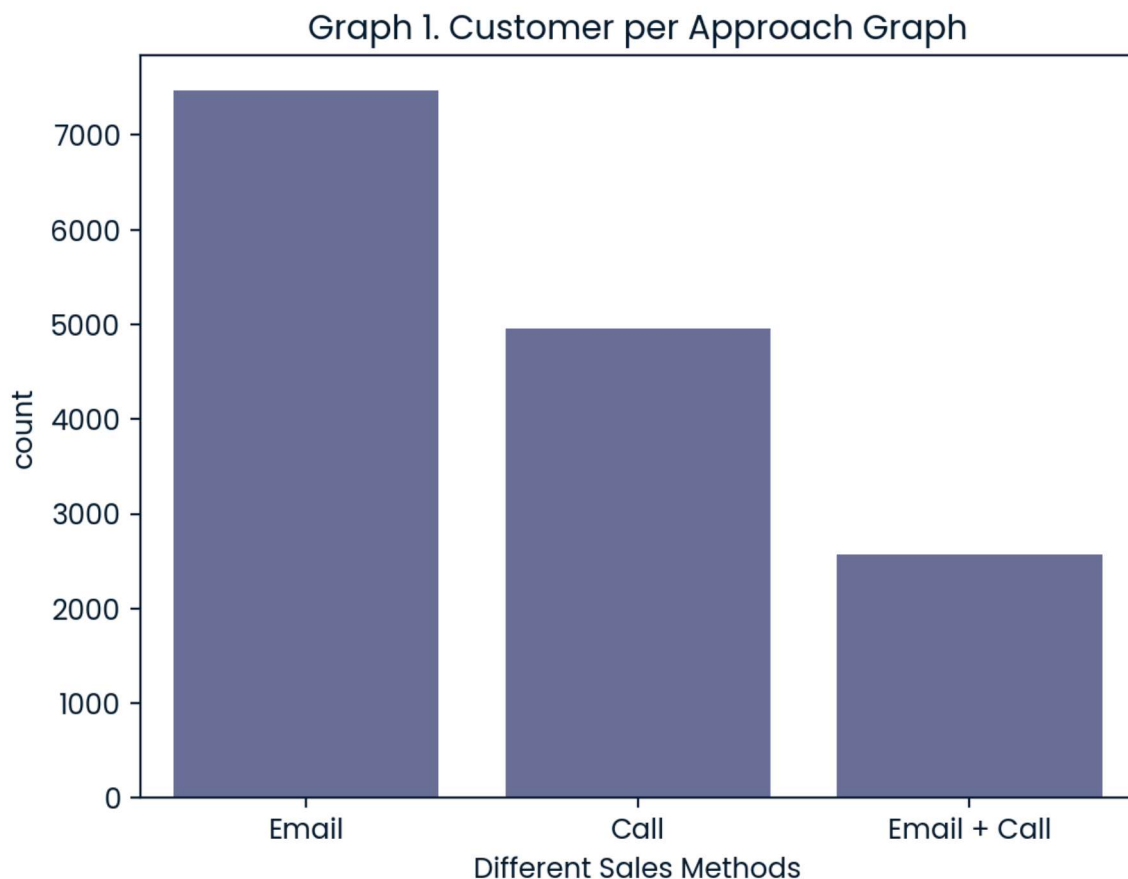CERTIFICATION - DATA ANALYST - PRODUCT SALES

Data Analyst Professional Practical Exam Submission

You can use any tool that you want to do your analysis and create visualizations. Use this template to write up your summary for submission.
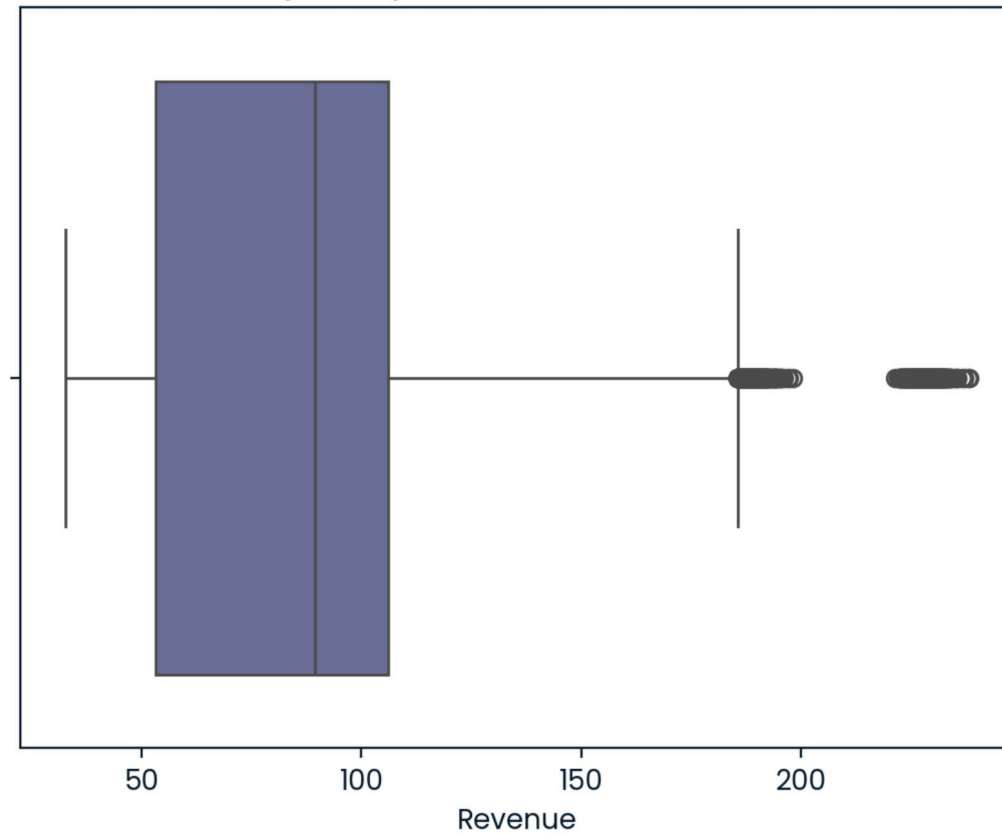
You can use any markdown formatting you wish. If you are not familiar with Markdown, read the Markdown Guide ⬈ before you start.

```
Email          7465
Call           4961
Email + Call   2572
Name: sales_method, dtype: int64

Text(0.5, 0, 'Different Sales Methods')
```
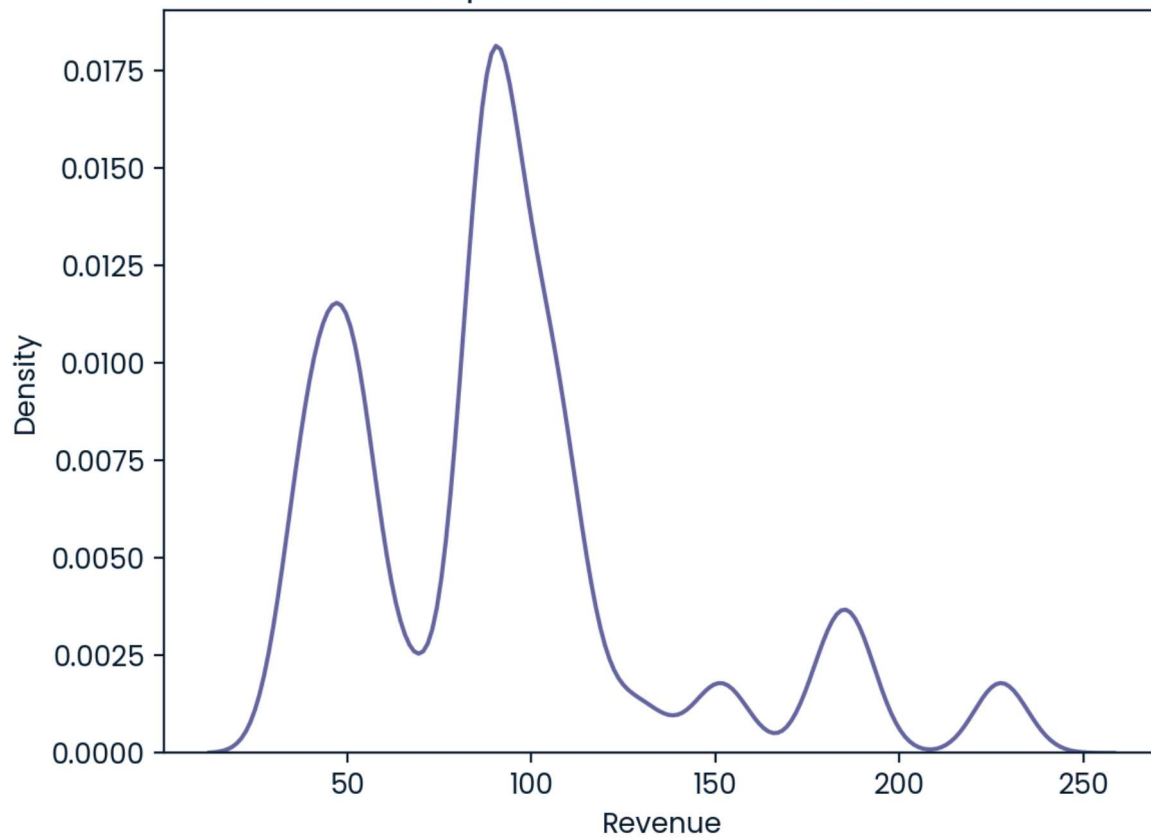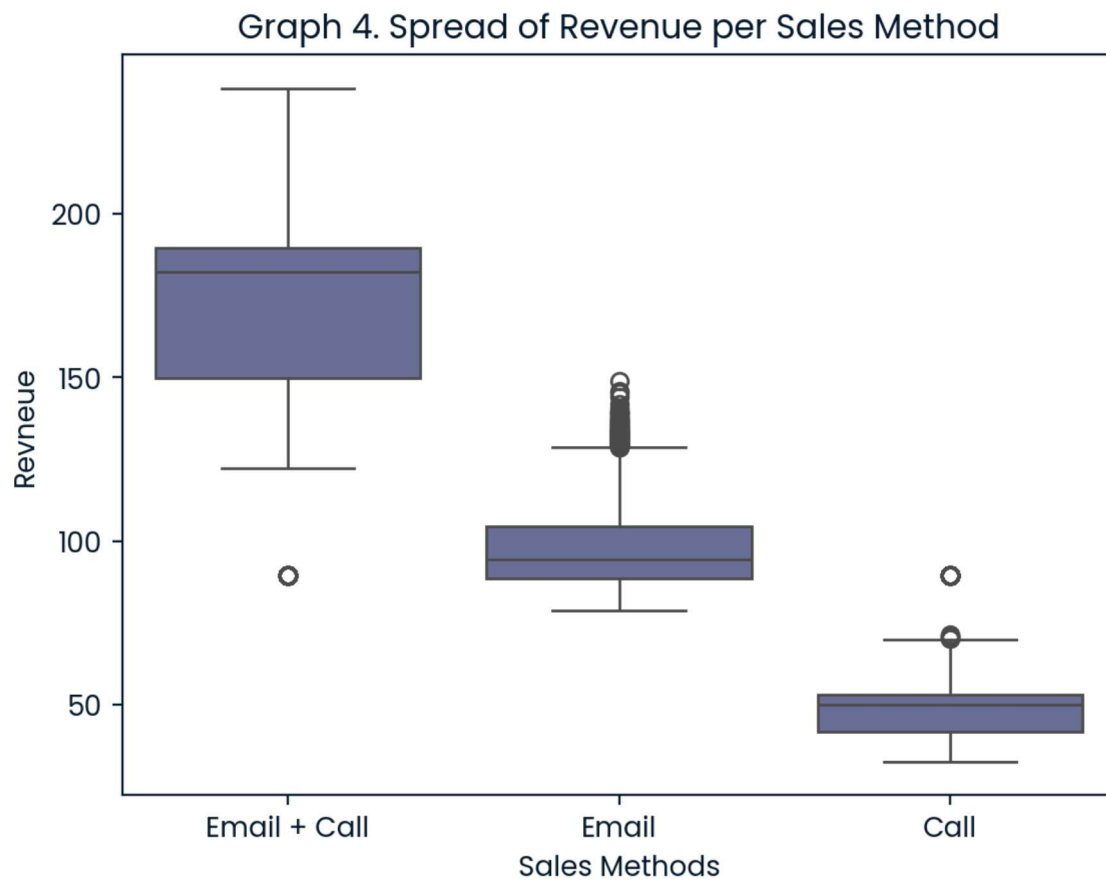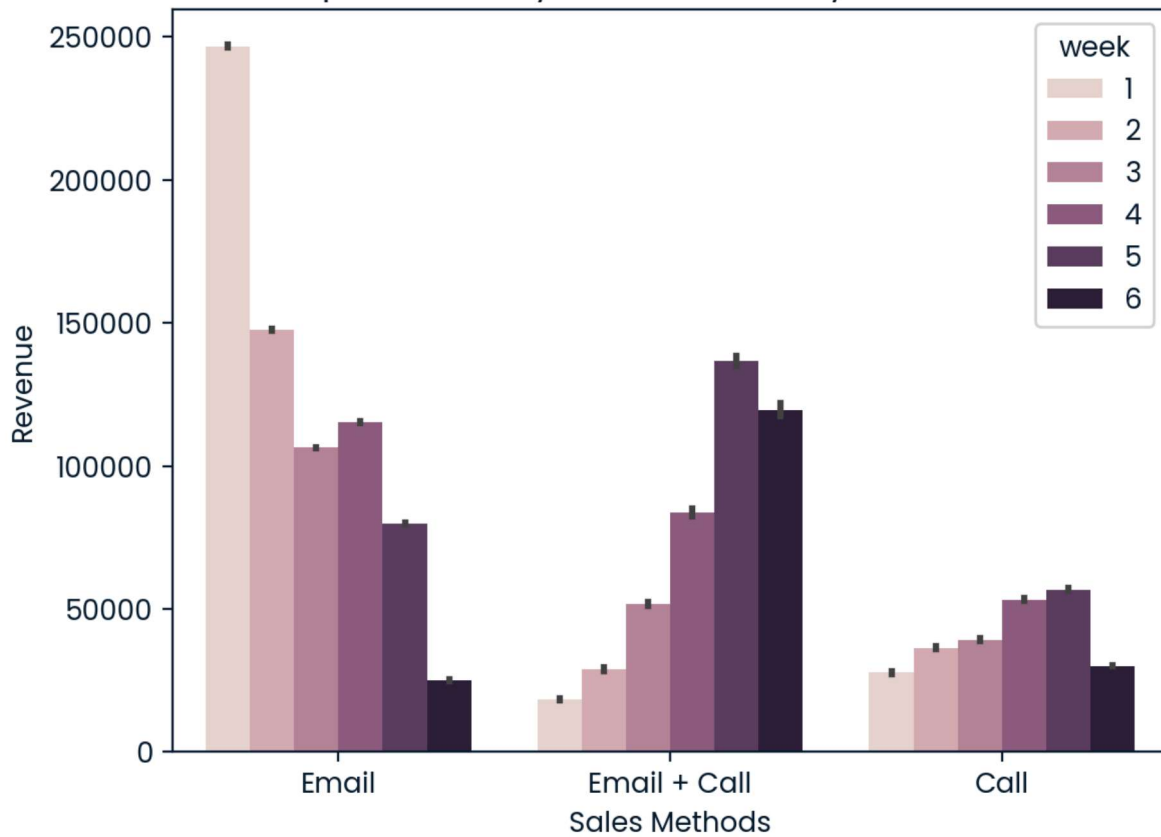

Graph 1. Customer per Approach Graph

Graph 2. Spread of Revenue Overall

Graph 3. Revenue's Distribution

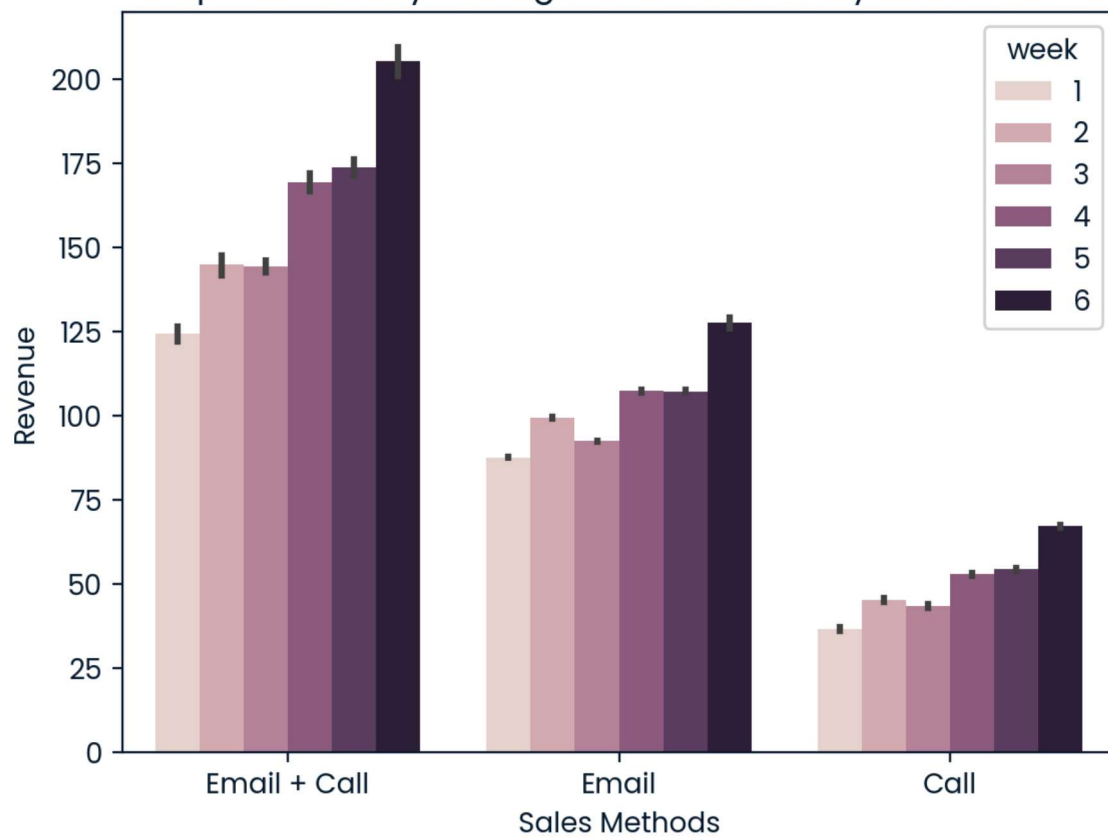## Graph 4. Spread of Revenue per Sales Method

Graph 5a. Weekly Total Revenue by Sales Method

Graph 5b. Weekly Average Total Revenue by Sales Method

📝 Task List

Your written report should include written text summaries and graphics of the following:

- Data validation:
  - Describe validation and cleaning steps for every column in the data
- Exploratory Analysis:
  - Include two different graphics showing single variables only to demonstrate the characteristics of data
  - Include at least one graphic showing two or more variables to represent the relationship between features
  - Describe your findings
- Definition of a metric for the business to monitor
  - How should the business use the metric to monitor the business problem
  - Can you estimate initial value(s) for the metric based on the current data
- Final summary including recommendations that the business should undertake

Start writing report here..

✅ When you have finished...

- Publish your Workspace using the option on the left
- Check the published version of your report:
  - Can you see everything you want us to grade?
  - Are all the graphics visible?
- Review the grading rubric. Have you included everything that will be graded?
- Head back to the **Certification Dashboard** 🗗 to submit your practical exam report and record your presentation