised Data Set
 - 23 rows (24 including headers)
 - 7 columns
2. Refreshed Mailing List
 - 100 rows (101 including headers)
 - 8 columns


| Months before Unsubscribed group | Status | Interested in Liquid Soap | Interested in Soap Bars | email | Liquid Sales to Date | Bar Sales to Date |
|----------------------------------|--------------|---------------------------|-------------------------|-------|----------------------|-------------------|
| 0-3 | Unsubscribed | 1 | 0 | 1 | 18413 | 5900 |
| 3-6 | Unsubscribed | 3 | 0 | 13 | 63815 | 18082 |
| 6-12 | Resubscribed | 1 | 1 | 1 | 3020 | 2454 |
| 12-24 | Unsubscribed | 0 | 1 | 11 | 56619 | 29513 |
| | Subscribed | 0 | 1 | 34 | 144420 | 81908 |

Summarised Dataset

| Status | email | Interested in Liquid Soap | Interested in Soap Bars | Sign-up Date | Unsubscribed Date | Liquid Sales to Date | Bar Sales to Date |
|--------------|---------------------------|---------------------------|-------------------------|--------------|-------------------|----------------------|-------------------|
| Resubscribed | ecocore@newworld.com | 1 | 0 | 01/12/2018 | 26/06/2019 | 6340 | 4793 |
| Resubscribed | priscilla@bryantire.com | 1 | 0 | 26/12/2018 | 17/07/2019 | 4730 | 4887 |
| Resubscribed | stevens@barbarian.org | 1 | 0 | 16/07/2018 | 06/06/2019 | 2210 | 4761 |
| Resubscribed | lucas@webdistributors.com | 0 | 1 | 20/07/2018 | 20/07/2019 | 2244 | 2090 |
| Resubscribed | iguchi@bipolar.jp | 1 | 1 | 10/06/2018 | 18/07/2019 | 6056 | 5024 |
| Resubscribed | brunetta@pfflock.com | 1 | 0 | 20/12/2018 | 04/09/2019 | 4470 | 1146 |
| Subscribed | jenny@bipocornus.com | 1 | 0 | 16/06/2018 | | 190 | 1101 |
| Subscribed | seren@kati@google.com.hk | 0 | 1 | 11/07/2018 | | 2010 | 9452 |
| Subscribed | clown@p@baggins.com | 1 | 0 | 11/10/2018 | | 6940 | 642 |

Refreshed Mailing List

Don't to forget to fill in our [participation tracker](#)!

 Aggregation clean Join Parsing String Calculations Union

Popular posts from this blog

2023: Week 1 The Data Source Bank

January 04, 2023

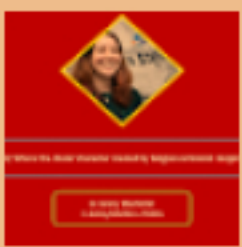
| Code | Value | Customers |
|-------|-------|-----------|
| 4579 | 1440 | 1 |
| 301 | 7800 | 1 |
| 2426 | 8000 | 1 |
| 104 | 1901 | 1 |
| 14807 | 6376 | 1 |
| 9468 | 6600 | 1 |
| 608 | 2321 | 1 |
| 109 | 1947 | 1 |
| 14323 | 8100 | 1 |
| 176 | 7800 | 1 |

Created by: Carl Allchin Welcome to a New Year of Preppin' Data. These are weekly exercises to help you learn and develop data preparation skills. We publish the challenges on a Wednesday and share a solution the following Tuesday. You can take the challenges whenever you want and we love to see you ...

[READ MORE](#)

2021: Week 22 - Answer Smash

June 02, 2021



Challenge By: Jenny Martin Recently, my family and I have become quite invested in the TV quiz show Richard Osman's House of Games . The final round is always a round called Answer Smash. In this round you have a picture and question and you have to "smash" the name of the picture with the answer ...

[READ MORE](#)

How to...Handle Free Text

January 24, 2020

| Notes | 1 | 2 | 3 | 4 | 5 |
|-------------------------------|---|---|---|---|---|
| Called about policy 94020 | 1 | | | | |
| Called about their policy 940 | 1 | | | | |
| Called regarding their po | 1 | | | | |
| Called regarding policy 880 | 1 | | | | |

Free isn't always a good thing. In data, Free text is the example to state when proving that statements correct. However, lots of benefit can be gained from understanding data that has been entered in Free Text fields. What do we mean by Free Text? Free Text is the string based data that comes from allowi ...

[READ MORE](#)