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```
In [12]:
          import plotly.graph objects as go
          import pandas as pd
          df = pd.read csv(r"C:\Users\shriy\Downloads\Sankey - Sheet1.csv")
          df1 = df.groupby(['Questions', 'Persona'])['Tags'].count().reset_index()
          df1.columns = ["source", "target", "value"]
          df2 = df.groupby(['Persona', 'Tags'])['Questions'].count().reset_index()
          df2.columns = ["source" , "target", "value"]
          links = pd.concat([df1,df2],axis=0)
          unique_source_target = list(pd.unique(links[['source', 'target']].values.ravel('K')))
          mapping_dict = {k: v for v, k in enumerate(unique_source_target)}
          links['source'] = links['source'].map(mapping_dict)
          links['target'] = links['target'].map(mapping_dict)
          links_dict = links.to_dict(orient='list')
          fig = go.Figure(data=[go.Sankey(
              node = dict(
                pad = 15,
                thickness = 20,
                line = dict(color = "black", width = 0.5),
                label = unique source target,
                color = "blue"
              ),
              link = dict(
                source = links_dict["source"],
                target = links dict["target"],
                value = links dict["value"]
            ))])
          fig.update layout(title text="Persona", font size=10)
          fig.show()
```

## Persona

```
Nanny jobs
Assisted gym accessories
Assisted gym accessories
At nome facial kits
Buy cheap toolkits for fixtures
Buy cheap toolkits for fixtures
Cream for removal
Cream for removal
Cream for lemoval
Cream for l
```

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