

## Which one is the best Email Provider during Work Hours

**Client Request:** Determine which email provider is most frequently used by business professionals during the Monday-to-Friday workweek.

**Data Scientist Inquiry:** I, as a client, want to know which one of the email providers in the market is the best for my business and which is the most frequently used by professionals in my sector during work hours and the week.

### Business Understanding

To do all that we stated above we will have to analyze the usage for each selected provider and take a special interest in the ones that share the same area of business as us. For all of that, we need to be able to answer this questions:

Which email providers are being assessed?

On which weekday is email traffic highest?

Should the analysis be limited to full-time employees who do not work weekends?

Are inactive accounts and spam messages included or excluded from the data?

### Analytical Approach

This study involves descriptive analysis using data from widely used email providers, such as Gmail and Yahoo. The focus is on active accounts, verified by checking the most recent sent or received emails.

### Data Requirements

The dataset must adhere to the following criteria:

- Only active email accounts should be included.
- The dataset should represent full-time employees who work Monday through Friday.
- Weekends (Saturday and Sunday) must be excluded from the analysis.

### Data Collection

- Define a specific time period (month and year) for data collection.
- Obtain relevant account information and datasets from reliable sources.
- Identify the weekday with the highest volume of emails sent and received by full-time professionals.

### Data Understanding & Preparation

- Validate that the collected data comes exclusively from full-time employees who actively use their accounts for work-related communication.
- Remove inactive accounts and filter out spam emails or fraudulent accounts used for phishing or impersonation.

### Modeling & Evaluation

- Iteratively refine and analyze the dataset, removing inactive or suspicious accounts.
- Identify which weekday sees the highest email traffic among full-time professionals.
- Determine which of the selected email providers is used the most during the 5-day workweek.