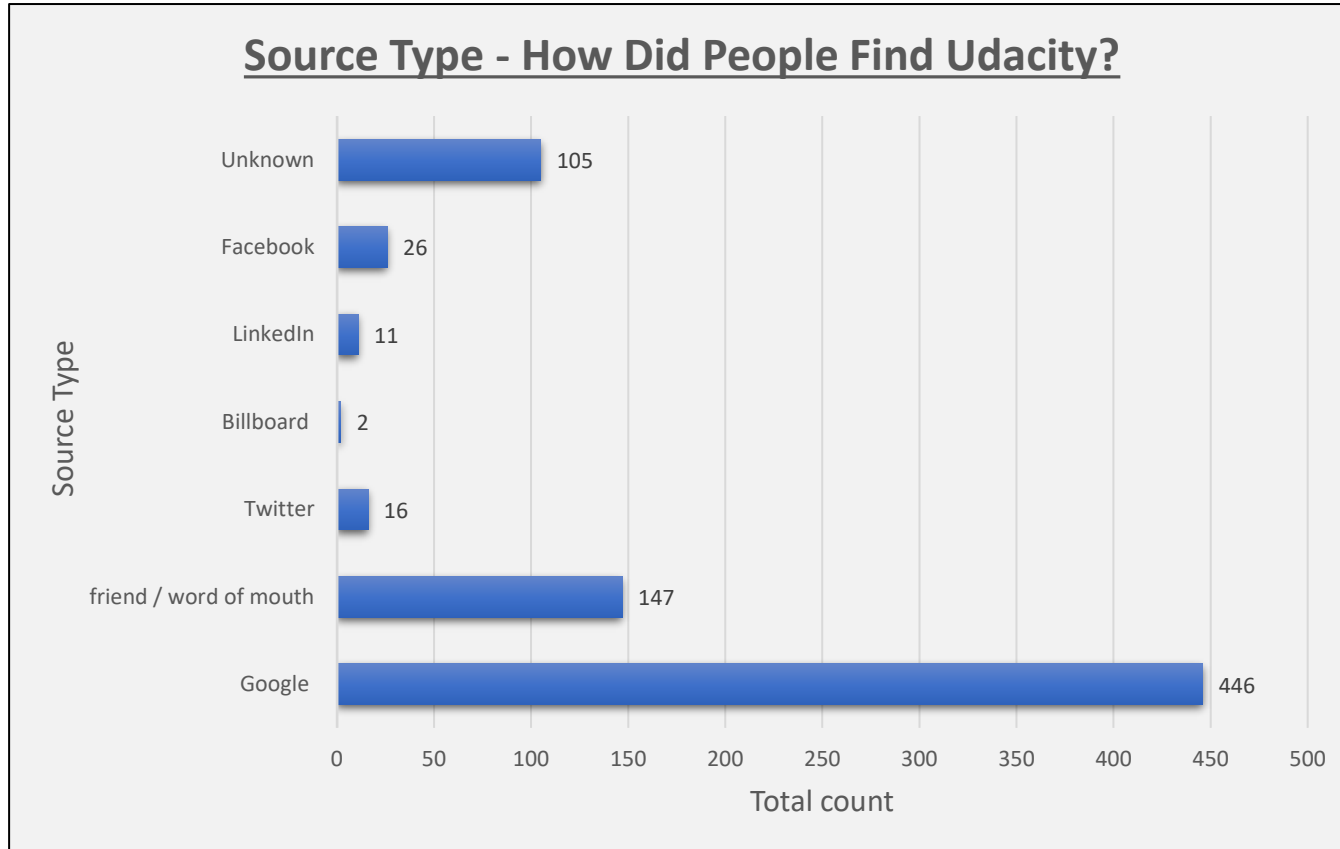


# How data was cleaned for each question

- Question 1 – How did people find out about Udacity?
  - Blanks were changed to “Unknown” as this data could still be useful
- Question 2 – Age range of Students
  - Date format was changed YYYY/MM/DD
  - Blank information was deleted as it could influence the age range if it was 0.
  - Outliers were kept for further analysis
- Question 3 & 4 no cleaning was needed as there were no missing values, extreme outliers and data was valid.
  - Changed data to ascending values for ease of use.

# What Source did people find out about Udacity?



Knowing which sources people discover Udacity is important for marketing and sales planning. Collecting this data can indicate which platforms or methods are most effective.

The data shows Google has the highest source of 446 people. Whereas billboards are the lowest with 2 people. Google would be a more effective compared to billboards. Billboards are also difficult to track data accurately.

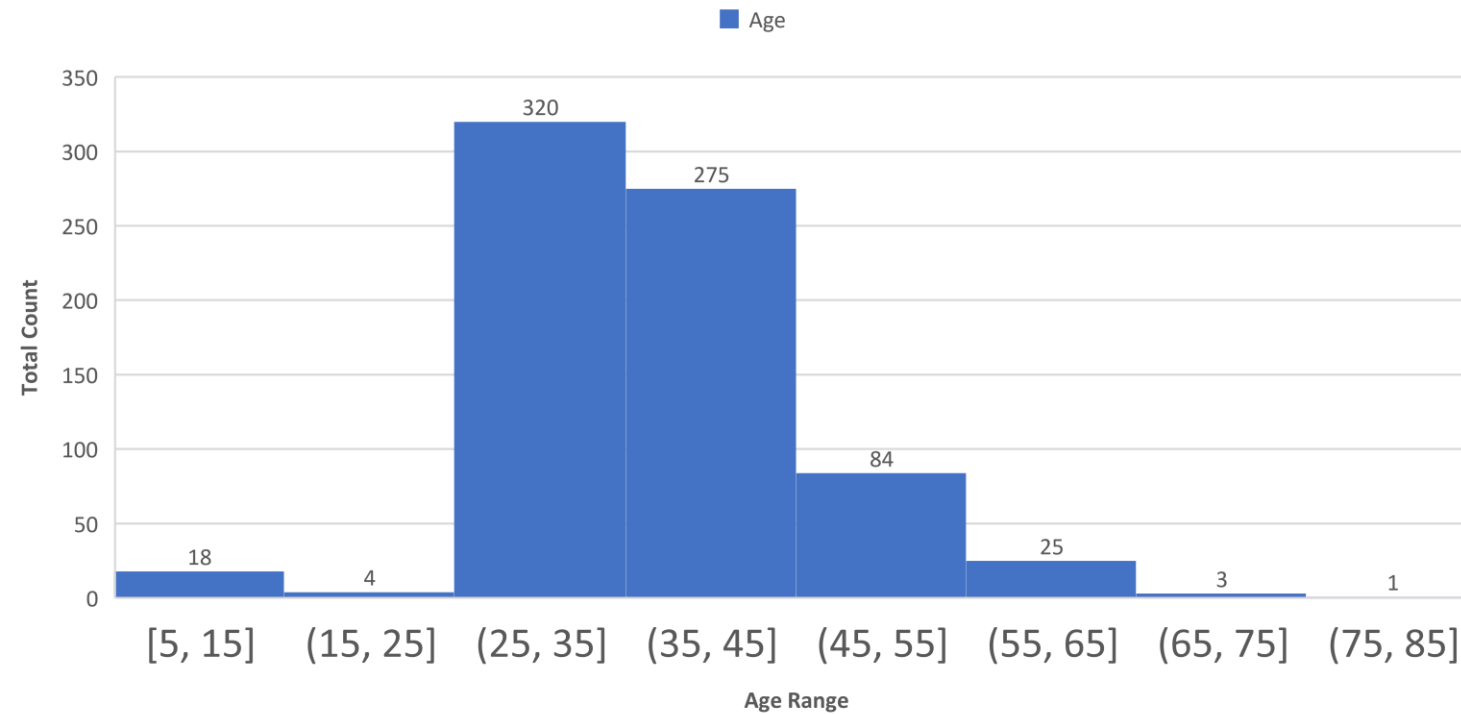
However there are 105 unknown sources which is the 3<sup>rd</sup> highest rank. Collecting this data could be insightful showing alternative sources and methods to explore.

Each source would need further analysis on what type of marketing they are doing to gain further insight and the success of each source in comparison.

# Age Range of Udacity Students?

Summary Statistics	Value
Mean	37
Median	36
Mode	34
Standard Deviation	9.65

Age Range of Udacity Students

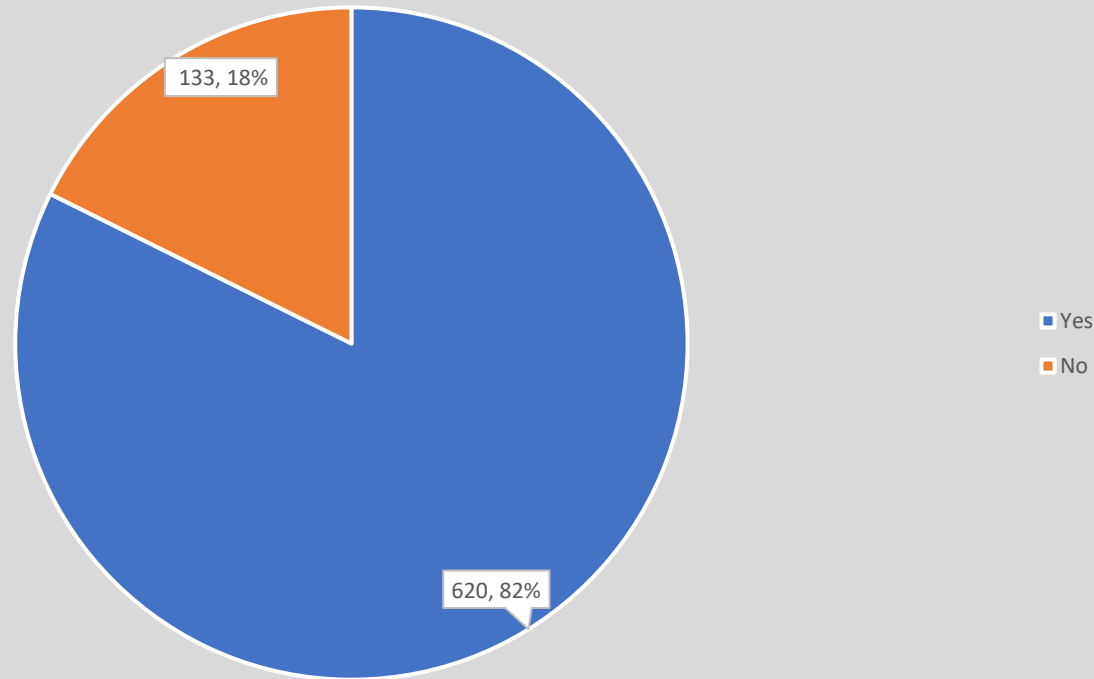


Data source should be considered in context as this is from a survey and data could be incorrect. Data contains outliers, a total of 18 students that range from 5-15 years old. With this in mind the data is positively skewed and the standard deviation will be influenced by the outliers but the standard deviation is 9.65 meaning the data is further from the mean. The most common age group range is between 25 to 45 years old. Accounting for 81% of the total age range of students.

In conclusion the data shows the average student age is 37 years old. The most frequent value is 34. The mode might be the best middle point to use given the standard deviation is high.

# What Percentage of Udacity Students are Employed?

Employment Status Total Count

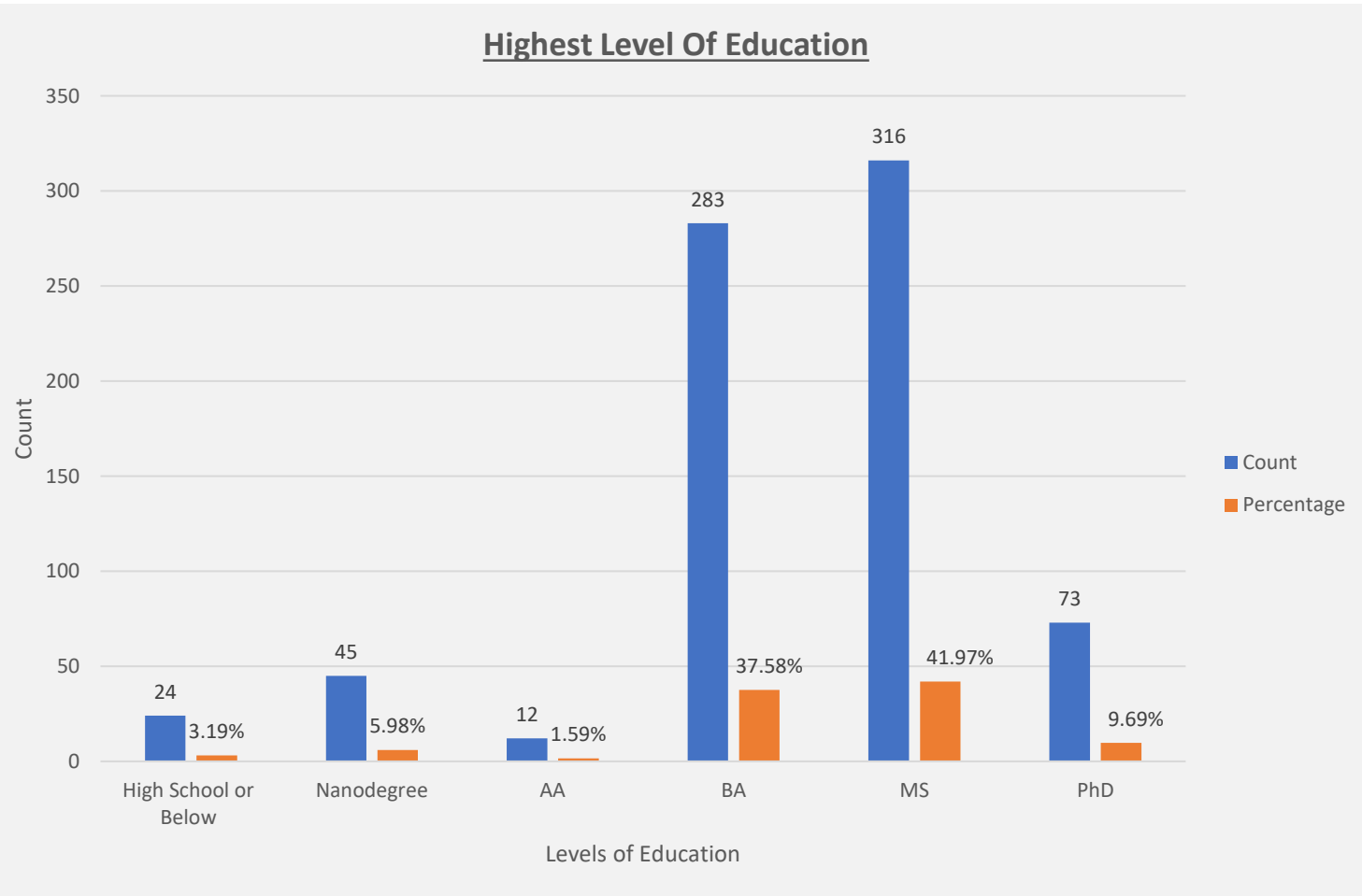


Total Count  
753

Among the students surveyed 82%(620) are employed. While 18% (133) reported unemployed. This data does not included every Udacity Student but does show the vast different between the statuses.

This data could be tested to larger data bases and see the trend of the status from a larger data pool and split it into various regions and age groups to determine more accurate results.

# Highest Level of Education?



Data shows higher levels of education as opposed to lower levels of students who study with Udacity. This could be for various reasons but as previous data shows more employed students enrolled. As jobs require higher education this could be a factor to analyze further.

41.97% of students have Masters degrees which shows how valuable nanodegrees are as Master students are also acquiring for further education. 47.58% for Bachelors students and 9.69% for PhD students.

# Brief Conclusion of Data Analyzed

- Google is the most common source for students to Find Udacity with 446 total counts.
- The highest concentration of student are from the 25-45 age group 81%
- 80% of students are employed
- Most students have higher levels of education with masters level being the highest 41.97%