**InsideOut**

**Data Analysis Final Project – DEPI**

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# 1. Abstract

The project aims to analyze various aspects of InsideOut, a small business, to enhance sales and improve customer satisfaction. The focus is on understanding customer demographics, behavior, and satisfaction to assess brand positioning and engagement. Additionally, the study evaluates the effectiveness of marketing campaigns across three platforms (Facebook, Instagram, and TikTok) by analyzing content types, post-performance metrics (likes, comments, shares, views), and their impact on sales and engagement. The analysis also explores sales performance by examining order frequency, product preferences, and the influence of dollar exchange rates on sales.

A combination of a structured SQLite database, Python, Excel, and Tableau, along with survey data, is used to generate insights. The results will provide actionable recommendations to optimize marketing strategies, improve customer satisfaction, and drive sales growth.

# 2. Introduction

## Project Overview

In today’s competitive market, businesses must continuously adapt their strategies to maintain customer engagement, optimize marketing campaigns, and increase sales. This project is an integrated effort to combine sales and marketing data with customer survey responses to offer a comprehensive evaluation of business performance across multiple fronts. The project is split into two primary aspects: an internal database that houses marketing and sales data, and a customer survey designed to gauge customer behavior, brand perception, and satisfaction.

## Objectives

The main objectives of this project are to:

* Analyze Customer Demographics, Behavior & Satisfaction
* Analyze Brand Edge: Measure the competitive edge of the brand through customer feedback on brand loyalty and why do they choose it.
* **Evaluate Sales Performance**: Examine sales trends, product preferences, order frequency by gender and location.
* **Assess Dollar Change Rate Impact**: Analyze the relationship between dollar price fluctuations and sales, determining how changes in currency value affect purchasing decisions and overall revenue.
* **Impact of Marketing Campaigns:** Assess the effectiveness of marketing campaigns across Facebook, Instagram, and TikTok. The analysis includes metrics such as likes, comments, shares, and views, with filters applied to content type, post type, and platform to determine which combinations yield the highest engagement.
* **Data-Driven Strategic Recommendations**: Provide actionable insights based on data analysis to optimize future marketing strategies, enhance customer engagement, and improve sales performance.

# 3. Methodology

## 3.1. Data sources & collection

The data for this analysis was gathered from two primary sources:

3.1.1 Internal Database (Marketing & Sales Data):

* Sales data was initially extracted from InsideOut's Excel sheets, subsequently cleaned, organized, and converted into CSV files before being imported into the SQLite database.
* The marketing data was collected manually from social media platforms insights.
* Dollar Exchange data collected from historical data from the Central Bank of Egypt.

3.1.2 Survey Data: Survey data was collected directly from customers through individualized surveys, aimed at assessing customer behavior, brand perception, and overall satisfaction.

## 3.2. Data Description

The dataset consists of 10 tables, each playing a vital role in the analysis:

**1. Product Table:**  
Contains information about the products offered by InsideOut.

* **Columns:** Product\_ID, Product\_Type
* **Number of rows:** 736

**2. Customers Table:**  
Stores customer details.

* **Columns:** Customer\_ID, Gender, Location
* **Number of rows:** 736

**3. Orders Table:**  
Tracks sales data.

* **Columns:** Date\_ID, Order\_ID, Customer\_ID, Product\_ID, Order\_Status, No\_of\_products, Product\_cost, Product\_price, Total\_Price, Dollar\_exchange\_rate
* **Number of rows:** 736

**4. Marketing Table:**  
Contains marketing campaign data from Facebook, Instagram, and TikTok, tracking various metrics.

* **Columns:** Date\_ID, Post\_type, Content\_type, Likes, Shares, Comments, Views, Platform\_ID
* **Number of rows:**
  + Instagram: 181
  + TikTok: 117
  + Facebook: 153

**5. Platforms Table:**  
Stores information about social media platforms.

* **Columns:** Platform\_ID, Platform\_name
* **Number of rows:** 3

**6. Date Table:**  
Stores date-related data.

* **Columns:** Date\_ID, Date
* **Number of rows:** 27

**7. Gender Table:**  
Contains follower demographics on Instagram and Facebook.

* **Columns:** Platform\_ID, Gender, Percentage
* **Number of rows:** 5

**8. Age Table:**  
Contains follower age demographics on Instagram and Facebook dashboards.

* **Columns:** Platform\_ID, Age, Percentage
* **Number of rows:** 13

**9. Countries Table:**  
Stores country-based follower demographics on Instagram and Facebook dashboards.

* **Columns:** Platform\_ID, Country, Percentage
* **Number of rows:** 11

**10. Cities Table:**  
Contains city-based follower demographics on Instagram and Facebook dashboards.

* **Columns:** Platform\_ID, City, Percentage
* **Number of rows:** 5

**11. Customer Feedback Table:**  
Contains survey data capturing customer feedback.

* **Columns:**
  + Age\_Group: Represents age categories (Under 18, 18-24, 25-34, 35 or older).
  + Gender: Binary data (Male, Female).
  + Location: Represents customer locations (Cairo, Giza, Alexandria, صعيد مصر, الدلتا).
  + Occupation: Represents customer occupations (Student, Employee, Both, None).
  + Platform\_Preference: Indicates which platform customers prefer for the brand (Instagram, Facebook, TikTok).
  + First\_Source\_of\_Hearing: How customers first heard about the brand (Instagram, Facebook, TikTok, Friend, Influencer, Brand Owner).
  + Most\_Valued\_Feature: What customers value most in the planner (Design, Size, Structure, Other).
  + Willingness\_to\_Pay: Customer's willingness to pay for a high-quality planner (200-250 EGP, 250-350 EGP, 350-450 EGP, 450-550 EGP).
  + Interest\_in\_Additional\_Products: Multi-select data indicating interest in other products (Notebooks, Planner Accessories, Memos, To-do Lists, Weekly Planners, Not Interested).
  + Willingness\_to\_Buy\_as\_Gift: Whether customers would buy the planner as a gift (Yes, No, Maybe).
  + Preferred\_Promotions: Type of promotion that would encourage a purchase (Discount Codes, Buy One Get 30% Off, Free Shipping, Limited Edition Designs, Loyalty Programs).
  + Reason\_for\_Not\_Purchasing: Reasons for not purchasing yet (Shipping Costs, Unappealing Designs, Product Price, Not Sure How to Organize Time, Other).
  + Preferred\_Time\_to\_Purchase: Ideal time to buy a planner (Start of a New Year, Beginning of School Semester, No Specific Time).
  + Has\_Purchased\_Planner: Indicates whether the customer has purchased a planner (Yes, No).
  + Issues\_with\_Planner: Issues encountered with the planner (Quality, Shipping Problems, Incorrect Order, Other).
  + Satisfaction\_with\_Purchase: How satisfied customers are with their purchase (Very Satisfied, Satisfied, Not Satisfied, None).
  + Likelihood\_of\_Purchasing\_Again: Indicates the likelihood of making another purchase (Yes, No, None).
* **Number of rows:** 245

## 3.3. Tools

The project was conducted from A to Z on 5 on different tools, but each tool had different specific tasks including:

* **SQL & SQLite:** Employed to design and query the database schema, enabling the extraction of insights and generation of reports based on sales and marketing data.
* **Python (Pandas, Matplotlib, NumPy, Seaborn):** used for data cleaning, in-depth analysis, and visualization.
* **Excel:** applied for manual data management, summary statistics, and additional data visualizations.
* **Tableau:** used to convert raw data into visual insights through interactive dashboards, comprehensive reports, and charts.
* **R**: Used for data analysis and visualization, including:
* **dplyr**: For data manipulation.
* **ggplot2**: For creating visualizations.
* **DBI**: For database management.
* **RSQLite**: For handling SQLite databases.
* **readr**: For reading and writing data.
* **tidyr**: For tidying data.
* **patchwork**: For combining plots.
* **plotly**: For interactive graphs.

## 3.4. Methods

3.4.1. Data Preprocessing:

Before conducting the analysis, the data from the internal database and customer surveys underwent several preprocessing steps:

* **Data Cleaning**: The raw data was checked for missing values, duplicates, and inconsistencies by using excel, python, and . Records with significant missing data were either imputed using appropriate methods or removed if they could not be accurately reconstructed.
* **Normalization**: Numerical variables were normalized to handle outliers. Median values were used for analysis to minimize the effect of extreme values.
* **Categorization**: Survey responses were categorized to group similar responses together, which allowed for more robust analysis of customer feedback.

**3.4.2. Database Construction:** We built the schema in SQLite, connecting the 9 tables based on ID fields.

**3.4.3 Exploratory Data Analysis Techniques:**

**Marketing Campaign Analysis**:

* **Metrics**: Relationships between content type, post type, and engagement metrics (likes, comments, shares, views) were analyzed across three platforms: Facebook, Instagram, and TikTok. Filters were applied to segment results by platform and content type.

**Sales Analysis**:

* **Order Analysis**: The number of orders for different product types, as well as the total sales for specific periods (two months), were calculated. Sales performance was broken down by gender, location, and product type to gain deeper insights into purchasing behavior.
* **Dollar Exchange Rate Analysis**: The relationship between the dollar exchange rate and sales performance was analyzed over multiple years to determine the impact of currency fluctuations on product costs and customer purchasing behavior.

**Demographic Analysis**:

* **Customer Distribution**: Demographic data from both the internal database and the customer survey was visualized to provide insights into the geographic distribution of customers, their age groups, and gender breakdown across the platforms.

**Impact of Marketing on Sales**:

* The effect of marketing campaigns on sales performance was analyzed by examining the correlation between the total number of views (across all platforms) and the number of products sold per month. Additional analysis looked at the frequency of different selling content posted each month and the number of products sold, identifying which content types had the most influence on sales.

**Survey Data Analysis**:

* The survey data was analyzed to identify patterns in customer satisfaction and engagement. Insights from the survey were combined with the sales and marketing data to draw conclusions about the effectiveness of marketing strategies and the overall brand perception.

3.4.5: Visualization:

Final dashboards were created in Excel & Tableau showing insights summary

# 4. Contribution

This project contributes significantly to Inside Out's marketing and sales strategies by providing actionable insights. Key contributions include:

**Sales Insights**

1. **Gender Distribution of Sales**
   * **Insight**: Female customers account for the overwhelming majority of sales, while male engagement is very low.
   * **Recommendation**: Implement a new marketing strategy tailored to male customers. This could involve promoting planner features that resonate with male audiences or creating campaigns with male influencers.
2. **Product Performance (1-Year vs. 6-Month Planners)**
   * **Insight**: The 1-Year Planner vastly outperforms the 6-Month Planner in terms of sales.
   * **Recommendation**: Focus resources on promoting the 1-Year Planner, as it’s clearly preferred. For the 6-Month Planner, consider repositioning or rebranding it to appeal to a niche market, such as professionals or students with shorter-term planning needs.
3. **Cancellation Analysis**
   * **Insight**: There were significant cancellations in December 2023 due to major delays in order fulfillment, particularly during the holiday rush. Other unidentified reasons may also have contributed.
   * **Recommendation**: Strengthen the logistics and order fulfillment process during high-demand periods. Improve communication with customers regarding shipping delays and consider offering incentives (e.g., discounts on future purchases) to reduce cancellations.
4. **Geographic Distribution of Sales**
   * **Top Regions**: Cairo and Giza dominate sales, indicating strong market penetration. Alexandria is also performing reasonably well.
   * **Low Performing Areas**: Locations like Wady Elgded, Sharm Elsheikh, and Mansoura show minimal sales.
   * **Recommendation**: While Cairo and Giza can maintain standard marketing strategies, low-performing areas need targeted marketing efforts, possibly through localized promotions or collaborations with regional influencers to boost sales.
5. **Seasonal Trends**
   * **Insight**: December consistently sees the highest order volume, especially during the holiday season.
   * **Recommendation**: Increase marketing efforts leading up to December to capitalize on seasonal shopping trends.

**Marketing Insights**

1. **Content Engagement**
   * **Insight**: Engagement varies by content type, with storytelling and selling content generating the most interaction.
   * **Recommendation**: Prioritize storytelling and selling content in marketing campaigns to maximize audience engagement.
2. **Content Formats**
   * **Insight**: Reels outperform other formats in engagement.
   * **Recommendation**: Focus on creating more reels to leverage their popularity and enhance customer interaction.
3. **realtionship between selling content posts and orders**
   * **Insight**: There is a direct realtionship between the number of selling content posts and orders.
   * **Recommendation**: Implement promotional campaigns during slower months to boost sales.
4. **Views vs. Orders**
   * **Insight**: Higher view counts generally lead to more orders, but some months have high views without corresponding sales.
   * **Recommendation**: Improve conversion strategies, such as clear calls-to-action, to turn views into sales during peak view months.
5. **Audience Engagement**
   * **Insight**: Female customers engage more than male customers.
   * **Recommendation**: Develop targeted campaigns to attract male customers and diversify the audience base.

**Marketing Insights on Anomaly Detection**

**1. Facebook Anomalies**

The following posts have been identified as anomalies based on views:

* **Content Types**: Selling content, Storytelling, and Awareness content.
* **Observation**: The anomalies indicate posts that received significantly higher engagement than the average.
* **Recommendation**: The business owner should analyze these high-performing posts to understand what strategies contributed to their success. This can guide future content creation and marketing efforts, particularly focusing on elements that resonate with the audience.

**2. Instagram Anomalies**

The identified anomalies on Instagram show substantial views:

* **Content Types**: Selling content, Storytelling, and Awareness content.
* **Observation**: Posts with exceptionally high views could signal effective messaging or promotion strategies.
* **Recommendation**: Investigate the common characteristics of these anomaly posts, including content format, messaging, and posting time. Leverage successful elements in upcoming campaigns to enhance overall engagement.

**3. TikTok Anomalies**

The TikTok platform has its share of notable anomalies in views:

* **Content Types**: Selling content and Storytelling.
* **Observation**: Posts that stand out indicate potential viral content or trending topics that resonated with viewers.
* **Recommendation**: The business owner should consider increasing focus on the types of content that led to these anomalies. Identifying trends or themes could provide valuable insights for future TikTok campaigns, optimizing engagement and reach.

**Customer Feedback Insights**

**Customer Overview**

1. **Demographics**
   * **Location Distribution**: Majority of customers are from Cairo, followed by Delta, Giza, and Alexandria.
   * **Recommendation**: Tailor marketing campaigns to focus on these regions, particularly Cairo, where customer engagement is highest.
2. **Willingness to Pay**
   * Most customers willing to pay between 250-350 EGP.
   * **Recommendation**: Consider pricing strategies within this range and explore value-added options that justify higher prices, such as premium features or bundled offers.
3. **Platform Suitability**
   * **Preferred Platforms**: Instagram is most suitable, followed by TikTok and Facebook.
   * **Recommendation**: Prioritize marketing efforts on Instagram and TikTok, utilizing influencers to enhance brand visibility and engagement.
4. **Promotion Preferences**
   * Customers respond well to discount codes and free shipping.
   * **Recommendation**: Implement regular promotional campaigns featuring discount codes and free shipping offers, especially during peak purchasing seasons.
5. **First Awareness**
   * Influencers and Instagram are crucial for brand awareness.
   * **Recommendation**: Collaborate with relevant influencers to enhance brand reach and create targeted ads on Instagram.

**Brand Edge**

1. **Product Interests**
   * Strong interest in to-do lists and weekly planners.
   * **Recommendation**: Focus product development and marketing on these items, possibly offering customization options.
2. **Timing of Purchases**
   * Peak purchases at the start of the new year.
   * **Recommendation**: Launch targeted campaigns during the New Year season, promoting planners as essential tools for new beginnings.
3. **Purchase Behavior**
   * Significant number of customers have not purchased planners.
   * **Recommendation**: Implement strategies to convert hesitant customers, such as limited-time offers or testimonials highlighting customer satisfaction.
4. **Favorite Features**
   * Inner structure of planners is highly valued.
   * **Recommendation**: Highlight the unique features of planners in marketing materials and provide samples or demonstrations to showcase functionality.
5. **Purchase Barriers**
   * Price is a primary barrier, especially for students.
   * **Recommendation**: Introduce student discounts or loyalty programs that reward frequent purchases.

**Customer Satisfaction**

1. **Shipping Concerns**
   * Delta customers express dissatisfaction with shipping costs.
   * **Recommendation**: Review and optimize shipping strategies for this region, potentially exploring partnerships with local couriers for better rates.
2. **Problem Encounters**
   * Quality issues reported frequently.
   * **Recommendation**: Strengthen quality control processes and consider gathering customer feedback post-purchase to identify recurring issues.
3. **Satisfaction Levels**
   * Majority are very satisfied.
   * **Recommendation**: Continue to engage satisfied customers through loyalty programs or referral discounts to encourage word-of-mouth marketing.
4. **Repurchase Intent**
   * Strong intent to repurchase exists.
   * **Recommendation**: Develop follow-up marketing strategies to remind customers to repurchase, possibly offering exclusive deals for repeat buyers.
5. **Satisfaction Despite Issues**
   * Some customers remain satisfied despite problems.
   * **Recommendation**: Investigate how to turn these customers into advocates; consider personalized follow-ups or incentives for providing testimonials.
6. **Price Sensitivity**
   * Students most affected by price barriers.
   * **Recommendation**: Create targeted marketing campaigns specifically addressing students, including budget-friendly options or flexible payment plans.

**5. Team Members' Contributions**

This section outlines the contributions of each team member throughout the project:

**Data Collection**

* All team members

**Survey**

* **SQL**: Sandy Nazeh
* **Python**: Dina Mohamed
* **Excel**: Omnia Talaat, Sandy Nazeh
* **Excel Dashboard**: Hager Lialy
* **Tableau**: Hager Lialy

**Marketing & Sales**

* **SQL**: Hager Lialy, Sandy Nazeh
* **Python**: Hager Lialy, Sandy Nazeh
* **Excel**: Dina Mohamed
* **Excel Dashboard**: Sandy Nazeh, Dina Mohamed
* **Tableau**: Dina Mohamed
* **R**: Omnia Talaat

**Documentation**

* Dina Mohamed, Hager Lialy, Omnia Talaat, Sandy Nazeh

**Presentation**

* Dina Mohamed

# Appendix

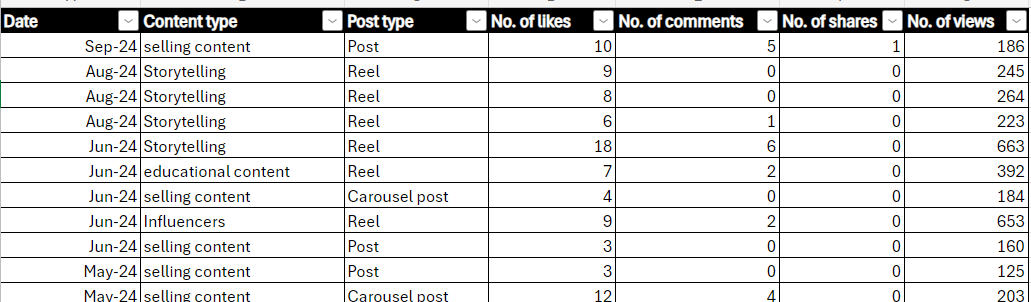
**6.1. project schema**

A diagram of a database

Description automatically generated with medium confidence

## 6.2. Data Collection

6.2.1 Manual collection for marketing data for each platform



6.2.2. Final marketing sheet after adding Date\_ID & Platform\_ID for merging all 3 platforms together and to link them to database.

A screenshot of a computer

Description automatically generated

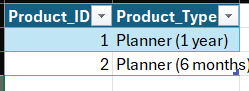
6.2.3. Initial sales sheet from the business owner

A screenshot of a computer

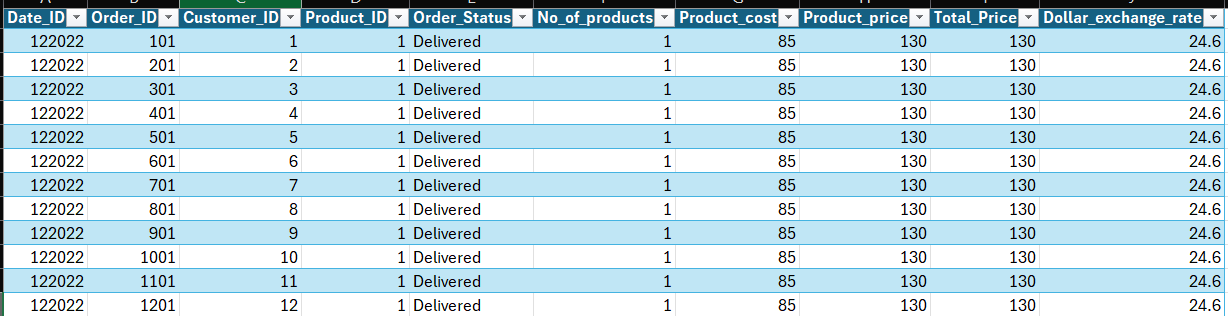
Description automatically generated

6.2.4 The sales sheet was divided into 3 sheets (Products, Customers and Orders) to link them together and with marketing sheet in database.

- Products sheet:



* + Orders sheet:



-Customers sheet:

A screenshot of a computer

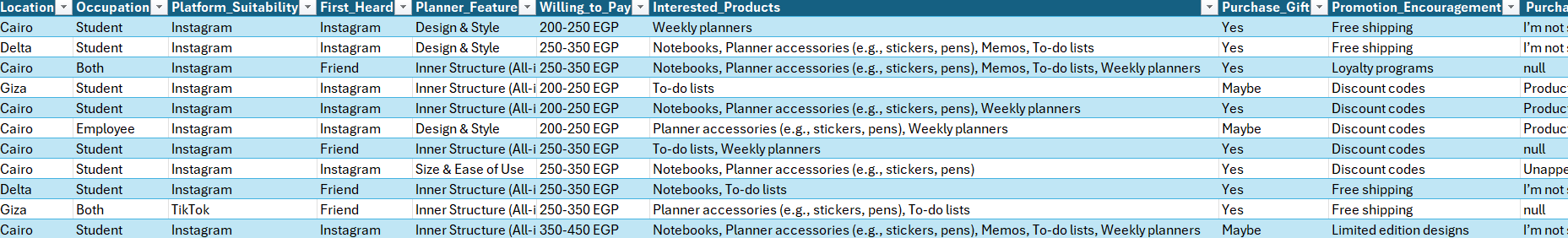
Description automatically generated

6.2.5: The extracted sheet of survey’s data from google form:

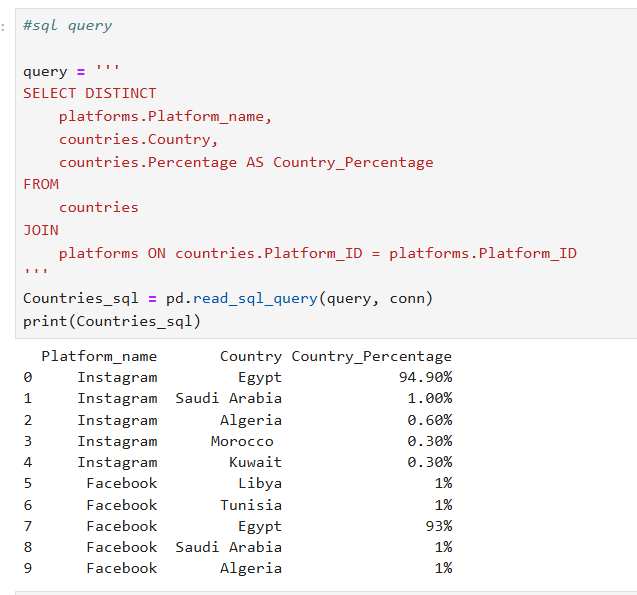
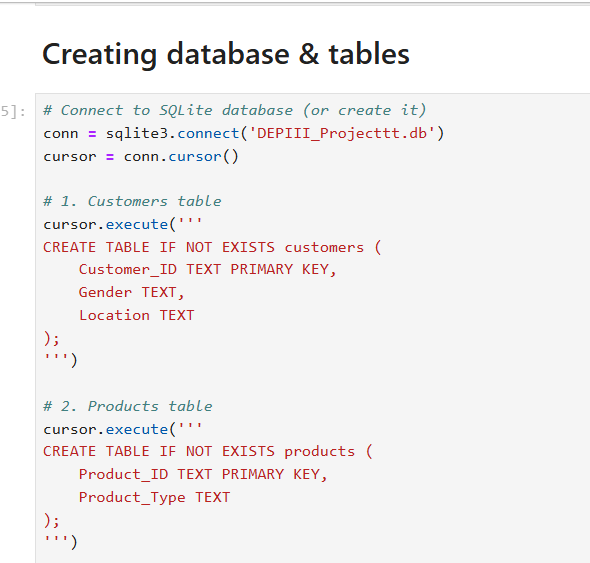
A screenshot of a computer

Description automatically generated

6.2.6: The cleaned survey’s date sheet:

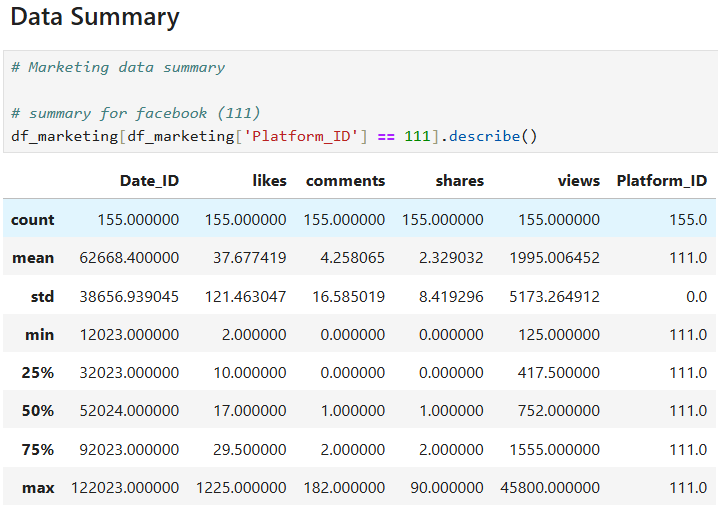


## 6.3. Creating database for InsideOut in SQL in Pyhton

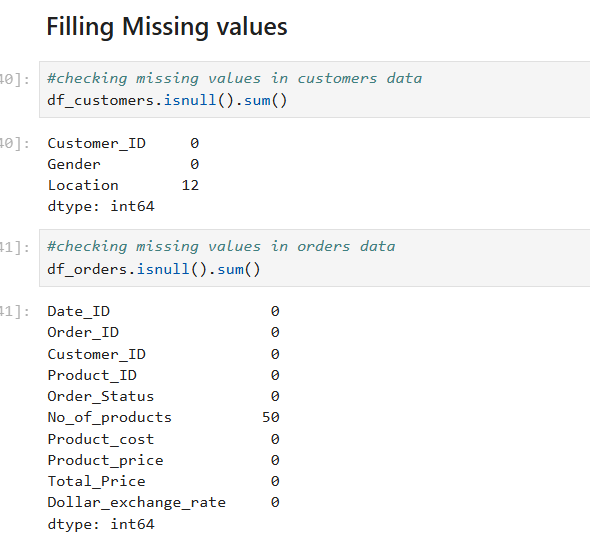
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## 6.4. Pre-processing

6.4.1. Sample of data summary in python (sales & marketing sheets):

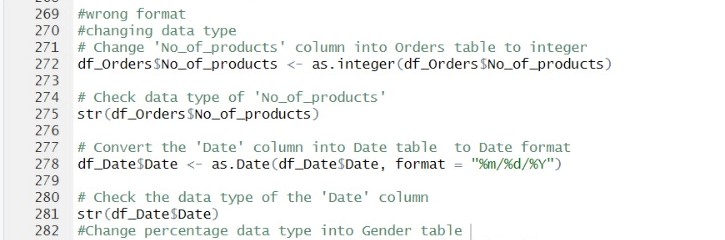


6.4.2. Sample of data cleaning in python (sales & marketing sheets):

A screenshot of a computer code

Description automatically generated

6.4.3. Sample of data summary in R (sales & marketing sheets):



6.4.4. Sample of data cleaning in python (survey):

A screenshot of a computer

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6.4.5. Sample of data cleaning in Excel (survey):

A screenshot of a computer

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6.4.6. Sample of data cleaning in SQL (survey):

A screenshot of a computer program

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## 6.5. Exploratory Data Analysis

6.5.1. Sample of data analysis in excel (sales & marketing sheets):

A screenshot of a computer

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6.5.2. Sample of data analysis in excel (Survey sheet):

A screenshot of a computer

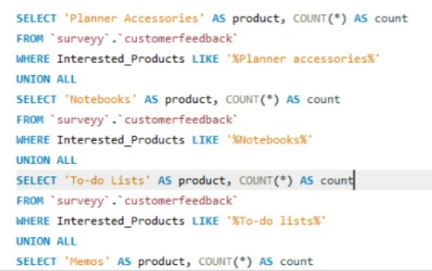
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6.5.3. Sample of data analysis in SQL (sales & marketing sheets):

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6.5.4 Sample of data analysis in SQL (Survey sheet):



6.5.5. Sample of data analysis in python (sales & marketing sheets):

A screenshot of a computer

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6.5.6 Sample of data analysis in Python (Survey sheet):

A computer screen shot of a computer code

Description automatically generated

6.5.7. Sample of data analysis in R (sales & marketing sheets):

![A screenshot of a computer code

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generated](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAYABgAAD/4SeARXhpZgAATU0AKgAAAAgABgALAAIAAAAmAAAIYgESAAMAAAABAAEAAAExAAIAAAAmAAAIiAEyAAIAAAAUAAAIrodpAAQAAAABAAAIwuocAAcAAAgMAAAAVgAAEUYc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAFdpbmRvd3MgUGhvdG8gRWRpdG9yIDEwLjAuMTAwMTEuMTYzODQAV2luZG93cyBQaG90byBFZGl0b3IgMTAuMC4xMDAxMS4xNjM4NAAyMDI0OjEwOjEwIDE1OjU2OjExAAAGkAMAAgAAABQAABEckAQAAgAAABQAABEwkpEAAgAAAAM3NQAAkpIAAgAAAAM3NQAAoAEAAwAAAAEAAQAA6hwABwAACAwAAAkQAAAAABzqAAAACAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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A graph with a number of bars

Description automatically generated with medium confidence

## 6.7. Data Visualization

6.7.1. Data Visualization in Excel

A screenshot of a computer

Description automatically generated

6.7.2. Data Visualization in Tableau

A screenshot of a computer

Description automatically generated