



Executive Summary

Total Learners



129.3K

Male to Female Ratio

1.4

Average Age

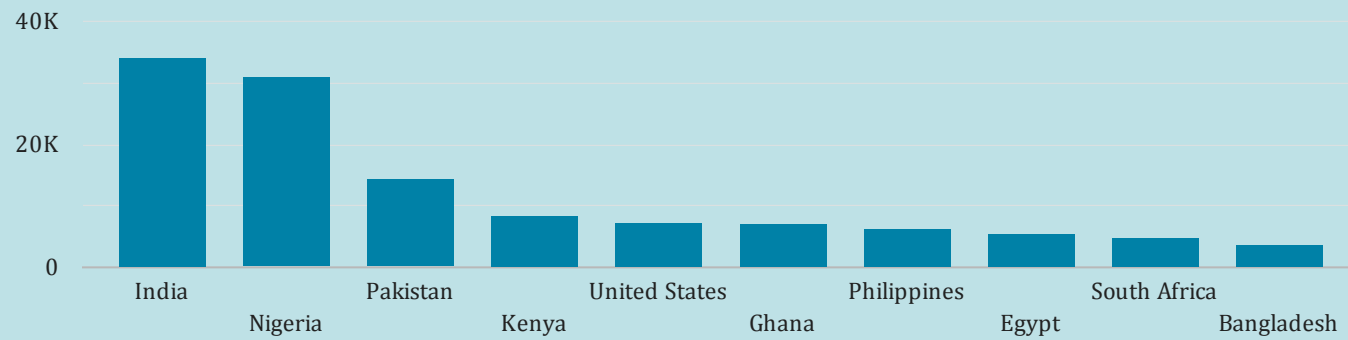
26.0



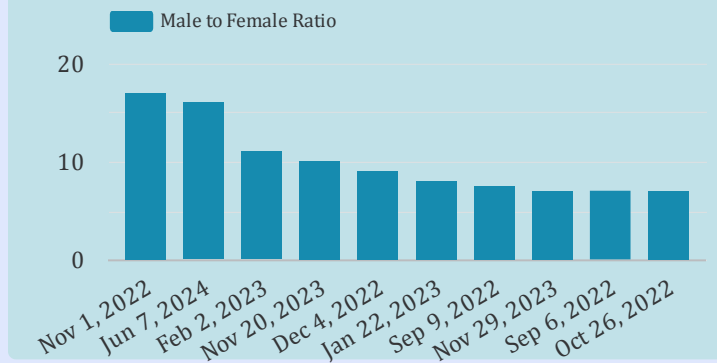
apply_date



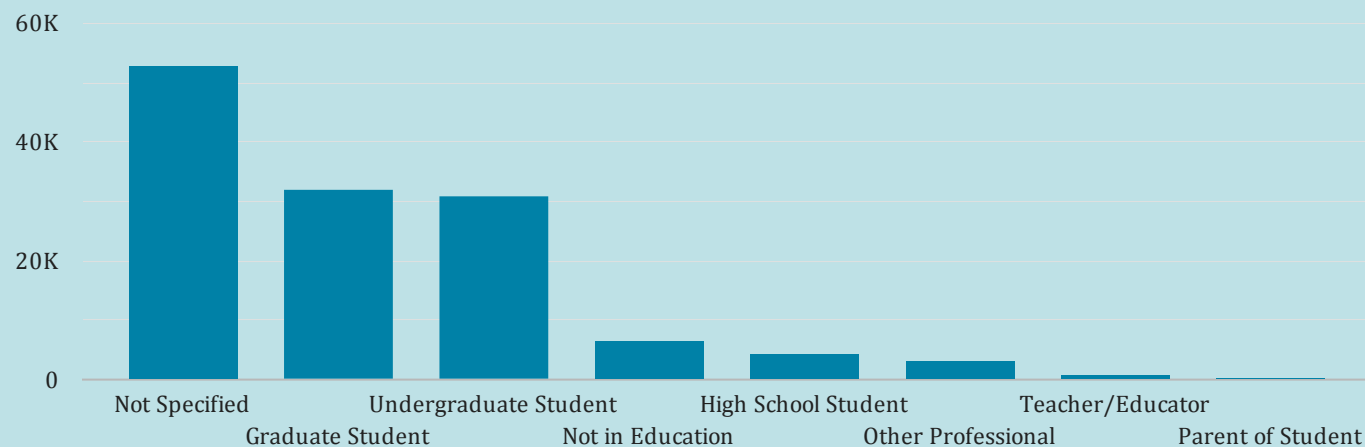
Top 10 Countries by Enrollment



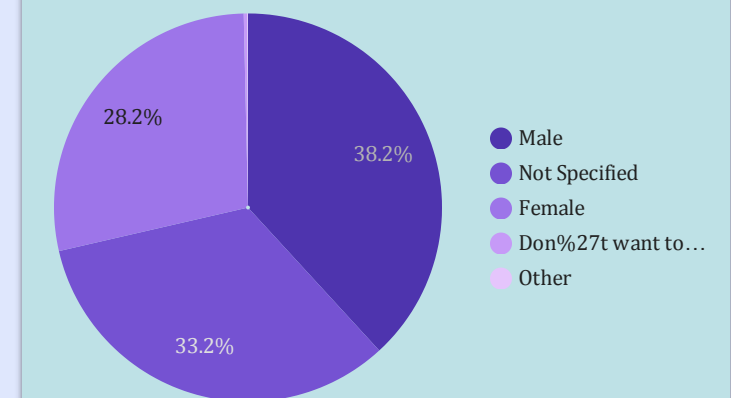
Male to Female Ratio by apply_date



Degree Level Breakdown



Gender Distribution





Opportunity Insights

Degrees

8.0



Country

191

Total Opportunities

167.0

Total Learners

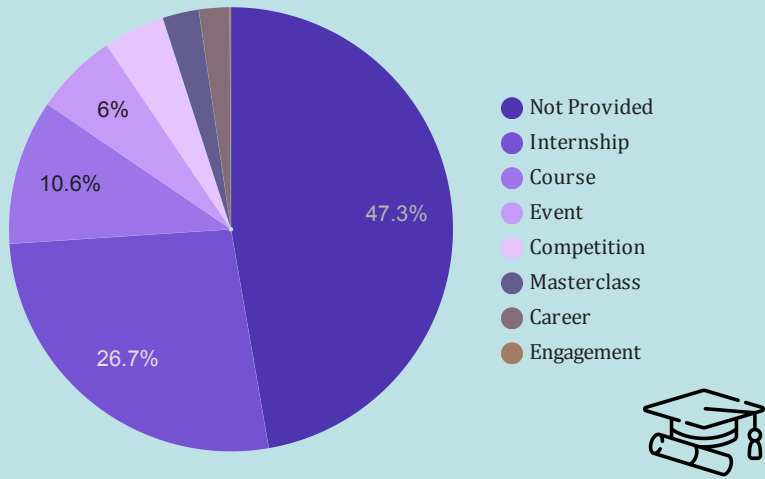
129.3K

Institution

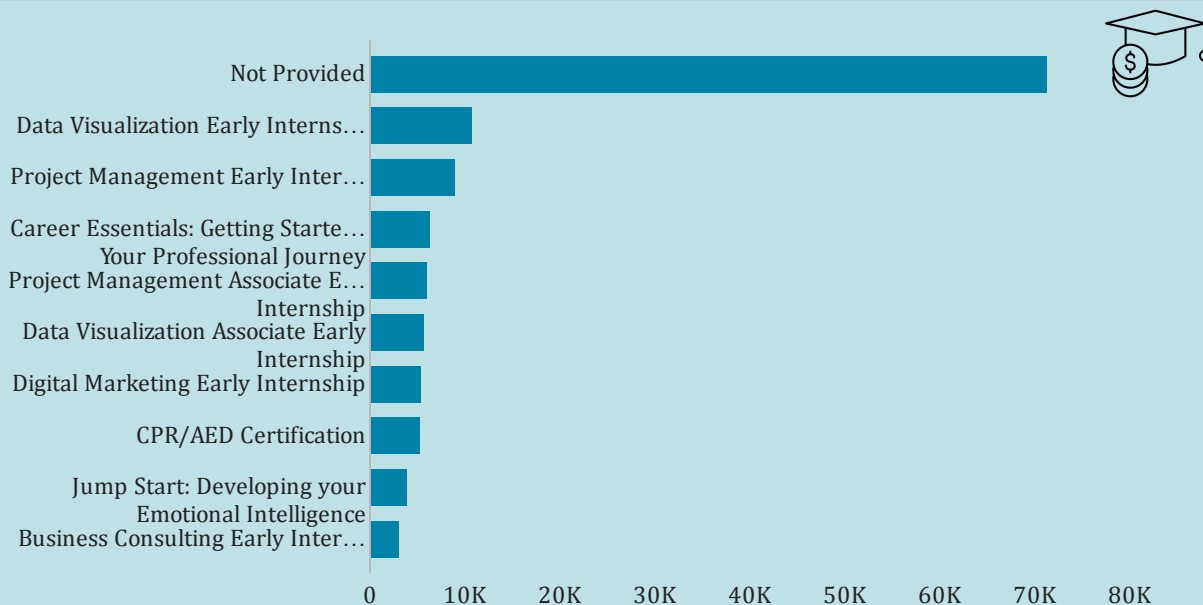


34.6K

Category Distribution



Enrollment by Opportunity



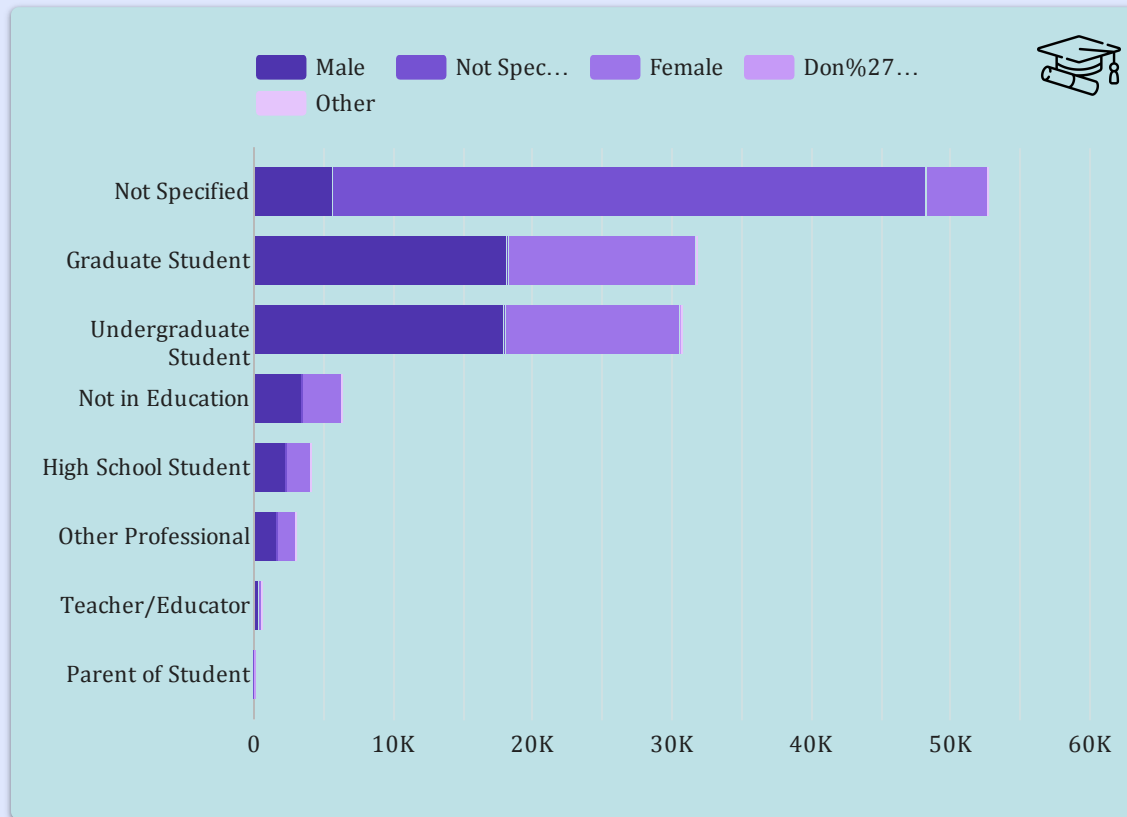
Top Institutions per Opportunity

	opportunity_name	institution	User Id ▾
1.	Not Provided	Not Specified	52.4K
2.	Project Management Earl...	Saint Louis University	874
3.	Data Visualization Early I...	Saint Louis University	843
4.	Career Essentials: Getting...	Saint Louis University	700
5.	Digital Marketing Early In...	Saint Louis University	624
6.	Project Management Asso...	Saint Louis University	573
7.	Innovation & Entreprene...	Saint Louis University	491
8.	Business Consulting Early...	Saint Louis University	458

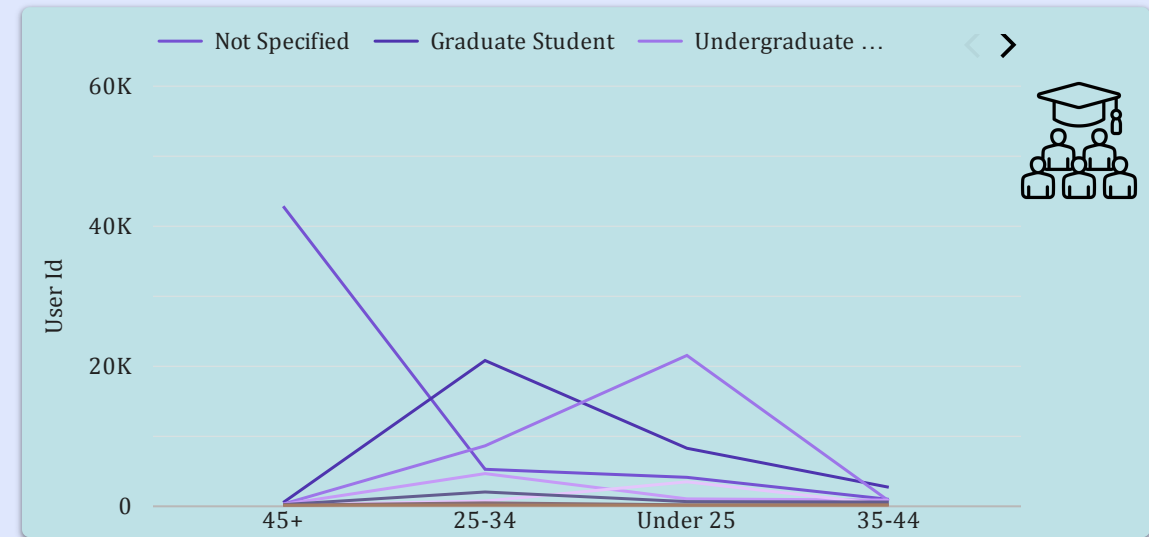


Demographic Analysis

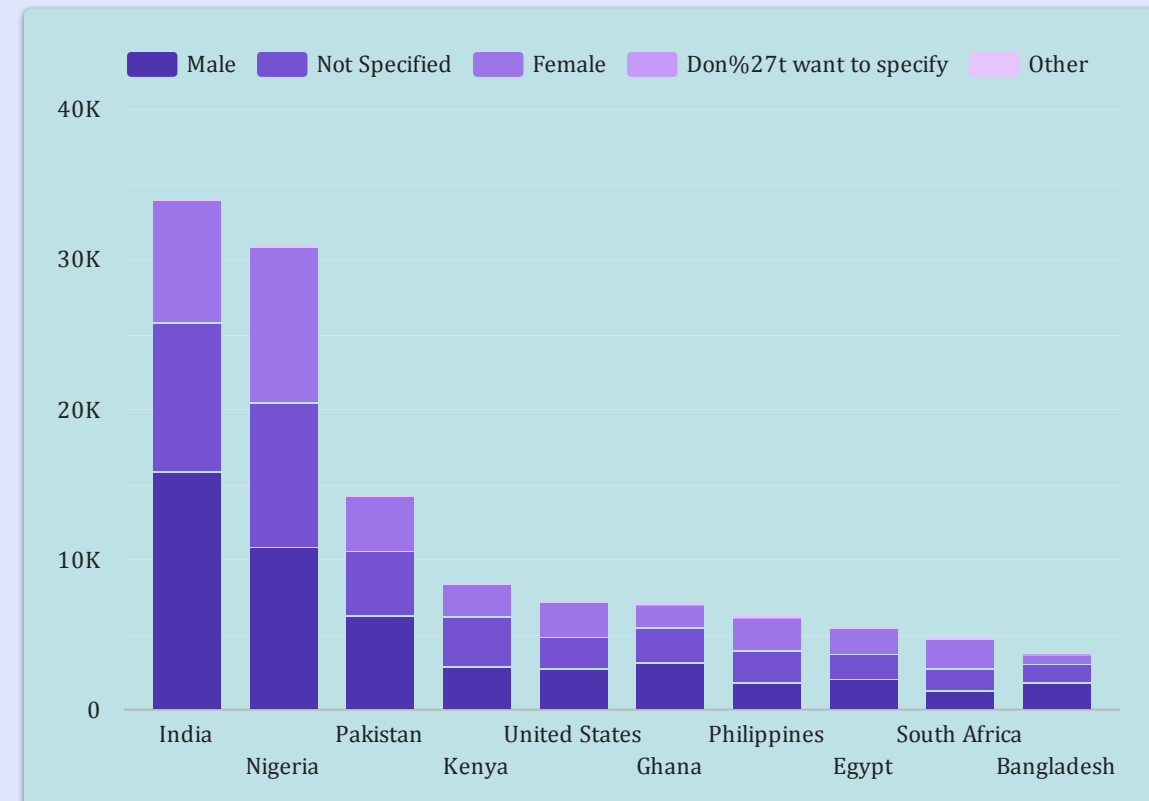
Gender Split by Degree



Age Distribution by Degree Level



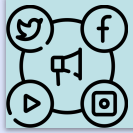
Enrollment by Country and Gender



Major Field Breakdown

major		User Id ▾
1.	Not Specified	52,697
2.	Computer Science	4,704
3.	Business Administration	1,679
4.	Computer Science and Engineering	1,653
5.	Accounting and Finance	1,589
6.	Data Science	1,483

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Marketing Campaign Insights

Amount spent (AED)



340.83K dh

Reach



240.1M

Results



365.0M

Cost per result



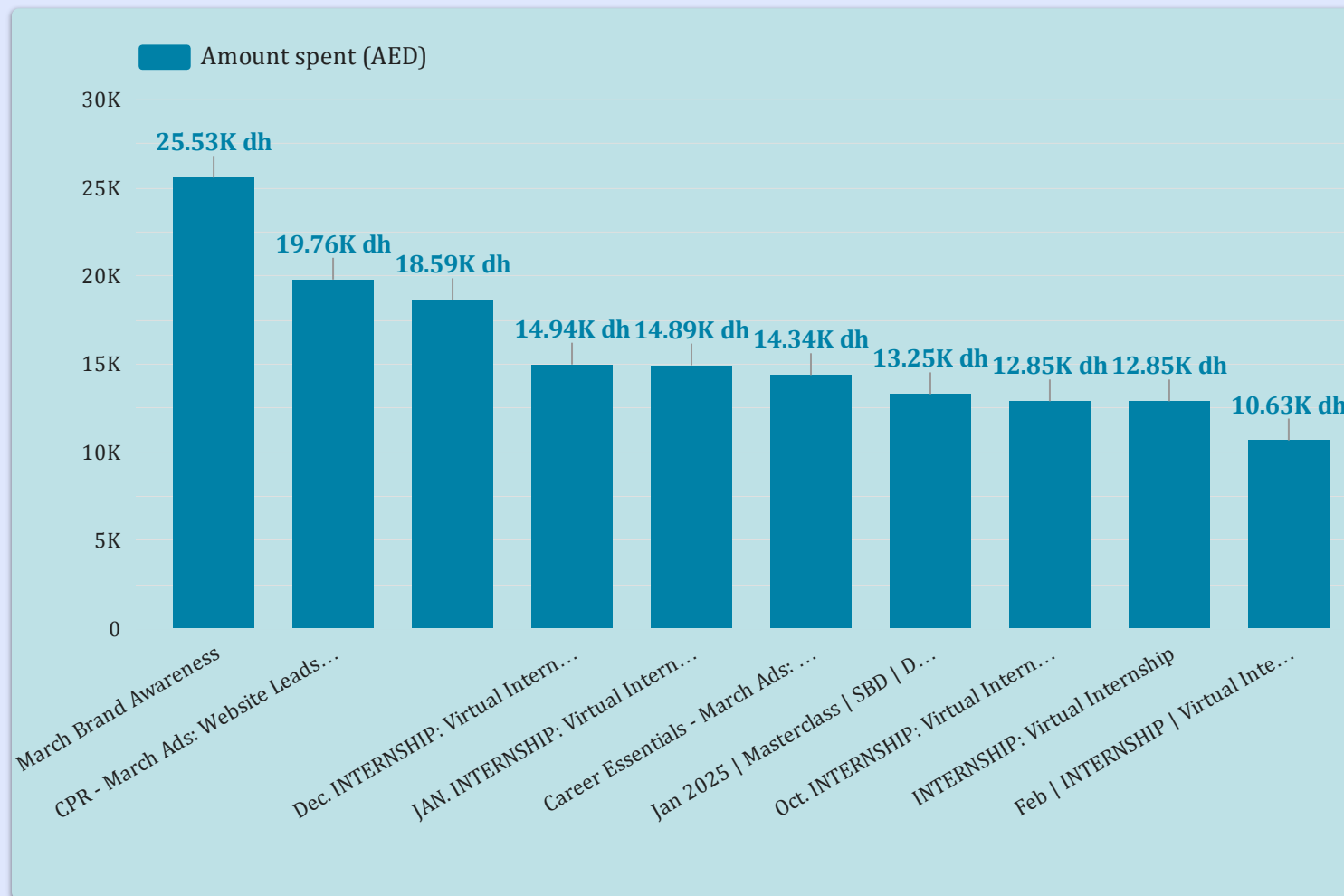
4.16 dh

CPC (cost per link click)



1.06 dh

Amount spent (AED) by Campaign name



Campaign name



Delivery status



Delivery status by Campaign name

