

DIGITAL



: CHILDREN, YOUTH, AND ADULT LEARNERS

Data Bootcamp Final Project Presentation

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ABOUT ME

Education

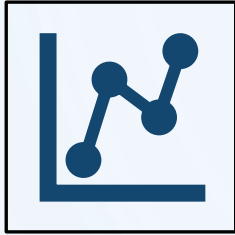
Training



Data

Family

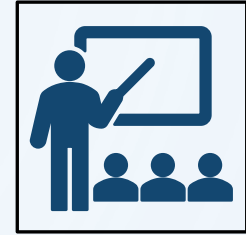
OBJECTIVES



To analyse an education dataset of 1,182 respondents looking out for trends and patterns as relates to digital interest and preferences around education



To use the data generated to understand the learning preferences of learners



Finally, to use this data to inform decision making at various educational levels

EXCEL FINDINGS I

f_x =COUNTIF(J:J,"YES")

N	0
COUNTIF	
Using COUNTIF to count the number of students that felt more (not)/ connected to family	
MORE CONNECTED WITH FAMILY?	COUNTIF
YES	831
NO	351

f_x =MAX(B:B)

N	0
MAX and MIN FUNCTION	
Finding the oldest and youngest age in the data set using MAX and MIN functions	
MAX age=	59
MIN age=	7

f_x =IF(E3="Laptop/Desktop","Computer","")

N	0
IF FUNCTION	
Using IF to clean the data and assign a single name to "Laptop/Desktop" and "School/college"	
MEDIUM FOR ONLINE CLASS	IF
Laptop/Desktop	Computer
School/college	School

f_x =VLOOKUP(B2,T2:U5,2)

N	0
VLOOKUP	
Using VLOOKUP to categorise ages	
AGE	VLOOKUP
Ages 7 to 17	7-17yrs

EXCEL FINDINGS I

Pivot table analysis of time spent on SM vs SM platforms	
Social media (SM) platform	% Time spent on social media (SM)
Instagram	36.66%
Youtube	25.09%
Whatsapp	23.29%
Facebook	5.17%
Linkedin	4.48%
Twitter	2.99%
Snapchat	1.07%
Talklife	0.36%
None	0.32%
Reddit	0.29%
Telegram	0.14%
Omegle	0.07%
Elyment	0.04%
Quora	0.04%
Grand Total	100.00%

Pivot table analysis for Count of preferred SM platforms	
Preferred social media platform	Count of Preferred social media platform
Instagram	352
Whatsapp	337
Youtube	314
Linkedin	61
Facebook	52
Twitter	28
None	18
Snapchat	8
Reddit	5
Telegram	3
Talklife	1
Omegle	1
Elyment	1
Quora	1
Grand Total	1182

SQL ANALYSIS

Count of Social Media platform

```
19
20 • SELECT Preferred_social_media_platform, COUNT(*)
21 FROM data_project.education
22 GROUP BY Preferred_social_media_platform
23 ORDER BY 2 DESC;
24
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: |

Preferred_social_media_platform	COUNT(*)
Instagram	352
Whatsapp	337
Youtube	314
Linkedin	61
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None	18
Snapchat	8
Reddit	5
Telegram	3
Omegle	1
Elyment	1
Quora	1
Talklife	1

Categories of learners according to age

```
32 -- If Age_of_Subject is less than 18 categorise as '7-17yrs (Children)', if between 18-22 (Youths) and 23-59(Adults)
33 • SELECT
34     Age_of_Subject,
35     CASE
36         WHEN Age_of_Subject < 18 THEN '7-17yrs (Children)'
37         WHEN Age_of_Subject BETWEEN 18 AND 22 THEN '18-22yrs (Youths)'
38         WHEN Age_of_Subject BETWEEN 23 AND 59 THEN '23-59yrs (Adults)'
39     END AS 'Learners_age_category'
40 FROM
41     data_project.education
42 ORDER BY 1 DESC;
```

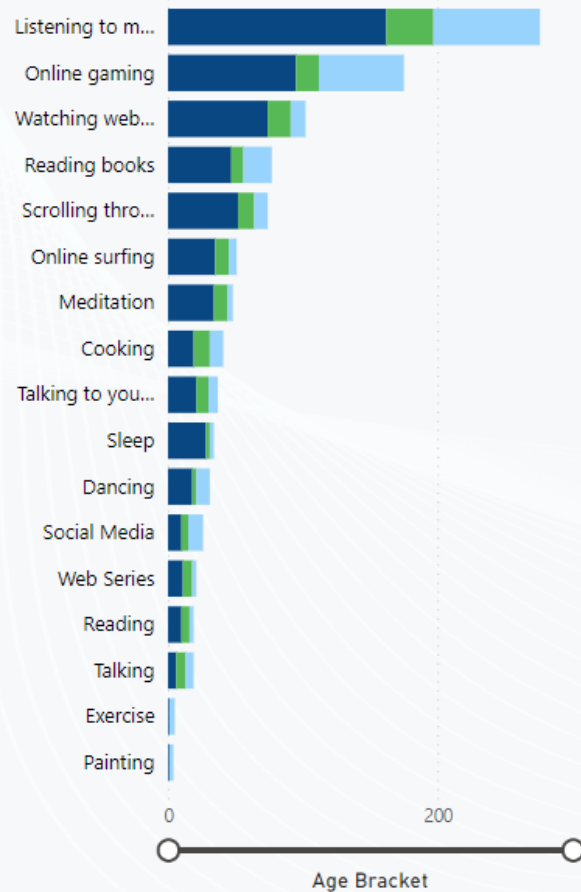
Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows: |

Age_of_Subject	Learners_age_category
50	23-59yrs (Adults)
46	23-59yrs (Adults)
45	23-59yrs (Adults)
44	23-59yrs (Adults)
43	23-59yrs (Adults)
43	23-59yrs (Adults)
42	23-59yrs (Adults)
40	23-59yrs (Adults)
40	23-59yrs (Adults)
40	23-59yrs (Adults)

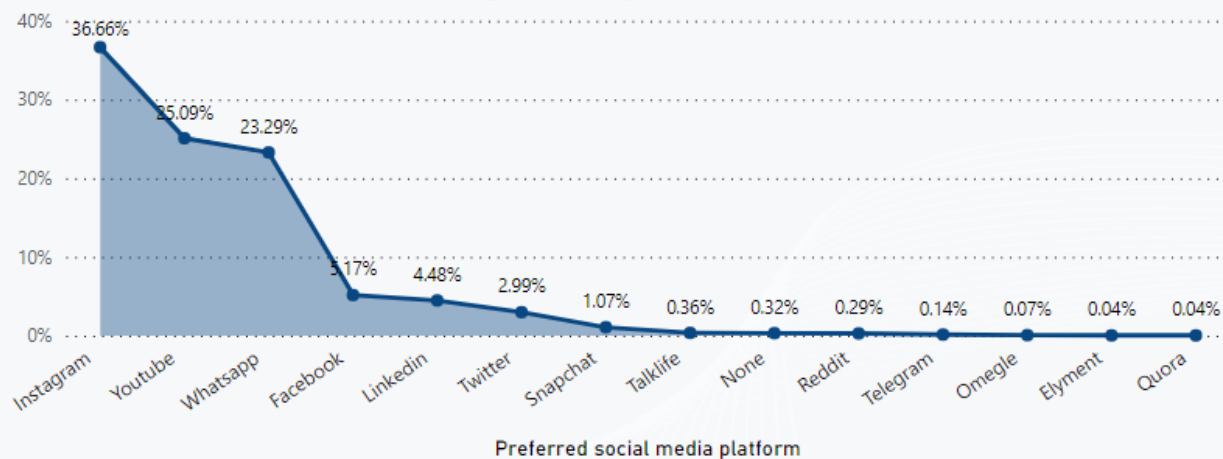
DIGITAL TRENDS AMONG CHILDREN, YOUTH AND ADULT LEARNERS

Stress busters

● 18-22 yrs (Youths) ● 23-59 yrs (Adults) ● 7-17 yrs (Children)

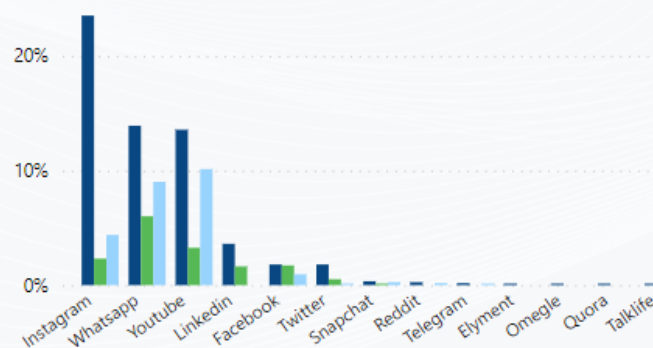


Preferred/Avg. Time spent on Social media

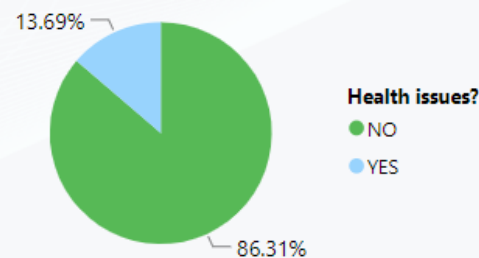


Age bracket vs Preferred social media

● 18-22 yrs (Youths) ● 23-59 yrs (Adults) ● 7-17 yrs (Children)



Health issues



RECOMMENDATIONS



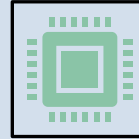
There are new trends in digital technology that we need to explore further. Teachers need to upskill their digital knowledge to ensure equal access for all learners.



Identify strategies to ensure we meet learners needs using the right channels.



There is a need for educational service providers to invest in online tools and resources. This medium of learning should not end with the COVID-19.

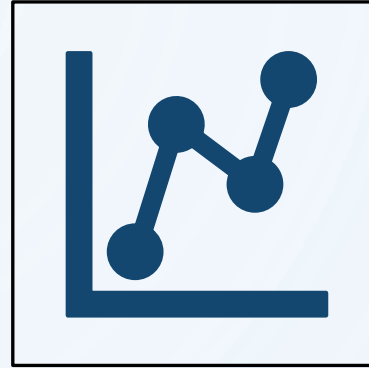


Further research is required to determine if some learners may be disenfranchised due to lack of availability of digital infrastructure with proper internet availability and access to gadgets.

CHALLENGES



Time constraints



Error with education data

KEY LEARNINGS

EDUCATION

Developed new skills in
SQL
Power Bi
Tableau
Python

Enhanced my knowledge
of Excel and moved from
Intermediate to Advanced

CAREER

I secured a role while on
the training and I have
demonstrated evidence of
my learning from the
bootcamp that has made
my work stand out.

I desire to apply my
knowledge and vast
experience to contribute to
the growth of a data-driven
and project-based
organisation that would
broaden my perspective
and practice

PERSONAL

I have become more
confident in seeking out
information making me
resourceful

My decision to join the
bootcamp was fueled by a
need to use data to drive
key decisions and bring
about change in education.
This is a good start to the
journey

NEXT STEPS

To complete my Google
Data Analytics course

Build on my knowledge of
SQL and PowerBi and
publish on GitHub