

PROJECT BRIEF

We've gathered two key datasets for analysis. The first dataset is a compilation of responses from students like yourselves who have registered for our masterclasses. Our diligent marketing team has meticulously extracted this data from our database, focusing on crucial aspects such as gender, location, and your interests in various courses. Why is this important? Well, it's essential for tailoring our marketing strategies and informing our program development teams about the courses that pique your interest. We want you to dig into the data and uncover any insight you can. It's totally up to you on any tool you use but the goal is to present a finding to the marketing and program team on what you find and any useful recommendation.

On another front, we're tackling an issue that many of you may have encountered: the challenge of selecting the right tech course. Our management team has recognized the time-consuming nature of individual consultations and is exploring the implementation of a chatbot solution. This chatbot aims to provide personalized recommendations, helping student navigate the sea of course options more efficiently.

We have a supplementary dataset gathered through informal surveys conducted with select students. These surveys delve into their interests, hobbies, and soft skills, providing valuable insights into their preferences and strengths. Our consultants have meticulously labeled and organized this data. All you will need to do is to build a machine learning algorithm using the data provided.

The data analyst and data scientist and web developer (Front-End) will be on this project. The data analyst will provide you with all the necessary insight and data cleaning

that you might need while the data scientist get to work into building and deploying the model and the web developer create the stunning interface for the project.