

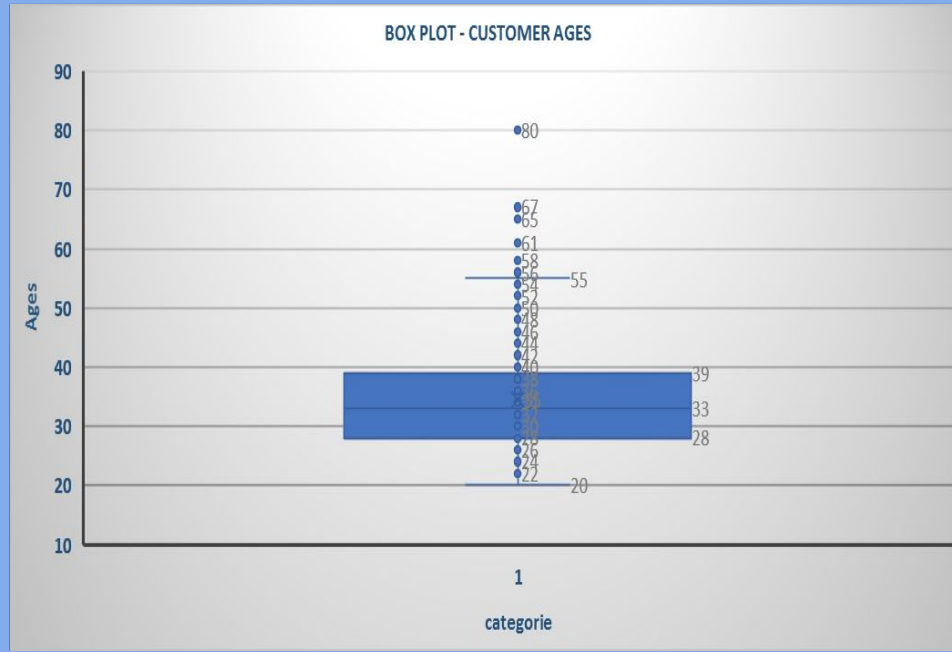
# Project 2

## Analyze Survey Data



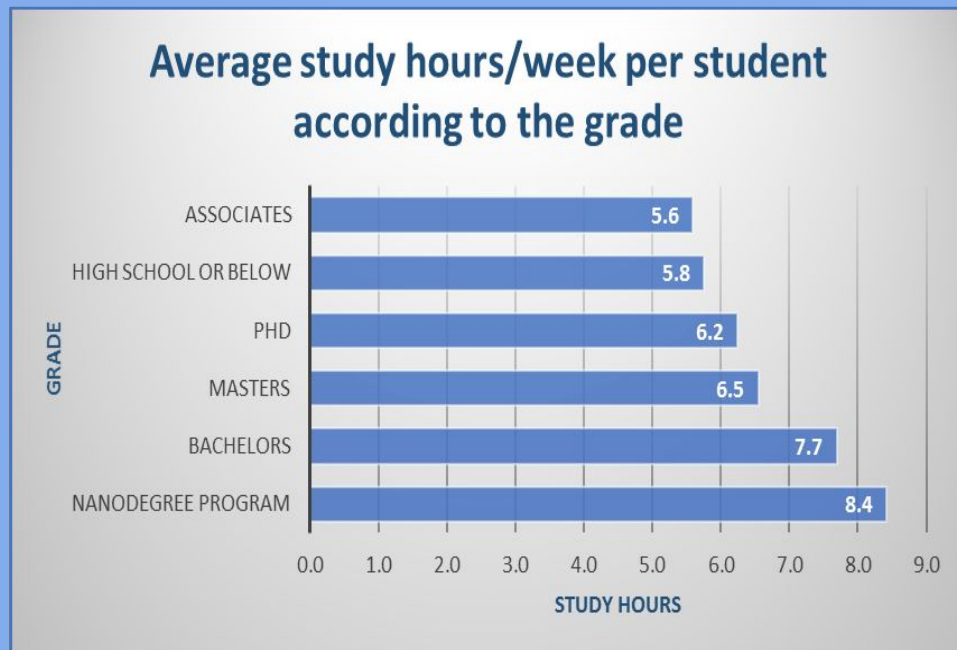
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# How old are the average and the majority of our consumers?



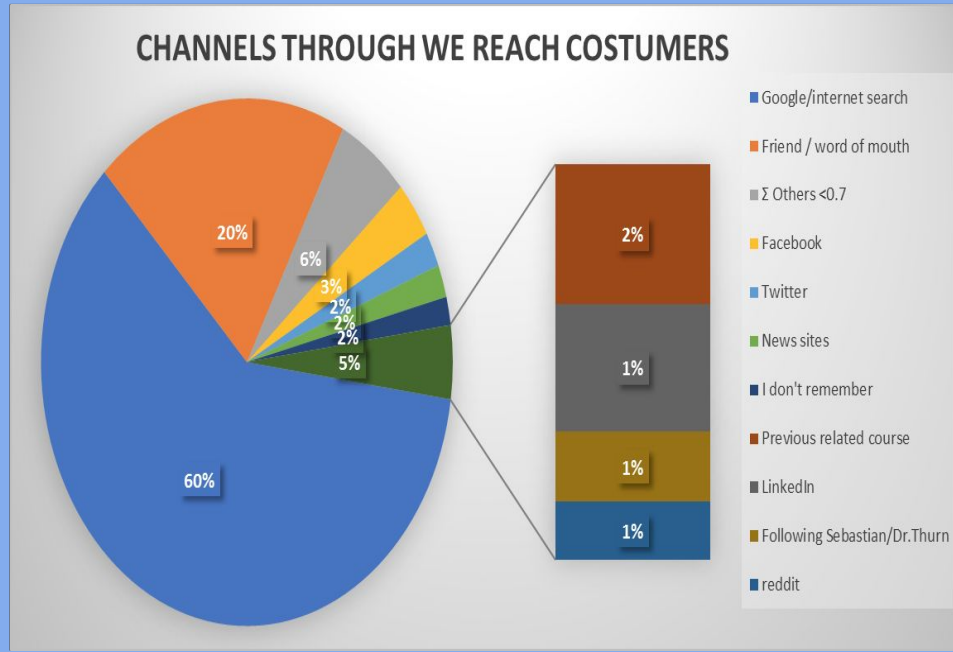
Since this is not a normal distribution, I will report the data through a summary of 5 numbers. The **median** age is 33 years old. That is, 50% of the data is below this figure and the other 50% above. However, the box plot indicates that most students are between 28 and 39 years old (**IQR** = 11, which is 18% of the range) within a 60-year **range**. The **average** age is 35 years and the most popular age (**mode**) is 29.

# What level of education do students have the most hours per week to learn our courses?



Students with a NanoDegree are the ones who spend the most hours learning our courses, they spend an **average** of 8 hours and 24 minutes a week, followed by bachelors who spend an average of 7 hours 42 minutes and masters with 6 hours 30 minutes. The students who spend less hours a week are Associates.

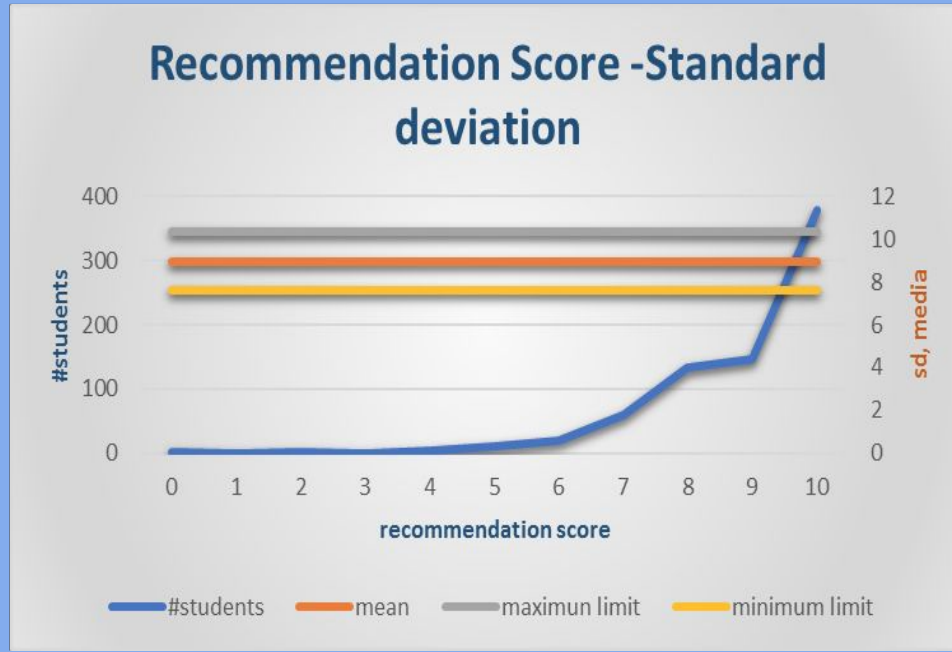
# What are the main channels through which do we reach our current customers?



This data is categorical, therefore I will address the response through a bar chart.

Knowing how our customers find out about us is a useful analysis to determine marketing efforts by channel. The most important channels are: 1-Google / internet search with 60%, 2-Friend / word of mouth with 20% and 3-Facebook with 3%. There are 2% of customers who do not remember how they arrived at our site, which demands some action plan to continue the relationship with the brand.

On average how far each point varies from the average of the points in terms of the recommendation of our customers?



The **mean** of the recommendation score was  $8.97 \approx 9$  with an average dispersion from this point (**sd**) of  $1.36 \approx 1$ , which leaves the data at the maximum limit up to  $10.34 \approx 10$  and at the minimum limit the data from  $7.61 \approx 8$ . 87% of the data are found in this range, being the most frequent, indicating high satisfaction with Udacity programs.

# Data Cleaning.

I did data cleaning to do the analysis.  
Please follow the link below to see the  
detail:

[https://docs.google.com/document/d/1Zt8HCfcUDL5HS9iHle0o92DXqR\\_dSRobtDe0\\_fw11y0/edit](https://docs.google.com/document/d/1Zt8HCfcUDL5HS9iHle0o92DXqR_dSRobtDe0_fw11y0/edit)