E-Learning Program Analysis Report

Title: "E-Learning Program Analysis "

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**Purpose: Assignment for Data Analyst Internship**

Objective: Simulate and analyze a dataset to derive insights about lead demographics and sourcing efficiency for e-learning programs.

Analysis: Here are some graphs and charts are attached from analysis code.

eLearning Programs Dataset

Lead ID	Location	College	Year of Study	Program Interest	Lead Source
LD1	Delhi	PQR College	4th	Robotics	Whatsapp
LD2	Pune	DEF Academy	1st	Web Development	Google Form
LD3	Delhi	DEF Academy	1st	Web Development	LinkedIn
LD4	Ahmedabad	XYZ University	2nd	Electric Vehicle	Mass-Mailing
LD5	Pune	XYZ University	1st	Data Science	Whatsapp

Note: First five rows of the dataset.
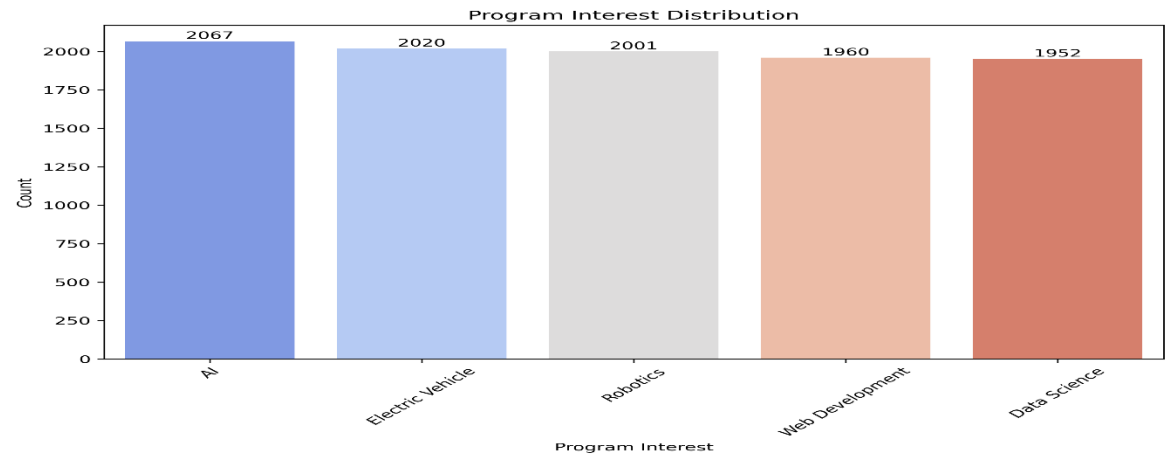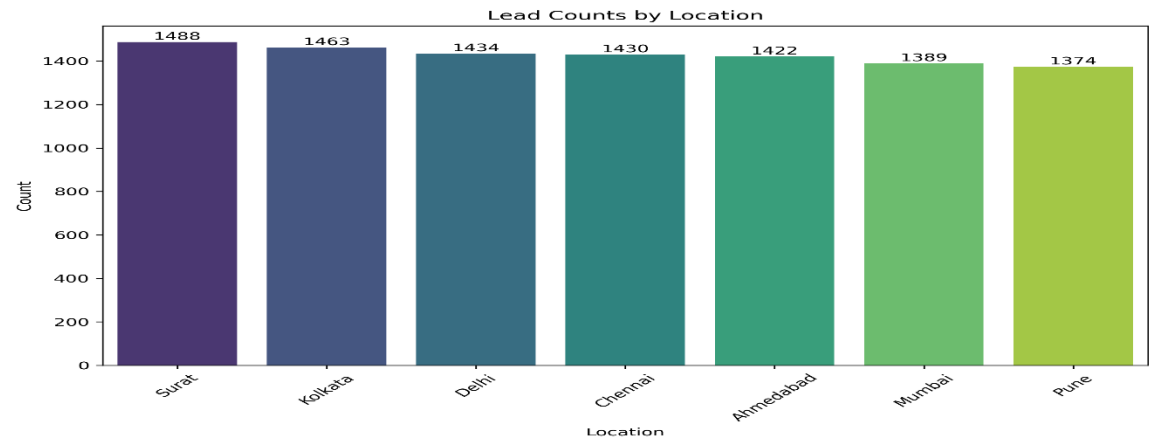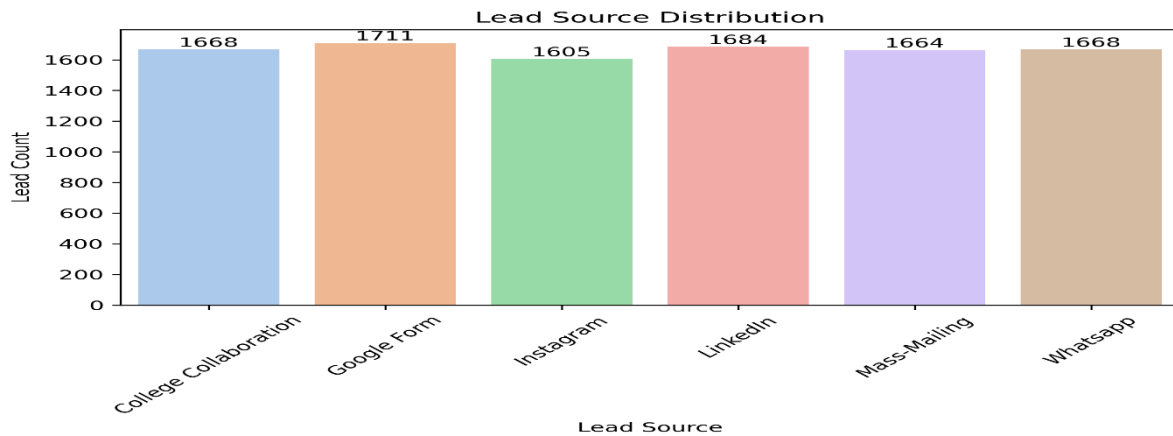
Findings and Recommendations –

Findings:

1. Surat and Mumbai are the most promising locations for lead generation.

2. Electric Vehicle is the most popular program.

3. Mass-Mailing is the most effective lead source.

Recommendations:

1. Focus marketing efforts on Surat and Mumbai.

2. Increase ad spend on Mass-Mailing.

3. Create targeted campaigns for Electric Vehicle.