Marketing Analytics Nanodegree

The 2nd project – Analyze Survey Data

By Sara Alshathri

Note: this is a sample and it applies ONLY to the Udacity graduates who took the survey.

What is the highest level of education for most students?

Count of Highest Education

| Highest Degree	Count
PhD	73
Nanodegree Program	45
Masters	316
High school or below	24
Bachelors	283
Associates	12
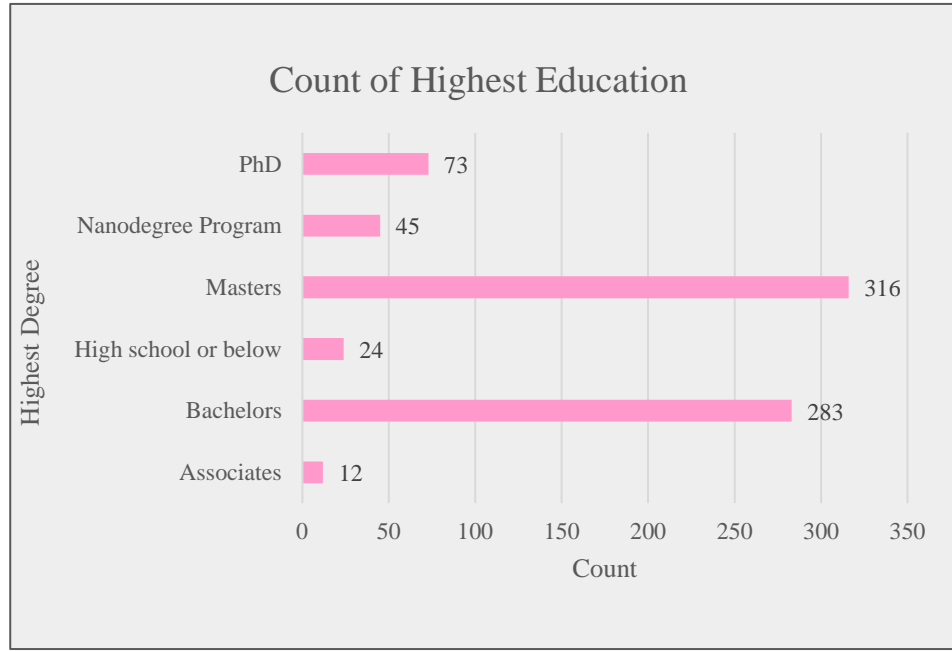
The clustered bar chart displays the counts of the highest education levels among surveyed Nanodegree students from a sample. According to the data, the largest group of surveyed students, totaling 316, holds a Master's degree. Following this, there are students with Bachelors and Ph.D. degrees. On the other hand, the smallest group consists of students with an Associate's degree, which comprises only 12 individuals.

What is the distribution of employment status among the surveyed individuals?

Employment Status

620

133

Employed   Not employed

Status

Count
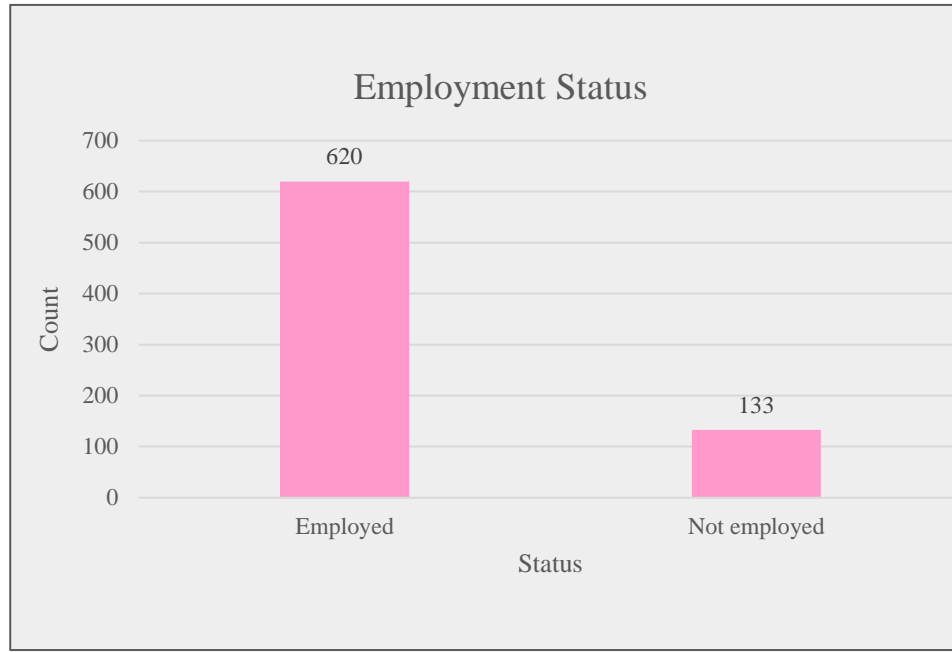
The clustered column chart illustrates the Employment Distribution, distinguishing between employed (1) and unemployed (0) individuals. It is evident from the chart that the number of employed individuals surpasses the unemployed by 487, indicating a significant difference between the two groups.
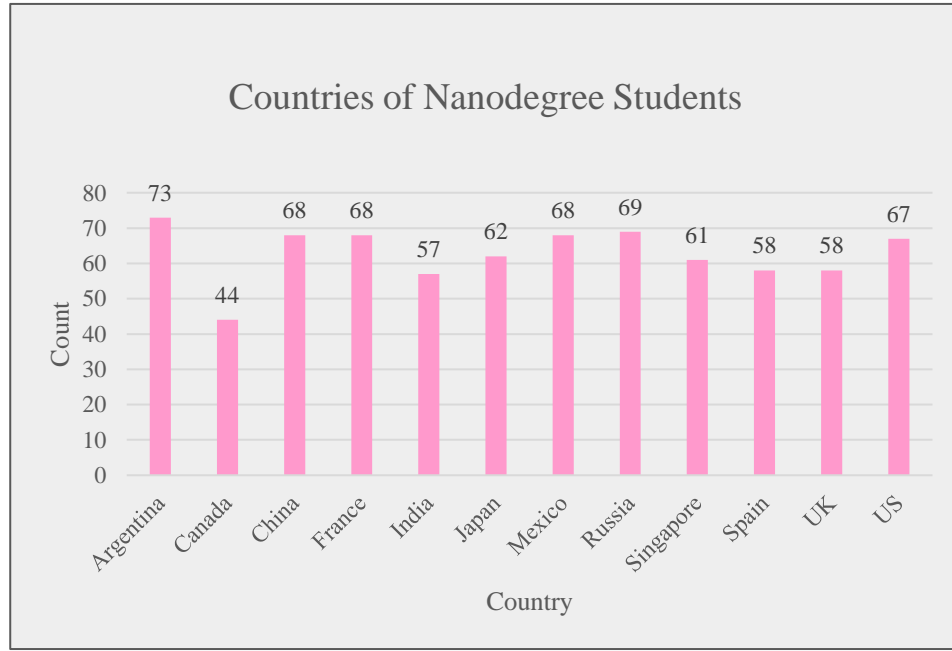
What is the age distribution of the surveyed students, and which age group has the highest number of individuals in the sample?

Average Age:	38
Median:	36
Mode:	34
Standard Deviation:	8.35

Age of Nanodegree Students
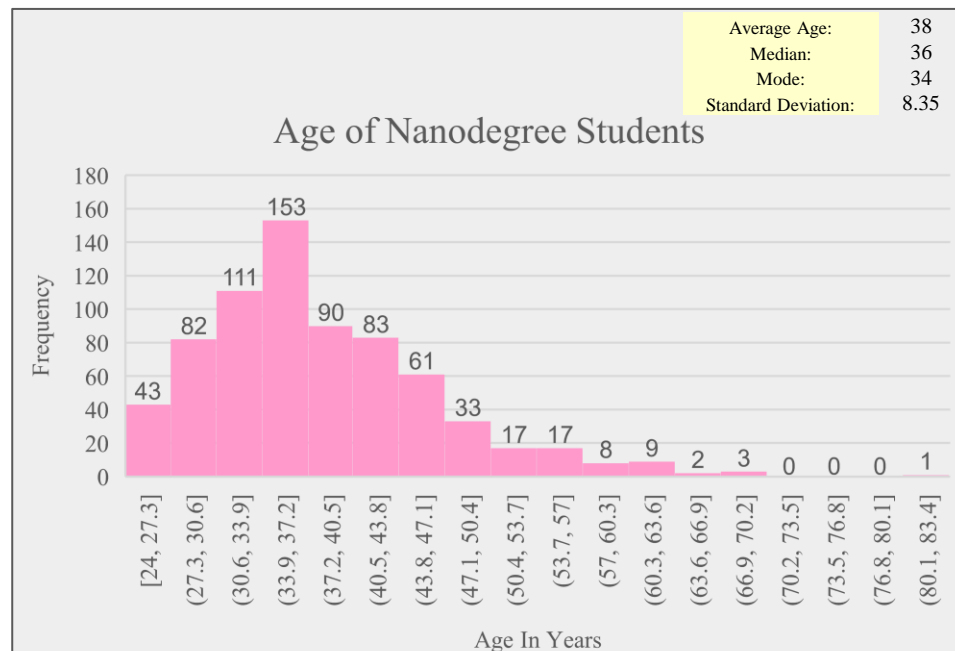
The histogram displays the age distribution of surveyed students, with the majority falling within the 34 to 37 years age range, represented by 153 individuals. The second-highest segment consists of younger students, while the third-highest segment comprises older students.

The age distribution of the surveyed individuals is positively skewed. The average age is 38, the median age is 36, and the mode (most frequent age) is 34. The standard deviation is 8.35, indicating a moderate dispersion of ages around the mean. The distribution suggests that the majority of surveyed individuals are younger, with a few older individuals, causing the mean to be higher than the median.

Which countries were surveyed, and how do their representations compare in the chart?

Countries of Nanodegree Students

Country	Count
Argentina	73
Canada	44
China	68
France	68
India	57
Japan	62
Mexico	68
Russia	69
Singapore	61
Spain	58
UK	58
US	67

The clustered column chart illustrates the distribution of surveyed students by country. It is evident that the largest segment comes from Argentina, while the smallest segment is from Canada. India represents the second smallest segment.