

# VIDYAVEVERSE VIRAL CHALLENGE

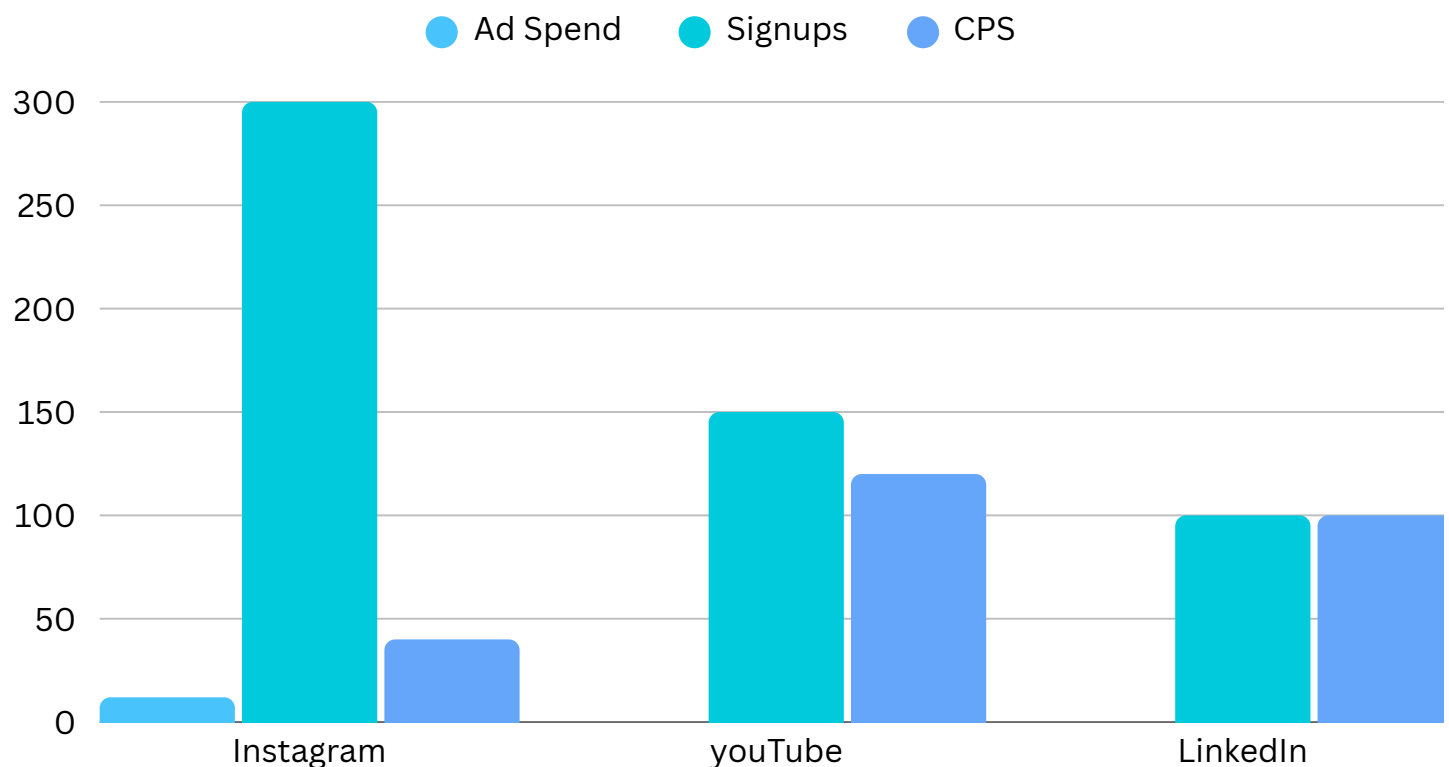
## INTRODUCTION :

VidyaVerse is a fast-growing Ed-Tech startup that leverages social media platforms such as Instagram, YouTube, and LinkedIn to reach its audience. Recently, it launched the **DataDreamer Viral Company**, which generated significant online engagement. However, the organization's key objective is not just to measure clicks and impressions, but to evaluate whether this viral buzz successfully translated into meaningful outcomes—such as student enrollments and course completions. This project focuses on analyzing campaign performance data and student enrollment records to determine the true return on investment (ROI) and to provide data-driven recommendations for future marketing strategies.

## DATA CLEANING :

- The Campaign dataset contains the platforms name in short form like insta,YT, LI so, i formatting into fullname like Instagram, YouTube, LinkedIn etc.

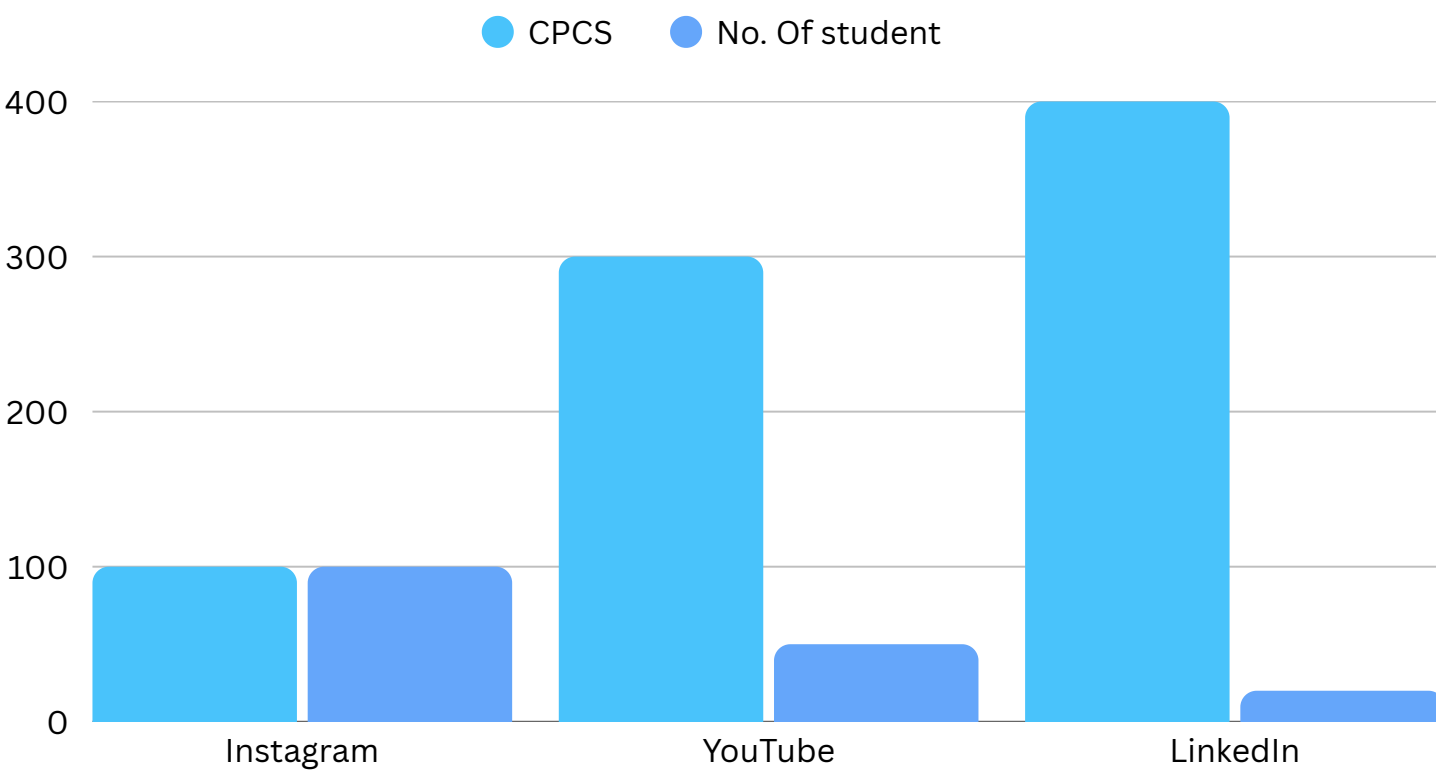
## COST PER SIGNUP :



From the above table, i analyse that the CPS (cost per signup) is highest in YouTube ,followed by LinkedIn and lowest in Instagram. This indicate that you have to invest more on YouTube as compared to other platform. The higher CPS indicates that lower cost - efficient to driving

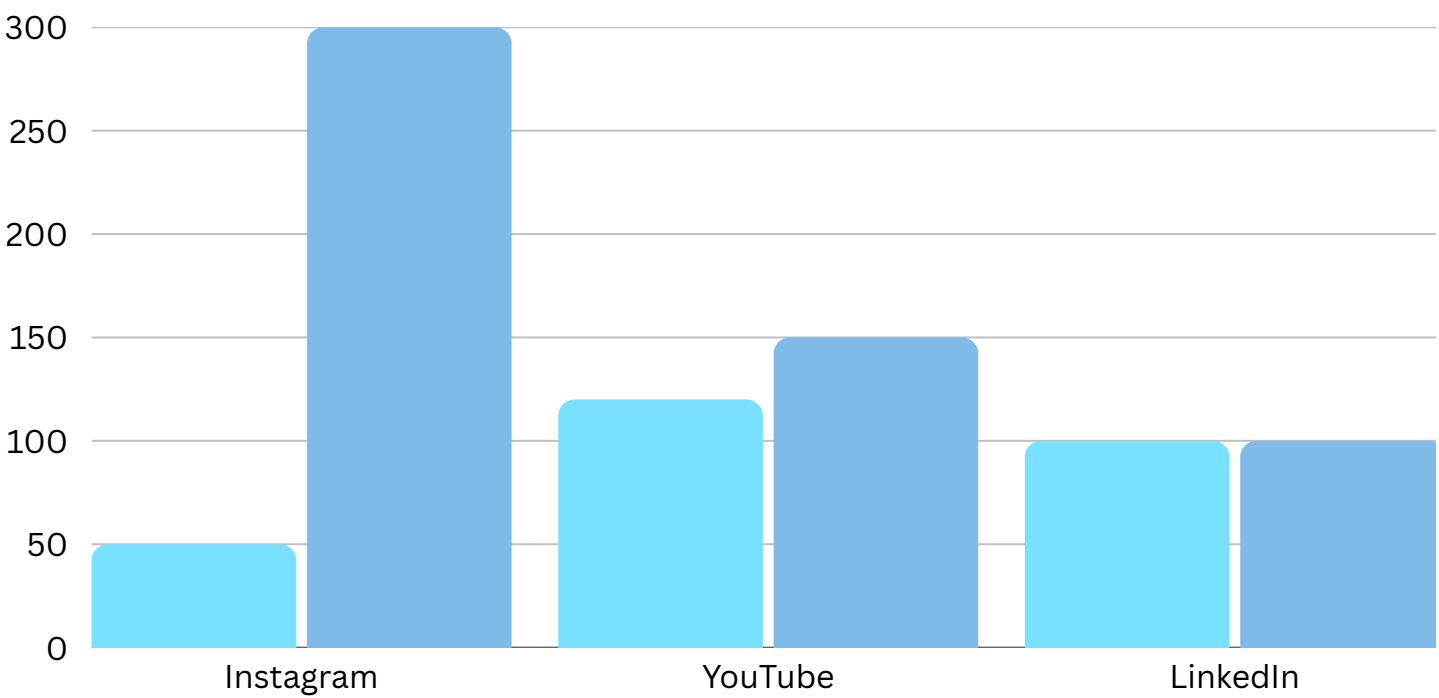
signups. LinkedIn shows moderate CPS, while Instagram shows the most cost - efficient to driving signups.

# COST PER COMPLETED STUDENT :



The CPCS analysis reveals that Instagram provides the most cost-efficient channel for acquiring students who complete their courses, while LinkedIn shows the highest cost per completion, making it the least efficient platform. YouTube stands in the middle but may offer higher-quality completions depending on student engagement.

# PLATFORM - WISE PERFORMANCE ANALYSE :



From the above table, it is observed that YouTube has the higher completion (80%), which indicates better student quality. However, its CPS is also high, meaning it is more expensive to acquire each student. Instagram, on the other hand, has the lowest CPS, making it the most cost-efficient platform for bringing in students. But its completion rate (65%) is lower compared to YouTube, suggesting that while Instagram easily attracts students, many of them may use the platform mainly for entertainment rather than for learning, which results in lower course completion. LinkedIn shows both a lower completion rate (55%) and a relatively high CPS (₹100), making it the least effective platform overall.