Team, please note down all your observations during the EDA in the below table.
In-case you need you may add more rows to the table.
Team 1004 / WEEK-3 Summary

#	Topic	Sub topic	Insight
1	age	event_id	20-25 and 25-30 age groups are mostly uses the devices (multiple times)
2	time	event_id	Mostly the devices are being used (multiple times) during morning 8-11 AM and evening during 7-9 PM. InsaidTelecom should come out with attractive offers to increase the device usage during the time slot of 12 - 7 PM.
3	day	event_id	The devices are being used uniformly throughout the complete week (all days)
4	city	event_id	Visakhapatnam has most users (multiple times and Unique as well)
5	state	age	25-30 is the bracket for most users for all States except HimachalPradesh, where the mean age is above 30 years. InsaidTelecom should focus it's marketing efforts to target the Adult Segment of 30 years and above to increase it's revenue.
6	state	age group	Mizoram, Meghalaya and HimachalPradesh to be considered for promotional event for young group of people (bellow 30 years age group)
7	state	gender	Mizoram, HimachalPradesh to be also considered for "Female" focused promotional event.

Team, please note down all your observations during the EDA in the below table.
In-case you need you may add more rows to the table.
Team 1004 / WEEK-3 Summary

#	Topic	Sub topic	Insight
8	state	day	Mizoram and HimachalPradesh users mostly talk/call during weekday-1 (Tuesday) and weekday-2 (Wenesday), so weekend based "special" offer may be provided to them.
9	state	day	Pondicherry and Meghalaya most events occured during weekend; weekday "special tariff program" may be proposed to engage more user.
10	state	day	Andaman & Pondicherry have saddle curve nature w.r.t day wise distribution
11	state	time	Special tariff for night calling may be helpful for all Six (6) states.
12	city	device_id	Top 10 cities are having good number of user so special tariff plan for those cities will attract more user with less effort.
13	brand	device_id	Bundled offer along with those top 10 brands (during new phone purchase) will significantly generate revenue for InsaidTelecom.
14	day	gender	No such specific pattern observed for Weekday/weekend with the Gender and Age.

<table>
<tr><td colspan="4">Team, please note down all your observations during the EDA in the below table.
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Team 1004 / WEEK-3 Summary</td></tr>
<tr><td></td><td></td><td></td><td></td></tr>
<tr><td>**#**</td><td>**Topic**</td><td>**Sub topic**</td><td>**Insight**</td></tr>
<tr><td>15</td><td>state</td><td>city</td><td>HimachalPradesh and Andaman have only city Shimla and PortBlair respectively for the user and Meghalaya & Mizoram are having two cities each , Pondicherry has users from three cities, whereas AndhraPradesh is having 104 cities among which Visakhapatnam holds 31% users.</td></tr>
<tr><td>16</td><td>state</td><td>device_id</td><td>AndhraPradesh might be having good infrastructure hence state specific special offer might influence more users with less efforts.</td></tr>
<tr><td>17</td><td>state</td><td>age group</td><td>HimachalPradesh, Mizoram and Andaman having no "Below 18" user, those age group can be targetted thru' promotional offer for E-learning platform etc.</td></tr>
<tr><td>18</td><td>state</td><td>gender</td><td>Andaman has no Female user below 24 year age.</td></tr>
<tr><td>19</td><td>state</td><td>state</td><td>**State - Count - Percentage
AN -15115 - 0.4%
AP - 321379 - 97.63%
HP- 1409 - 0.42%
ML-1613-0.49%,
PY 1741 - 0.52 %
Distribution is probably skewed due to the nature of data collection, distribution of population in states and even availability of oc mobile connectivity**</td></tr>
<tr><td>20</td><td>event_id</td><td>age group</td><td>**Agegroup - Count   - Percentage
Below 18 - 7902.   -   2.4%
19-24.   - 79326.   - 24.09%
25-30.   - 109072 - 33.13%
Above 36   - 74860. -22.74.%
25 to 30 years age group is maximum active and the least active is below 18 age group. Behaviour is as expected.**</td></tr>
</table>

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Team 1004 / WEEK-3 Summary

#	Topic	Sub topic	Insight
21	event_id	gender	**Gender - Count - Percentage.** **Female - 117244 - 35.61%** **Male. - 211928 - 64.38 %** **This clearly shows: Economic disparity between gender, disparity in of social life or engagement and even lack of job opportunites as work calls are eliminated**
22	state	city	The unique city distribution state wise are below, AP - 104, AN - 1, PY - 3, MZ - 2, ML -2, HP -1
23	event_id	city	Of the total 113 cities, Visakhapatanam accounts for 73% of events in the state and 71.62 % of total events in the 6 states. Only top two cities out of total 104 cities in AP are mentinoed here. State - City. - Count - % in State - % of Total Events AN - Port Blair - 1515 - 100% - 0. 46 % HP - Shimla. - 1409 - 100% - 0.42% MZ - Aizwal - 1192 - 73% - 0.36 % MZ. - Lunglei - 421 - 26.1% - 0.12%. ML - Shillong - 596 - 60.66% - 0.27% ML - Tura - 596 - 39.33% - 0.18%. AP - Viskhapattanam - 235772 - 73.36 % - 71.62 %. AP. - Bodan - 1539 - 0.47 % - 0.46 % PY - Karaikal - 811 - 46.58% - 0.24% PY. - Pondicherry - 516 - 29.63% - 0.15% PY. - Ozhukarai - 414 - 23.77 % - 0.12 %
24	state	gender	Mobile use by women are less than men comparitively, giving better offers, in terms of emperoment of women both in rural and urban areas may bring a change to this.

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Team 1004 / WEEK-3 Summary

#	Topic	Sub topic	Insight
25	actionable insight	actionable insight	Mizoram, Meghalaya and HimachalPradesh to be considered for promotional event for young group of people (<30 year age groups). Mizoram, HimachalPradesh to be also considered for "Female" focused promotional event. Mizoram and HimachalPradesh users mostly talk/call during weekday-1 (Tuesday) and weekday-2 (Wenesday), so weekend based "special" offer may be proposed to them. Pondicherry and Meghalaya most events occured during weekend; weekday "special tariff program" may be proposed to engage more user. Andaman (Male) users can be specifically focused for weekend offer. Mizoram users are rarely uses during day time so promotional event considering business hours can be benefacial for Mizoram. Special tariff for night calling may be helpful for all 6 states. Bundled offer along with those top 10 brands new phone purchase will significantly generate revenue for InsaidTelecom. AndhraPradesh might be be having good infrastructure hence state specific special offer might influence more users with less efforts. All "Below 18" and "19-24" users can be targetted thru' promotional offer for E-learning platform.