

# **Trend and Comparative Analysis of Opportunity Participation and Completion Rates on the Excelerate Platform**

## **1. Introduction**

This analysis aims to uncover meaningful insights related to opportunity participation and completion rates on the Excelerate platform through the application of trend and comparative analysis techniques. By examining how these metrics evolve over time, we can identify patterns of growth or decline in user engagement and pinpoint periods of heightened activity. In addition, a comparative analysis will allow us to explore variations across different demographic groups and opportunity categories, providing a deeper understanding of user behavior.

### **The primary objectives of this analysis are:**

To analyze trends in opportunity participation and completion rates over time, identifying key points and influential factors.

To perform a comparative analysis based on demographics and opportunity categories, uncovering differences in participation and completion rates across various user segments.

## **2. Data Overview**

This analysis is based on a single dataset, the Opportunity Sign-Up Data, which provides information about learner participation in various opportunities on the Excelerate platform. The dataset captures key variables necessary for analyzing trends and conducting comparative analyses.

### **2.1 Dataset Used**

#### **Opportunity Sign-Up Data:**

Contains records of learners signing up for different opportunities, including timestamps and relevant demographic details associated with each sign-up.

#### **Key Variables:**

Dates (e.g., monthly or yearly):

These timestamps are crucial for tracking changes in participation rates over time, helping to identify growth or decline patterns.

Opportunity Categories (e.g., Event, internship):

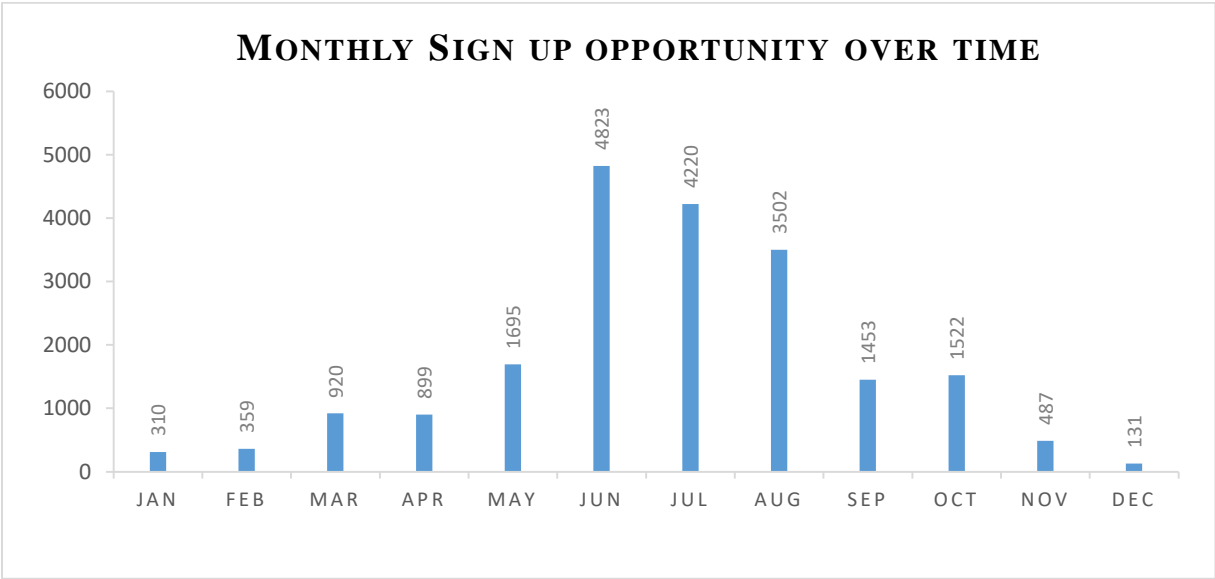
The dataset includes information on different types of opportunities, which enables comparison of participation rates across various opportunity categories.

Demographic Factors (e.g., gender, student status):

Demographic information associated with each sign-up allows for comparative analysis to understand how different user groups engage with opportunities.

3. Trend Analysis

3.1 Opportunity Sign-Up Over Time (Month)



The analysis focuses on opportunity sign-ups over time, measured monthly across a two-year period. A bar chart visually represents the variation in sign-ups, effectively highlighting changes in participation throughout this span.

The data is aggregated by month, which clarifies overall trends and facilitates the identification of significant patterns. Key findings include:

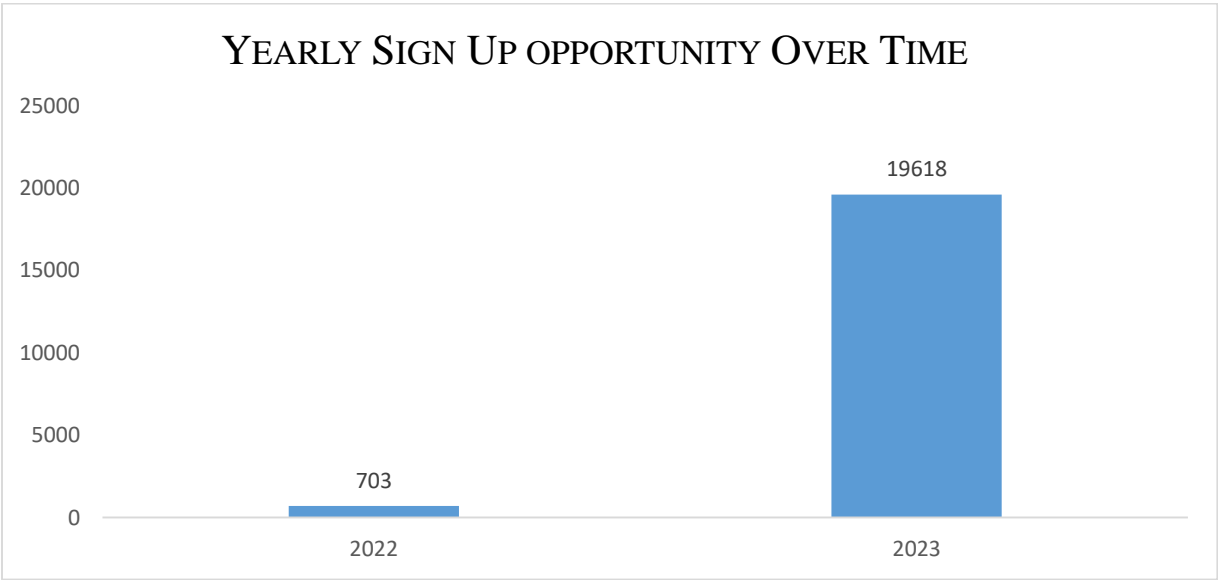
Q2 shows a marked increase in sign-ups, with May (1,695 sign-ups) and June (4,823 sign-ups) identified as peak months.

Participation remains robust in August (3,502 sign-ups) but begins to decline in September.

Notable spikes in sign-ups during March and June suggest the impact of successful promotional activities or events.

There is a decline in sign-ups in December (131 sign-ups), likely due to holiday seasons, indicating a seasonal dip at the end of the year.

**3.1.1 Opportunity Sign-Up Over Time (Year)**



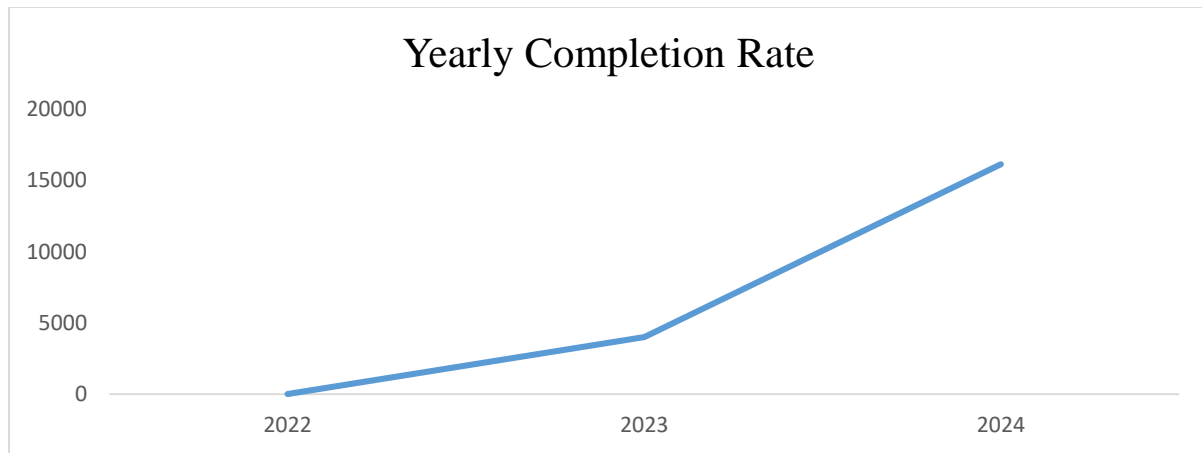
The analysis of opportunity sign-ups over two years reveals significant trends:

In 2022, there were a total of 703 sign-ups.

In 2023, sign-ups surged to 19,618, indicating a dramatic increase in user engagement.

This substantial growth from 2022 to 2023 highlights a successful strategy in attracting participants, potentially through improved outreach, promotional efforts, or expanded opportunities. The data suggests a significant rise in interest and participation in opportunities available on the platform.

**3.2 Completion Rate Over Time(Year)**



The completion rates for opportunities over the specified years demonstrate significant growth:

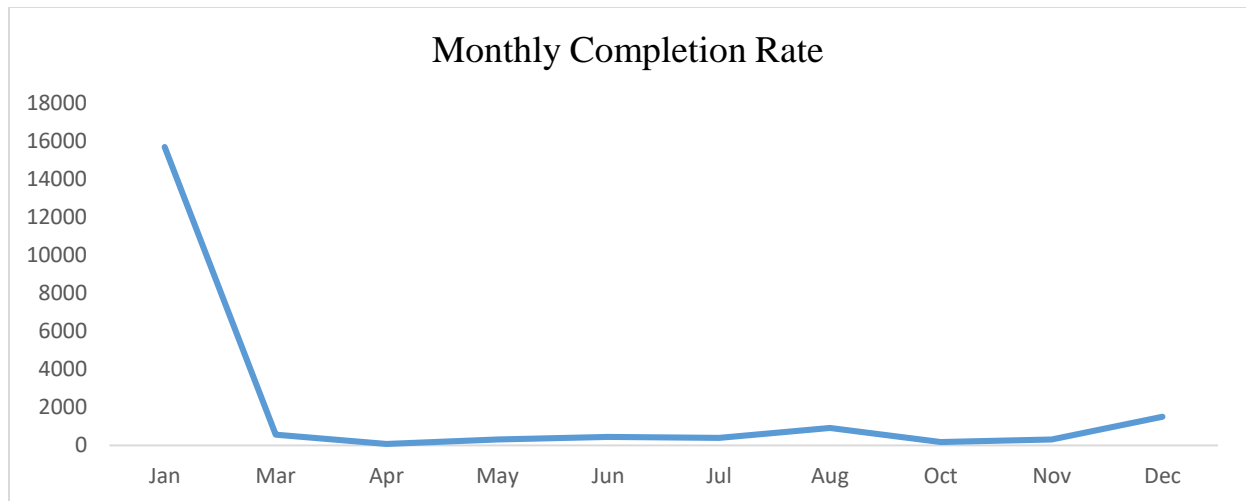
In 2022, there were 22 completions, indicating minimal engagement with the available opportunities.

In 2023, completions surged to 4,014, reflecting a major increase in user participation and successful engagement initiatives.

The data for 2024 shows a remarkable rise to 16,152 completions, suggesting ongoing success in attracting and retaining participants.

This trend highlights an overall positive trajectory in opportunity completion rates, particularly from 2022 to 2024. The substantial increase suggests effective strategies that have resonated with users, leading to enhanced participation and successful completion of opportunities.

### **3.2.2 Completion Rate Over Time(Month)**



The completion rates for opportunities by month over a three-year span highlight notable patterns in user engagement:

January leads with a high of 15,697 completions, indicating a strong start each year.

March experiences 558 completions, followed by a significant drop in April to 66, suggesting variability in user participation.

Completions remain low in May (299) and June (437), indicating a dip in engagement during these months.

July shows a slight decrease to 397 completions, while August sees an increase to 904, reflecting a resurgence in interest.

October and November show modest activity with 164 and 301 completions, respectively.

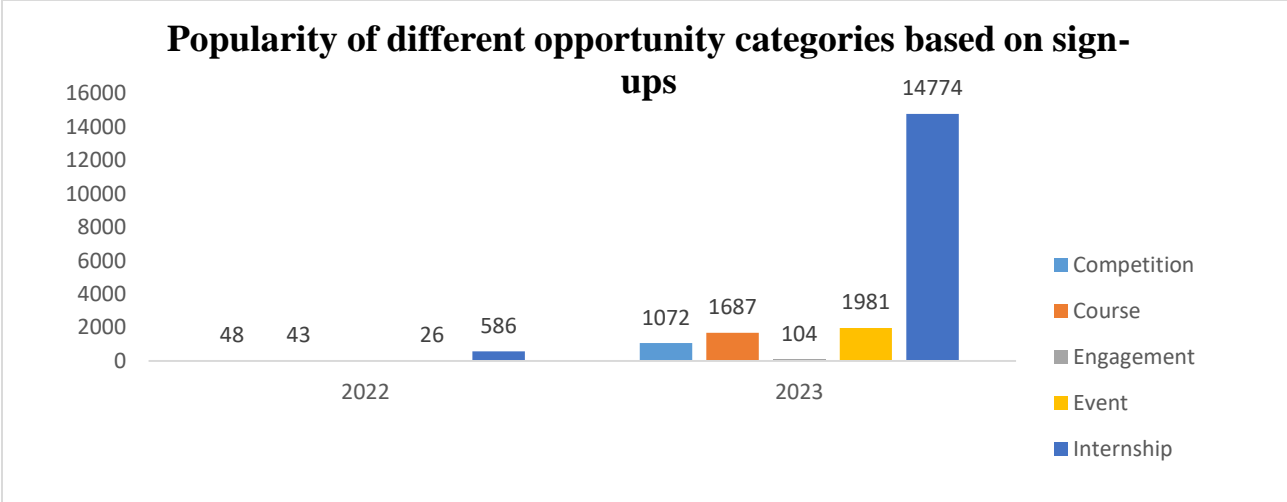
December finishes strong with 1,498 completions, indicating heightened engagement towards the year's end, likely due to holiday related activities or year end promotions.

This three year analysis reveals a peak in January, fluctuations throughout the mid-year, and a notable increase in December, suggesting seasonal trends and the impact of promotional efforts on user engagement.

## 4. Comparative Analysis

### 4.1 Sign-Up Rate On Different Opportunity Categories

The data shows the distribution of opportunity sign-ups across various categories for 2022 and 2023:



2022 saw a total of 703 sign-ups, with Internships (586 sign-ups) being the most popular category.

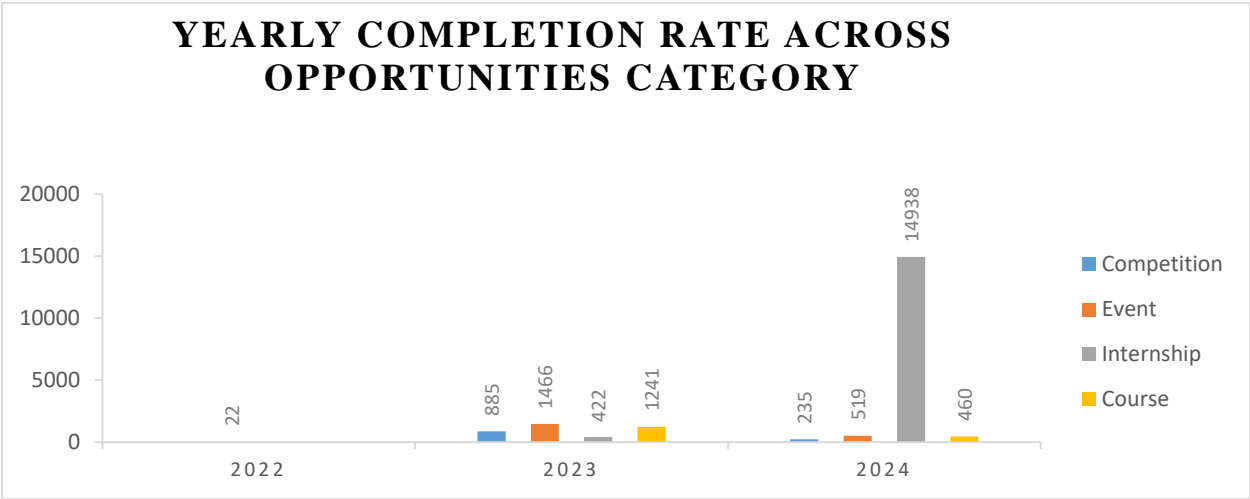
In 2023, sign-ups dramatically increased to 19,618, with the majority again opting for Internships (14,774 sign-ups).

Competitions and Courses also saw growth, with 1,072 and 1,687 sign-ups respectively in 2023.

Events had steady participation, while Engagement opportunities were introduced in 2023, with 104 sign-ups.

Internships continue to dominate, indicating a strong interest in practical, hands on opportunities. Sign-ups across other categories also reflect increased participation in 2023.

**4.2 Completion Rate On Different Opportunity Categories**



In 2022, there were 22 total completions, all attributed to Courses.

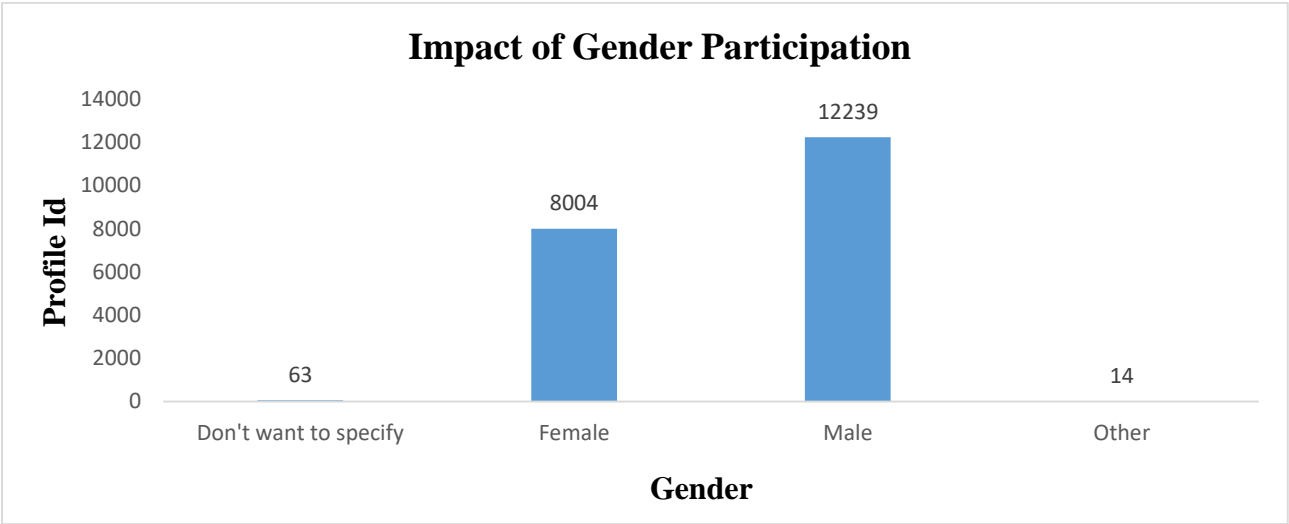
2023 shows a significant increase in completions to 4,014, with notable contributions from Events (1,466) and Internships (422).

2024 exhibits remarkable growth, especially in Internships (14,938), which dominate the completion numbers, alongside Courses (460) and Events (519).

This data indicates a substantial shift in user engagement across different opportunity categories, particularly with a marked preference for internships in 2024, reflecting evolving trends in user participation and interests.

4.3 Impact of Demographics on Participation

4.3.1 Gender Participation:



Male participants demonstrate the highest involvement, with 12,239 individuals impacted.

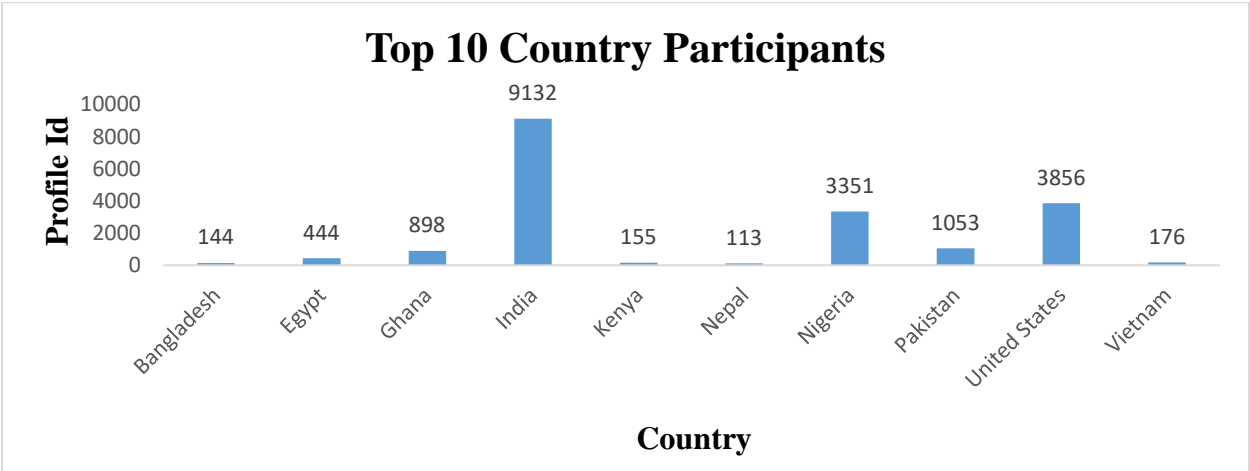
Female participants show a significant impact as well, with 8,004 contributing to overall engagement.

63 individuals who did not specify their gender and 14 who identified as Other represent a smaller but notable group, emphasizing the diversity of participants.

This data suggests that while male participants dominate in terms of impact, there is a strong representation of females. The presence of participants from non-binary and

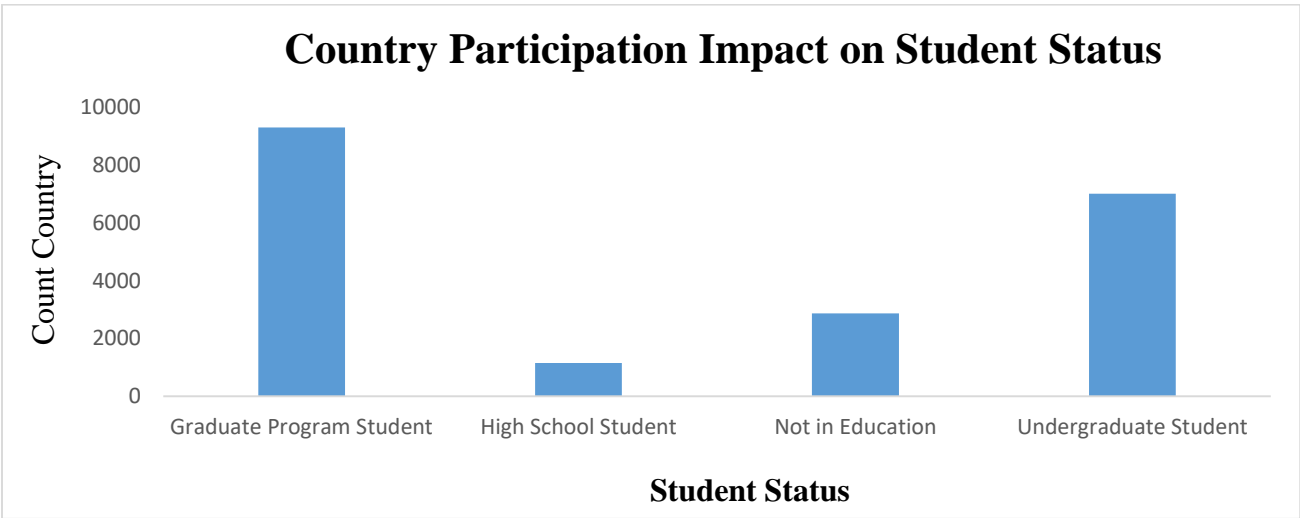
unspecified categories, though smaller, still plays a role in the overall participation landscape.

4.3.2 Country Participation:



This distribution highlights significant participation from India, Nigeria, and the United States, indicating a high level of engagement from these regions, while smaller countries contribute less but are still part of the global participation landscape.

4.3.3 Country Participation Impact on Student Status:



Graduate Program Students lead with 9,297 participants, indicating the highest level of involvement.

Undergraduate Students follow with 7,009 participants, showing strong engagement.

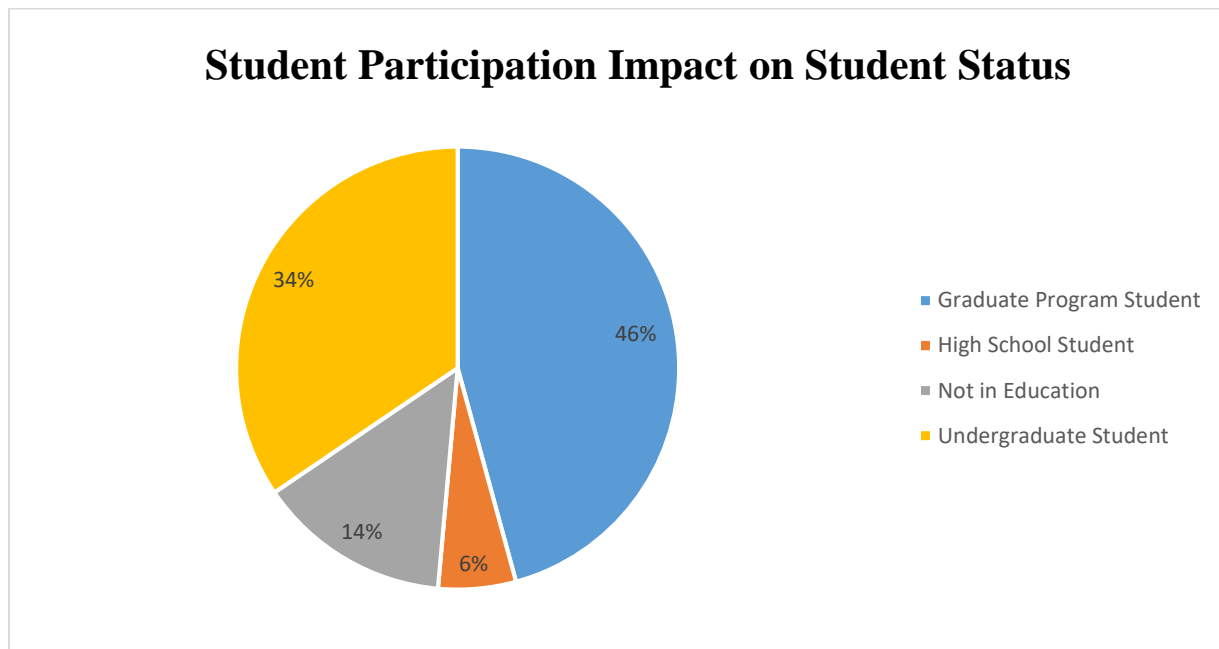


Individuals not in education contribute 2,862 participants, reflecting significant participation from those outside formal education systems.

High School Students account for 1,152 participants, representing a smaller but notable portion of the total.

#### 4.3.4 Student Participation Impact on Student Status:

The participation data indicates varying levels of engagement across different student statuses:



Graduate Program Students: 9,297 participants, showcasing strong involvement from advanced degree seekers.

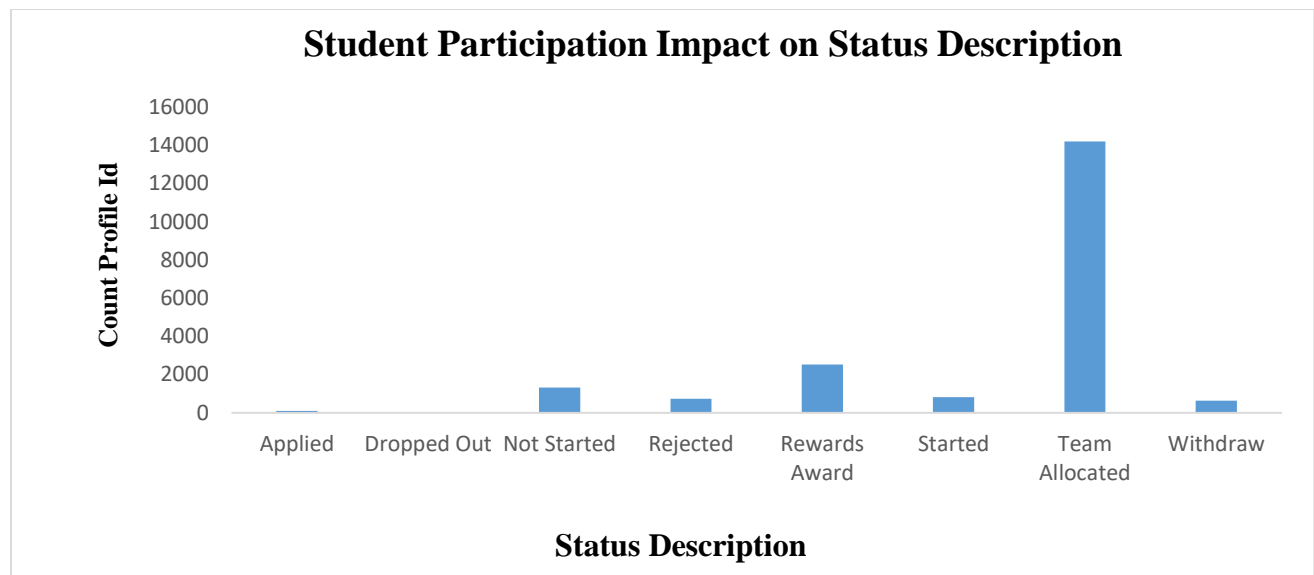
Undergraduate Students: 7,009 participants, reflecting significant engagement among college students.

Not in Education: 2,862 participants, demonstrating interest from individuals outside of formal education.

High School Students: 1,152 participants, representing a smaller but important segment.

This distribution highlights that higher education students are the most engaged, while there is also meaningful participation from non-students and high school students

#### 4.3.5 Student Participation Impact on Status Description:



This distribution highlights that most participants are actively involved in opportunities, with many reaching advanced stages such as team allocation or receiving rewards. A smaller number remain in earlier or inactive phases.

Team Allocated has the highest count with 14,205 participants, indicating a large number of individuals assigned to teams or projects.

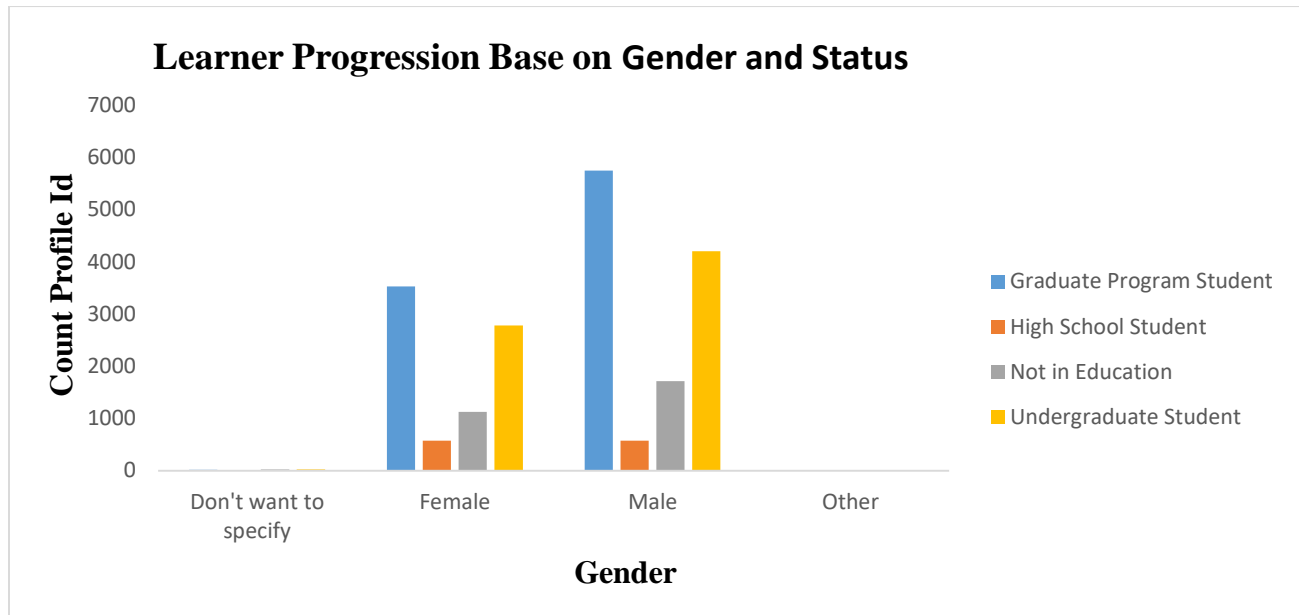
Rewards Awarded reflects strong engagement with 2,521 participants earning recognition.

A significant portion, 1,324, have Not Started their opportunity yet.

Rejected (726) and Withdrawn (622) categories show moderate levels of disengagement or non-qualification.

Only 89 participants are in the Applied phase, while 24 have Dropped Out.

#### 4.3.5 Comparison of Student Participation by Gender and Status:



The analysis reveals distinct participation trends across gender categories and educational statuses:

**Graduate Program Students:** Males (5,747) significantly outnumber females (3,526).

**Undergraduate Students:** Males (4,204) again exceed females (2,778), indicating a consistent trend in higher education.

**Not in Education:** Males (1,713) have higher participation compared to females (1,128).

**High School Students:** The gender gap is narrower, with males (575) slightly outnumbering females (572).

Male participants total 12,239, while female participants account for 8,004. The representation of other genders is minimal (14), and those who prefer not to specify their gender total 63. This highlights a consistent male predominance in participation across various educational statuses.

## 5. Conclusion of the Analysis

The analysis of opportunity participation and completion rates has provided valuable insights into user engagement across various dimensions, including time, demographics, and educational status. The findings state the importance of tailored engagement strategies that consider demographic factors and highlight the potential for increased participation through targeted outreach and promotional efforts. Key findings include:

**Trends in Participation:** There is a notable increase in opportunity sign-ups, particularly during specific months, such as May and June, suggesting effective promotional activities. The data shows strong engagement from students in higher education, with graduate program students leading in participation.

**Completion Rates:** While detailed completion data was limited, trends indicate higher completion rates for specific opportunity categories, particularly in technical fields, which may warrant further investigation.

**Demographic Impact:** The analysis reveals significant differences in participation based on gender and student status. Male participants consistently outnumber female participants across educational categories, particularly in graduate and undergraduate programs. This trend highlights the need for targeted strategies to enhance female engagement.

**Geographic Distribution:** The analysis of country-level participation illustrates varying levels of engagement, with India and the United States having the highest numbers of participants, suggesting potential areas for further outreach and support.

**Student Status Influence:** The engagement levels among different educational statuses indicate that graduate and undergraduate students are the most active participants, while there is also notable interest from individuals not in education.

## **6. Recommendation**

**Targeted Marketing Campaigns:** Develop and implement marketing strategies specifically aimed at increasing female participation in opportunities, particularly in graduate and undergraduate programs. Highlight success stories and provide role models to encourage engagement.

**Promotional Events:** Leverage insights from spikes in participation during specific months (e.g., May and June) to plan future promotional events. Consider hosting webinars or workshops that align with peak engagement periods to maximize sign-ups.

**Customized Opportunities:** Analyze the success of different opportunity categories, particularly those with high completion rates, and create more targeted programs that align with student interests, especially in technical fields.

**Geographic Outreach:** Focus outreach efforts on countries with lower participation rates but potential interest, such as Bangladesh or Nepal, by partnering with local organizations and educational institutions to raise awareness of available opportunities.

Engagement with Non-Traditional Students: Create specific initiatives for individuals not currently in education, such as career workshops or skill development programs, to tap into this demographic's potential.

Data Driven Adjustments: Continuously monitor participation and completion rates across different demographics to identify trends and adjust strategies accordingly. Utilize feedback from participants to refine and enhance the offerings.

Enhanced Support Systems: Establish mentorship programs that connect participants with experienced individuals in their fields of interest. This can help improve completion rates and overall satisfaction with the opportunities provided.