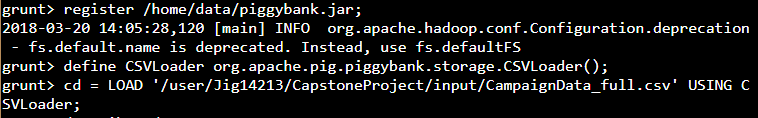
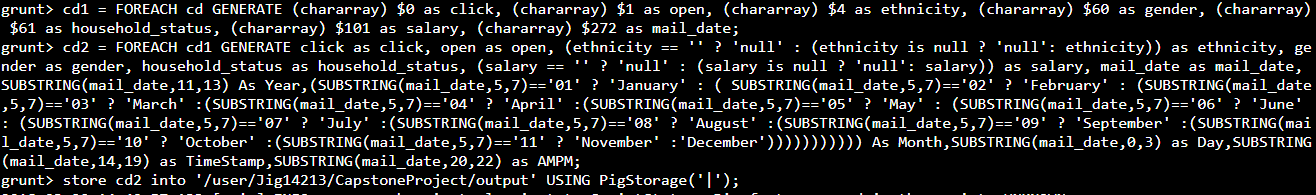
# Capstone Project - Email Marketing Campaign

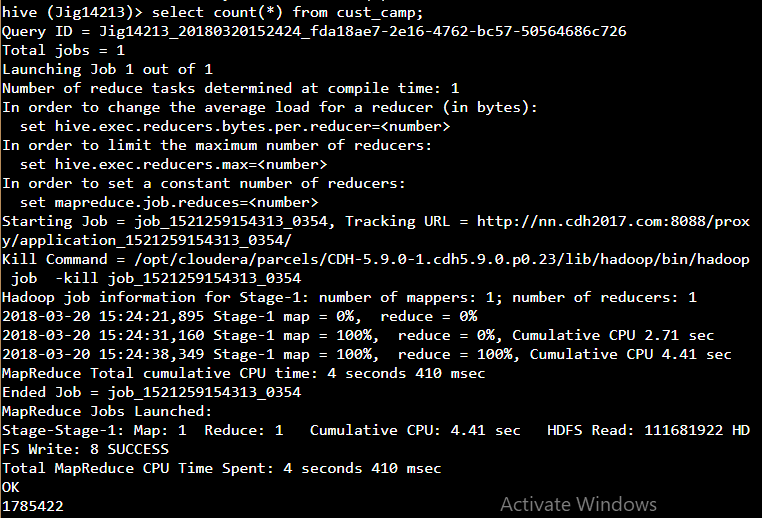
Step 1: Loading the csv file into a pig variable.



Step 2: Certain data transformations and pre-calculations need to be implemented.

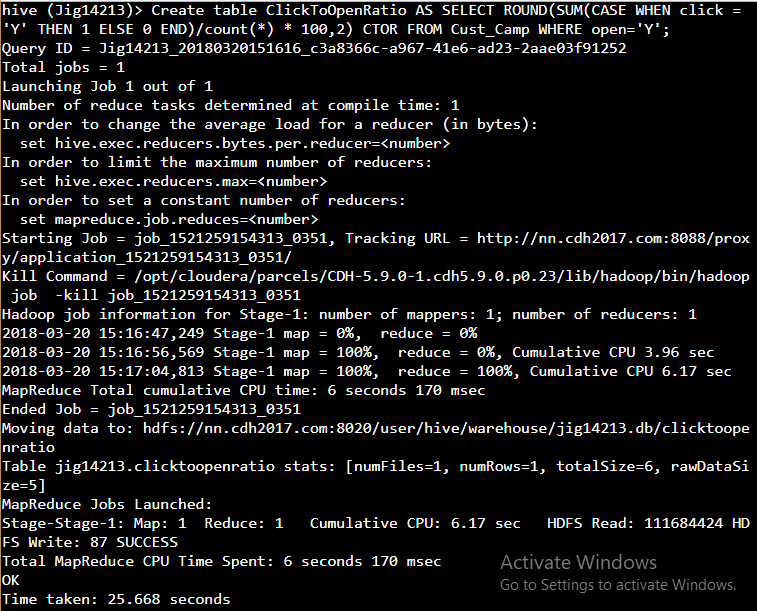


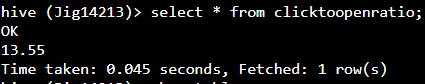
Step 3: Loading data in Hive variable – “cust\_camp”. Total Rows - 1785422



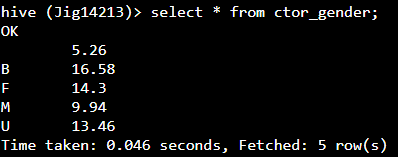
## Find the Click to Open Rate (CTOR)

A. Overall CTOR (use CLICK\_FLG and OPEN\_FLG column)

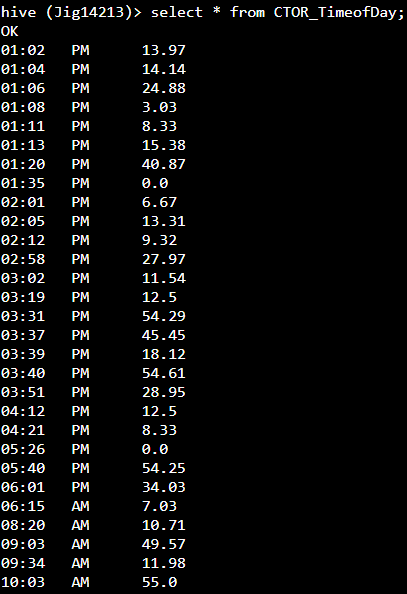


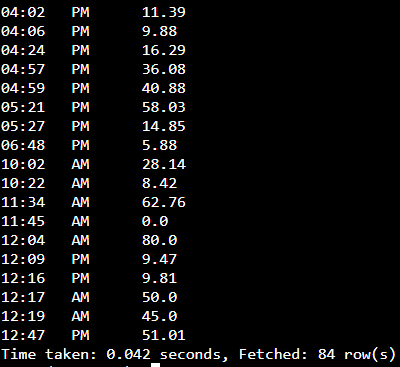


B. CTOR by Gender (use I1\_GNDR\_CODE column)

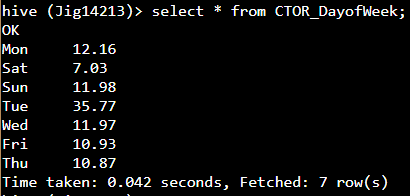


C. CTOR by Time of the day (use mailed\_date column)

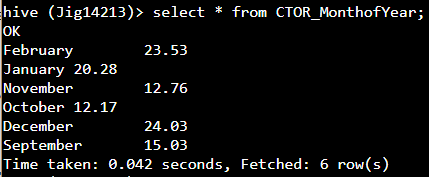




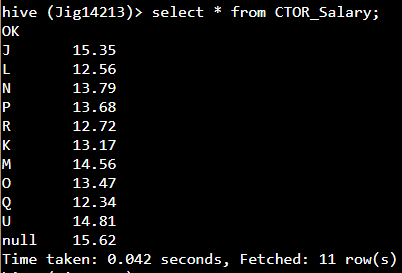
D. CTOR by Day of the week (use mailed\_date column)



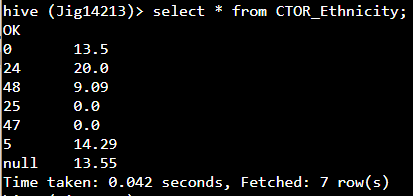
E. CTOR by Month (use mailed\_date column)



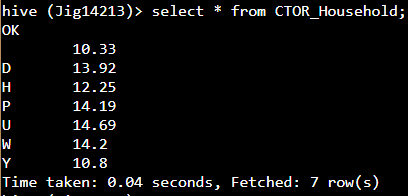
F. CTOR by Lead’s Income Group (use TRW\_INCOME\_CD\_V4 column)



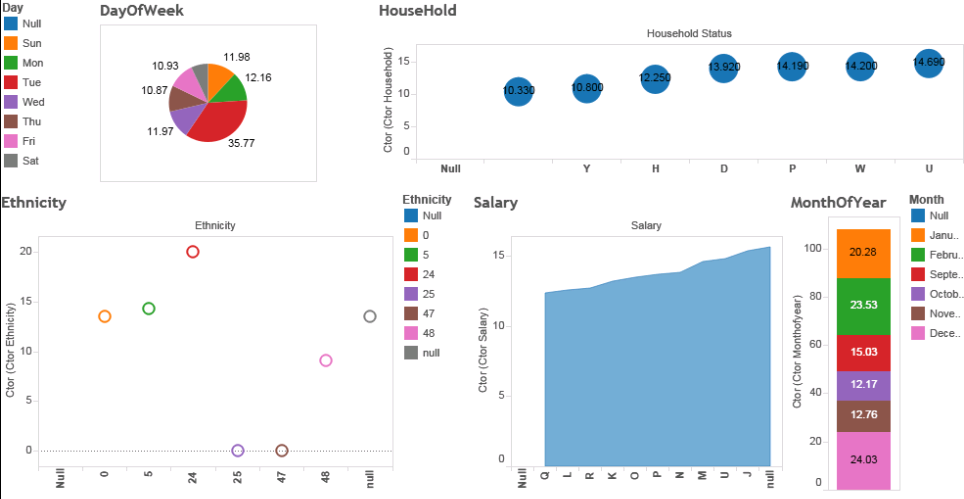
G. CTOR by Lead’s Ethnicity (use ASIAN\_CD column)



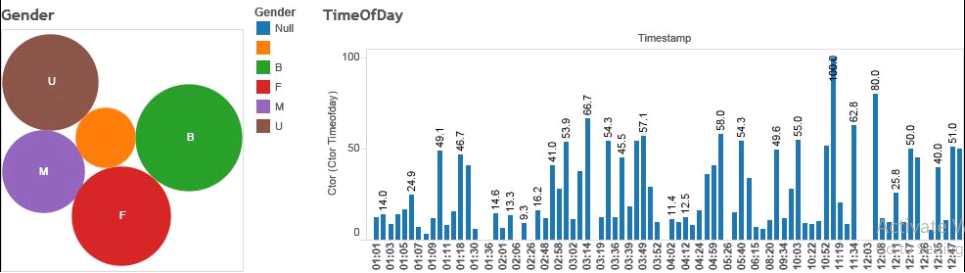
H. CTOR by Lead’s Household Status (use I1\_INDIV\_HHLD\_STATUS\_CODE column)



### Dashboard View1 of CTOR details:



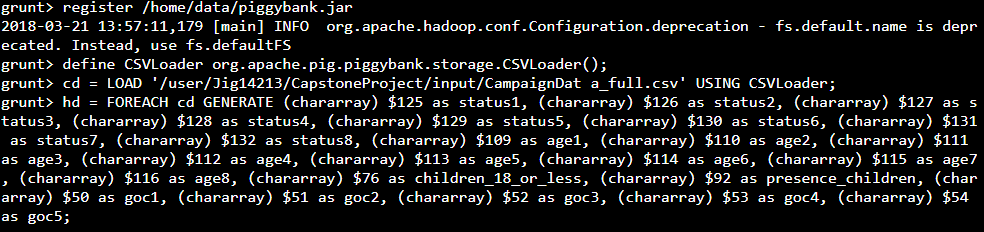
### Dashboard View2 of CTOR details:



## Household Members Information

Step 1: Loading the csv file into a pig variable.

Step 2: Certain data transformations and pre-calculations need to be implemented.

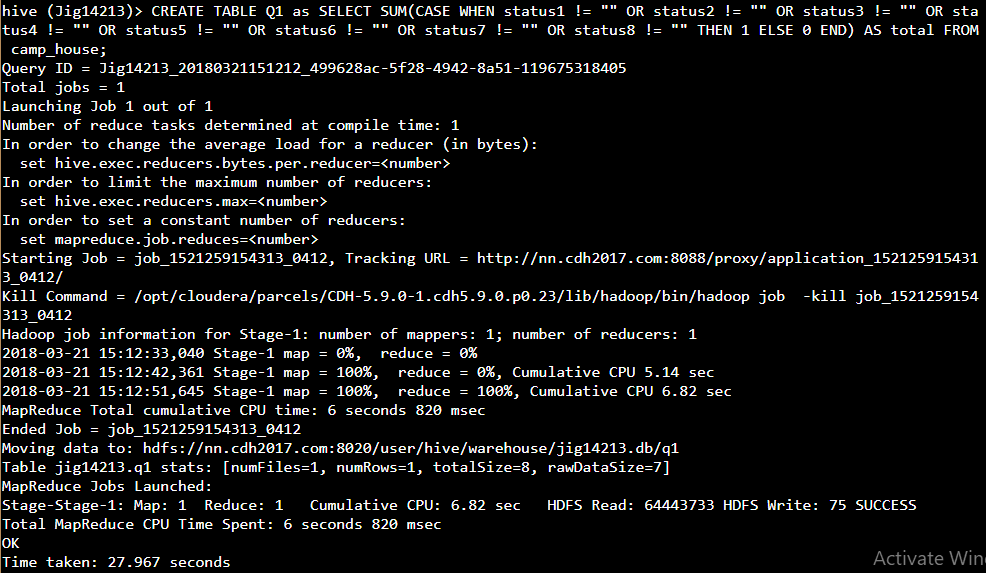


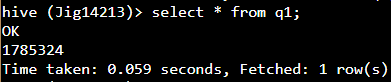
A. Find count of leads with information about members of their household. If a

lead has information about 3 members, and another has information about 2

members and another has none, then the answer to this question is 2.

(use statcd\_hh\_mem1 - statcd\_hh\_mem8 column)



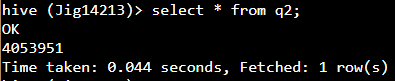


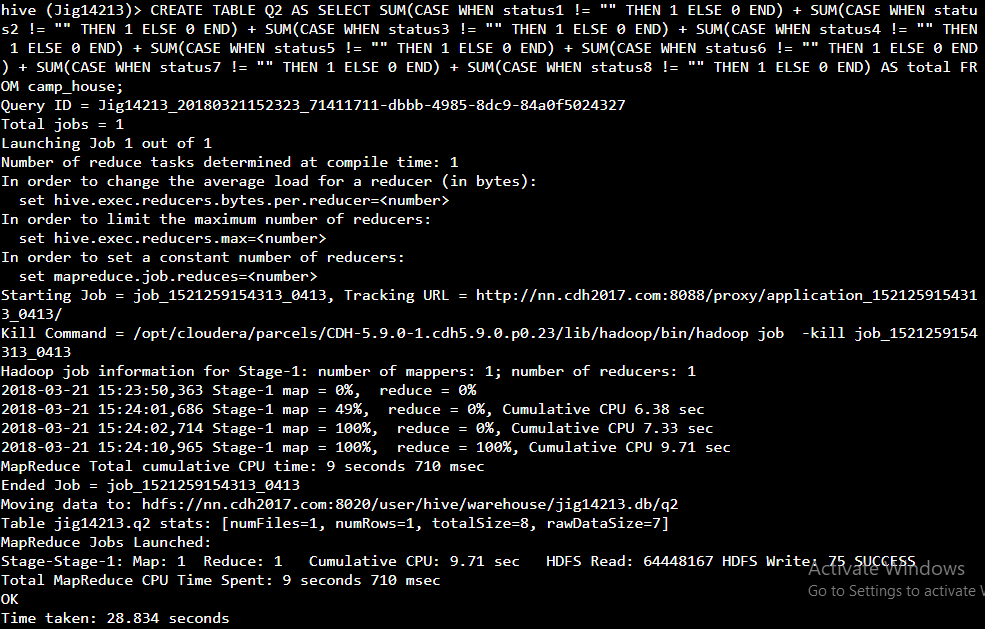
B. Find count of total number of household members information is available. For

example, if a lead has 3 household members, and another has about 2

members, and the other has none, then the total count of household members is

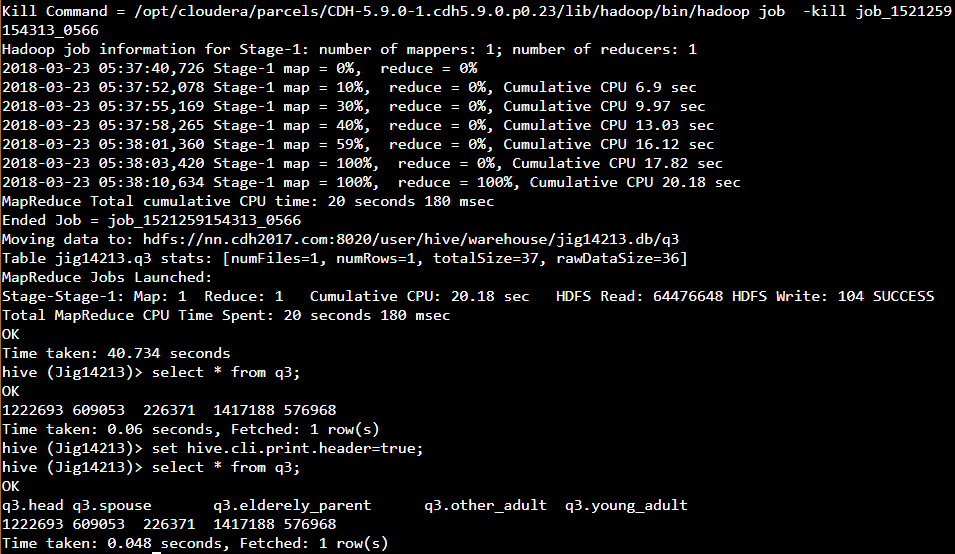
3+2+0 = 5.





C. Find count of household members by type (Head of Household, Spouse etc.).





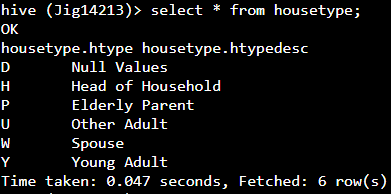
D. %age of household members type. For example, if there are 5 Head of

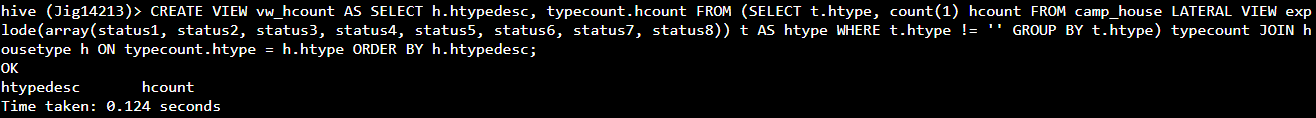
Household, 10 Spouse and 85 in the other categories, then the %age of

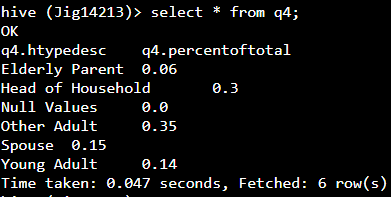
Spouses is 10.





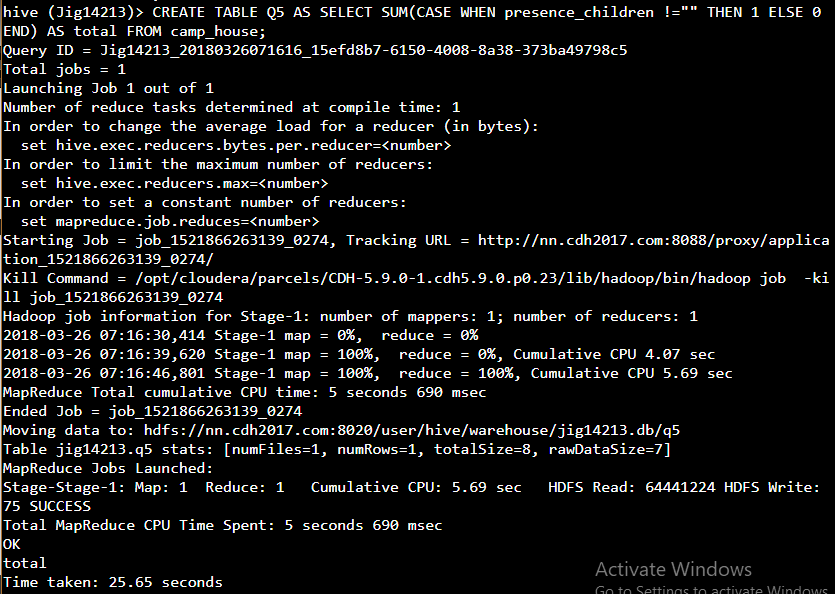


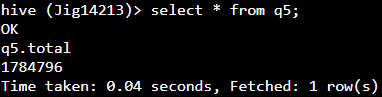




E. How many known households have children?

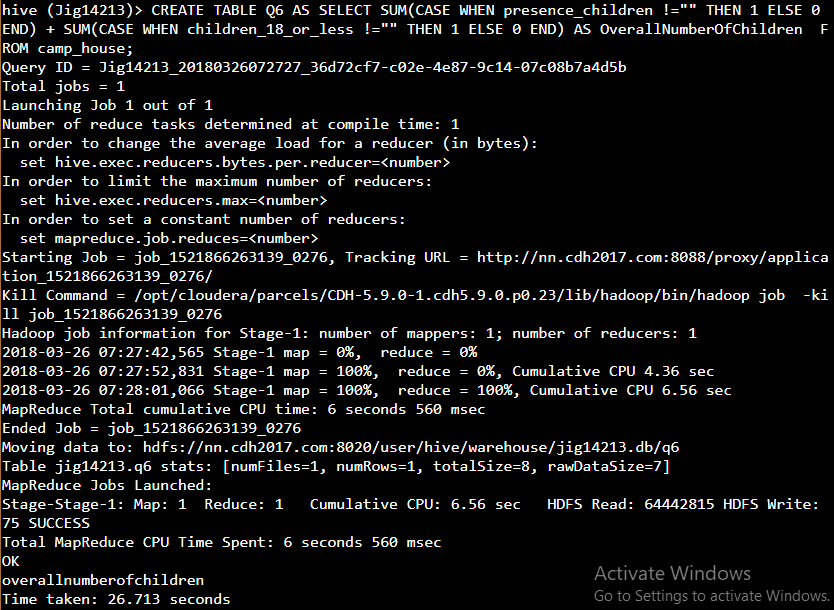
(use PRESENCE\_OF\_CHLDRN column)

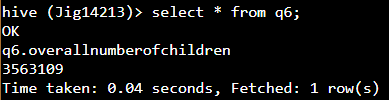




F. Overall, how many children are there?

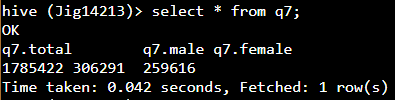
(use NUMBER\_OF\_CHLDRN\_18\_OR\_LESS column and PRESENCE\_OF\_CHLDRN ).

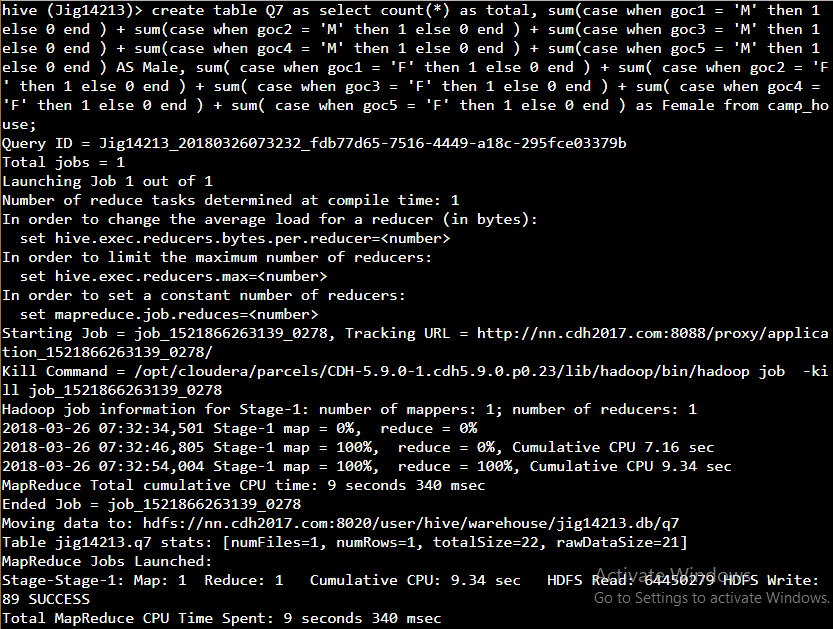




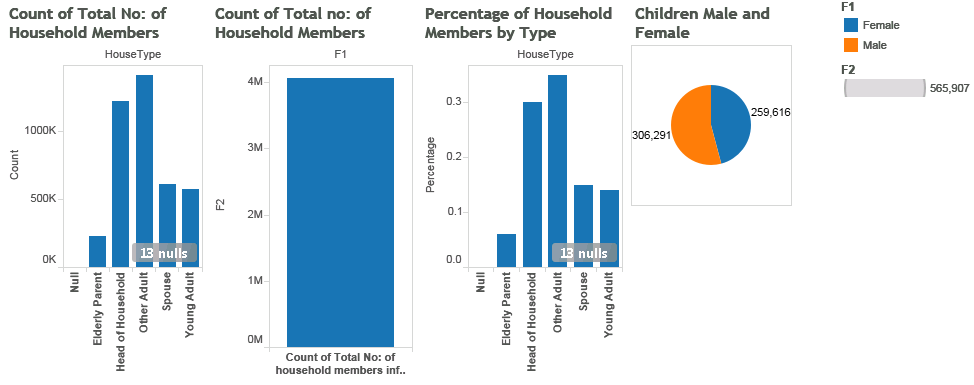
G. How many of the children are male and how many are female?

(use GNDR\_OF\_CHLDRN\_0\_3 - GNDR\_OF\_CHLDRN\_13\_18 column)





### Dashboard View1 of HOUSEHOLD details:



### Dashboard View2 of HOUSEHOLD details:

