

**Assignments 3.1**

**Business Analysis with Structured Data - DAT-7470 - BMBAN1**

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Assignment 3.2: Report

This report presents an analysis of career track enrollments at an online education company, resembling platforms like Udemy or Datacamp. The analysis is performed using two tables: **career\_track\_info** containing information about career tracks, and **career\_track\_students\_enrollments** with details about student enrollments, including dates of enrollment and completion.

To begin the analysis, a dataset was created containing essential information such as **student\_id**, **track\_name**, **date\_enrolled**, **track\_completed**, and **days\_for\_completion**. This dataset was generated by joining the **career\_track\_info** and **career\_track\_students\_enrollments** tables. The **ROW\_NUMBER()** function was utilized to assign a unique identifier (**student\_track\_id**) to each student-track pair. The resulting dataset was then exported as a CSV file named **career\_track\_completions.csv**.

In August, the online education platform experienced the highest monthly enrollment with 1,443 students. The most enrolled career track, attracting 5,130 students, is a testament to its popularity and relevance among learners.

The career track completion rate, averaging 1.19, reflects the percentage of students successfully finishing their chosen paths. The fluctuating trend observed over time suggests varying completion rates, indicating potential factors influencing student commitment.

On average, students take approximately 132 days to complete a career track. Considering this duration, a quarterly subscription, translating to around 4.1 quarters, seems most suitable for students aiming to complete a track. This approach balances affordability and commitment, aligning with the typical completion time.

These insights provide valuable information for the online education company to optimize marketing strategies, refine course content, and tailor subscription plans to better meet student needs, fostering a positive learning experience.