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| Edufund Data Analysis  Data-Driven Strategy for User Engagement and Conversion  **Data Dictionary**  User\_ID Age Goal\_Creation Investment 0 1 56 0 1 1 2 46 0 1 2 3 32 0 0 3 4 25 0 0 4 5 38 0 1  User\_ID Age Goal\_Creation Investment count 1000.000000 1000.000000 1000.00000 1000.000000 mean 500.500000 38.745000 0.19200 0.316000 std 288.819436 12.186734 0.39407 0.465146 min 1.000000 18.000000 0.00000 0.000000 25% 250.750000 28.000000 0.00000 0.000000 50% 500.500000 40.000000 0.00000 0.000000 75% 750.250000 50.000000 0.00000 1.000000 max 1000.000000 59.000000 1.00000 1.000000        Data Dictionary: User\_ID: User ID Age: User Age Goal\_Creation: Binary (0: No, 1: Yes - User created a goal) Investment: Binary (0: No, 1: Yes - User invested)  \*\*Key Findings\*\* - Users are mostly in the age range of 18-60. - Approximately 20% of users have created goals. - About 30% of users have invested.  \*\*Model Performance\*\* - Accuracy: {accuracy} - Confusion Matrix: {conf\_matrix} - Classification Report: {classification\_report}  \*\*Strategy\*\* {df[['User\_ID', 'Age', 'Targeting\_Strategy']].head()}  Model Accuracy: 0.825 Confusion Matrix: [[165 0]  [ 35 0]] Classification Report:  precision recall f1-score support   0 0.82 1.00 0.90 165  1 0.00 0.00 0.00 35   accuracy 0.82 200  macro avg 0.41 0.50 0.45 200 weighted avg 0.68 0.82 0.75 200  User\_ID Age Targeting\_Strategy 0 1 20 Target young users for goal creation and inves... 1 2 30 Focus on a broader audience for goal creation ... 2 3 40 Focus on a broader audience for goal creation ... 3 4 50 Focus on a broader audience for goal creation ... 4 5 60 Focus on a broader audience for goal creation ... | | |
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