

Customer Engagement Statistical Analysis Project

A Practical Approach to Analyzing Customer Engagement Data

Case Description

In 2022, there were high expectations for the growth of the 365 company and increased student engagement. The platform introduced new features to track their progress, level up, and earn rewards by completing various learning objectives. The platform also introduced gamification elements like badges and streaks to encourage consistent learning habits. Additionally, the company expanded its course offerings to include more advanced topics. These enhancements were anticipated to positively impact the student experience, create an effective learning environment, and drive business growth. **Statistical Analysis in Python** aims to assess whether the new platform features have led to increased student engagement and learning outcomes.

Project Requirements

To conduct this analysis in Python, ensure you have the following installed:

- Python 3.7 or later
- Pandas for data manipulation
- NumPy for numerical operations
- Matplotlib and Seaborn for data visualization
- SciPy or Statsmodels for statistical analysis

Project Files