

Analyze Survey Data

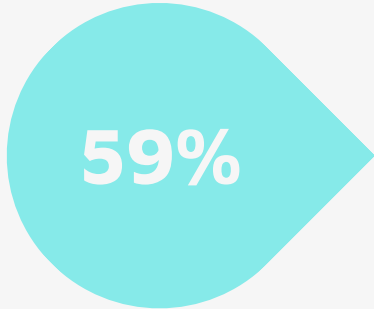
2nd Project

NOTE:

"This data is from Survey Respondents and is not from the entire Udacity Student population."

MARKETING ANALYTICS NANODEGREE

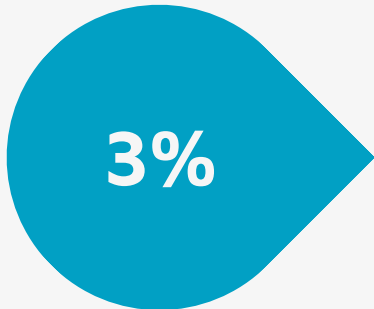
WHAT IS THE MOST COMMON WAY PEOPLE FIND OUT ABOUT UDACITY?



People find out about Udacity through Google.

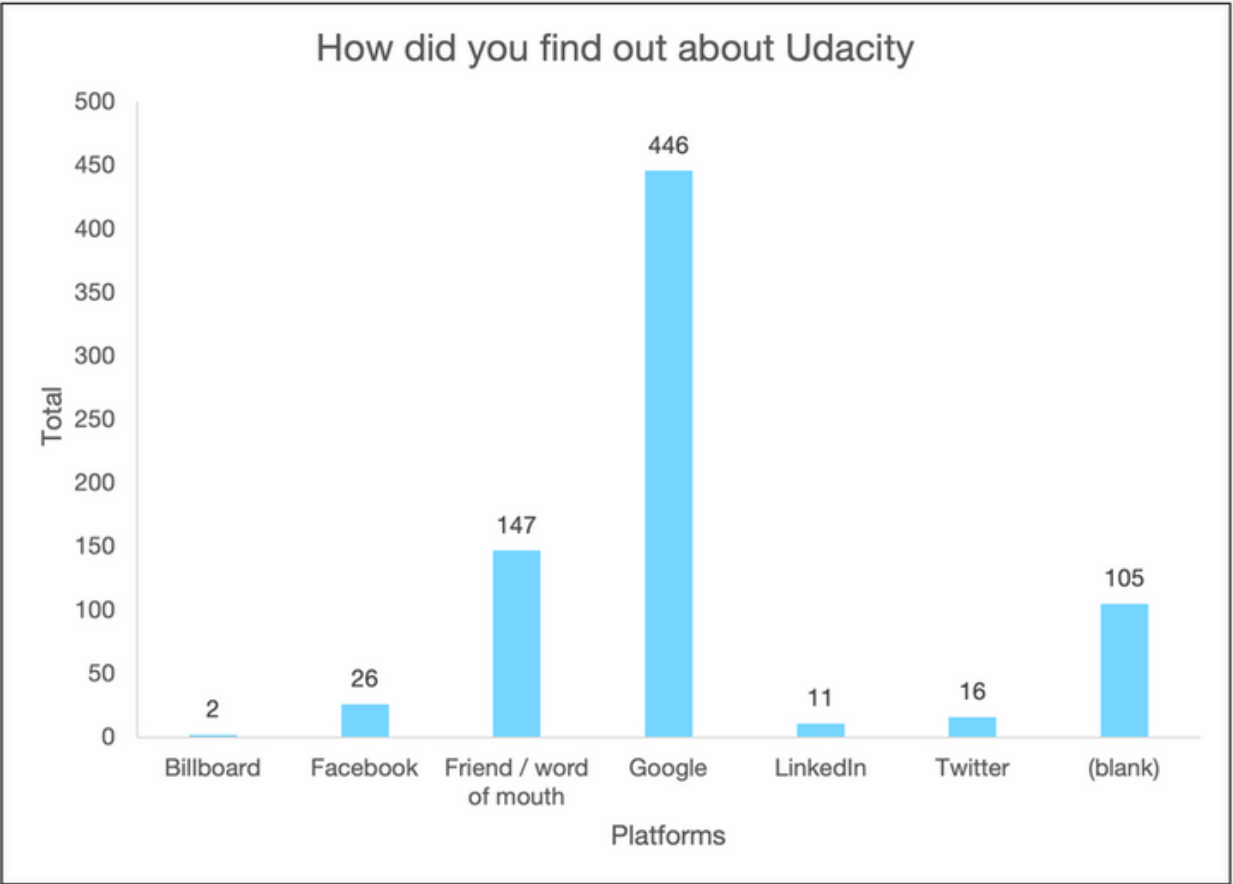


People find out about Udacity through Friends.

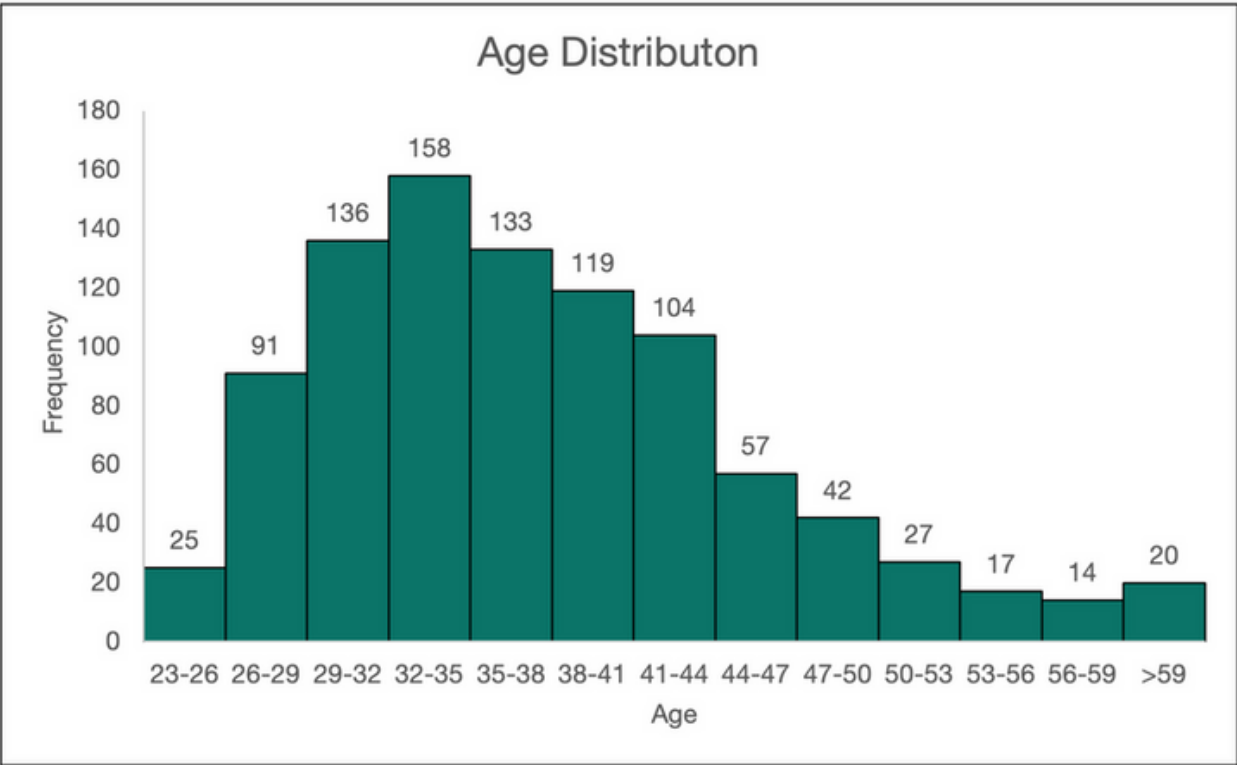


People find out about Udacity through Facebook.

APP USED TO FIND OUT ABOUT UDACITY



UDACITY'S USE BASED ON AGE



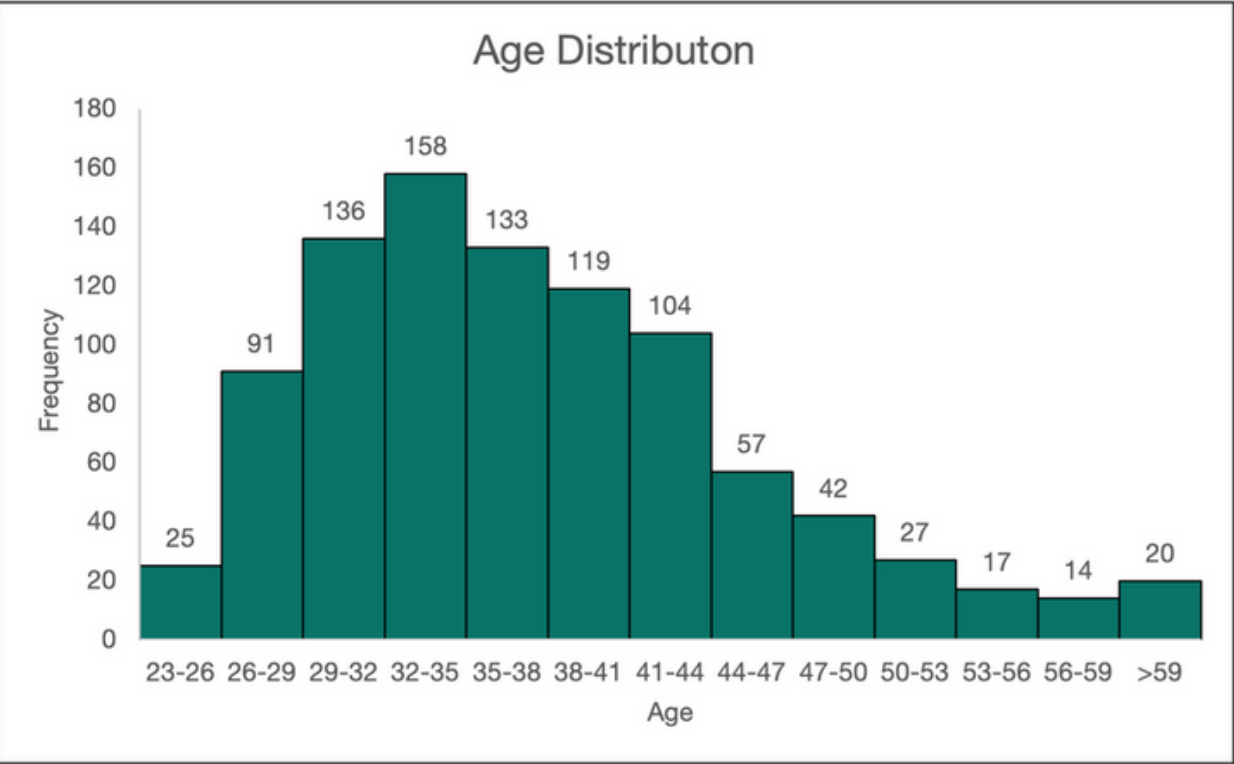
The survey data regarding Udacity students' ages is shown to be right-skewed.

The mean, median, and mode are used to measure the center of the distribution, while the standard deviation is used to measure how dispersed the data is. The mean of the distribution is 37, the median is 36, and the mode is 34, which is the most common age in the survey. The average student in the survey lies between 32 and 35. The standard deviation was roughly 8.34, which is less than the mean, indicating that the values are closer to the mean.

One of the most common ways of finding out about Udacity is through Google, followed by suggestions from friends, Facebook, Twitter, LinkedIn, and Billboard.

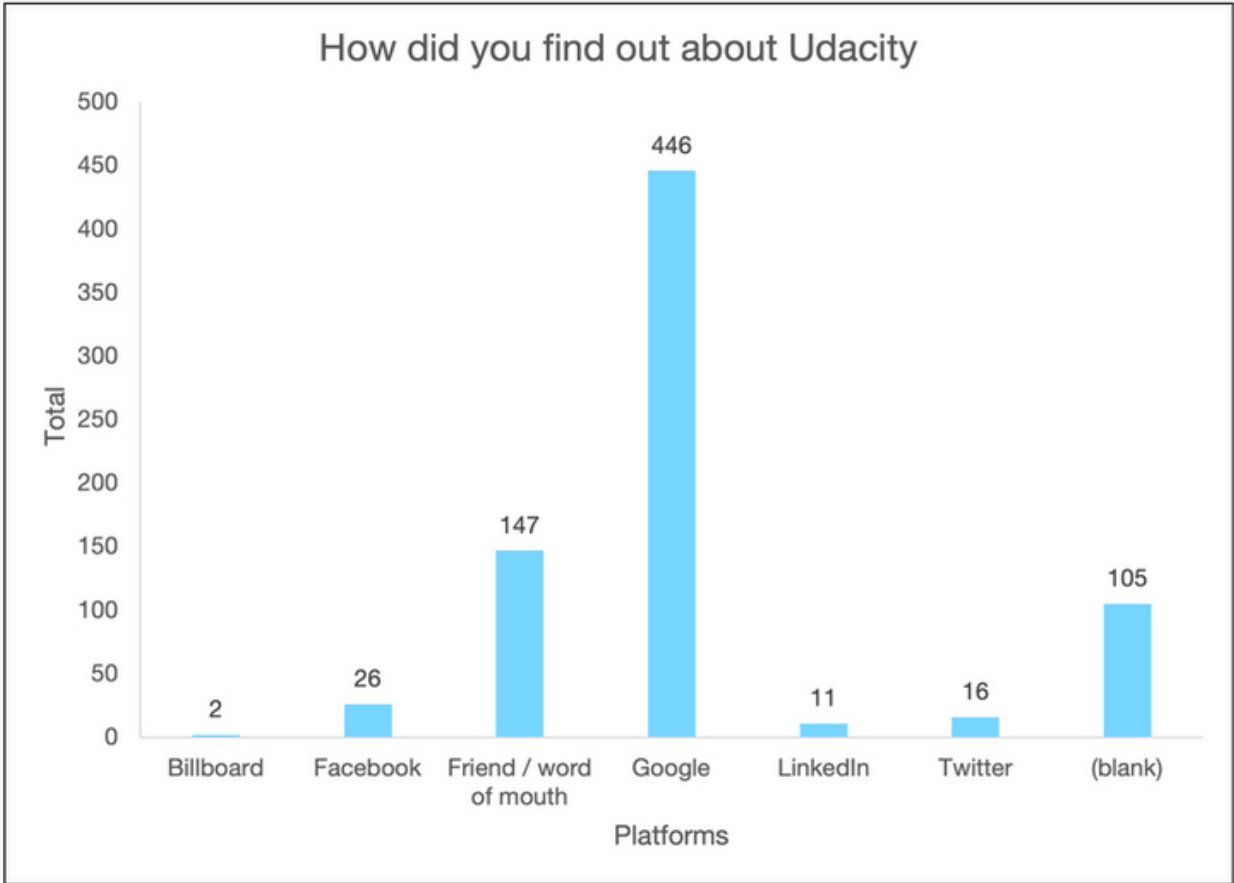
APP USED TO FIND OUT ABOUT UDACITY

histogram featuring age distribution



UDACITY'S USE BASED ON AGE

bar chart featuring the platform for finding out about Udacity



WHAT IS THE HIGHEST LEVEL OF EDUCATION FOR MOST STUDENTS?

42%

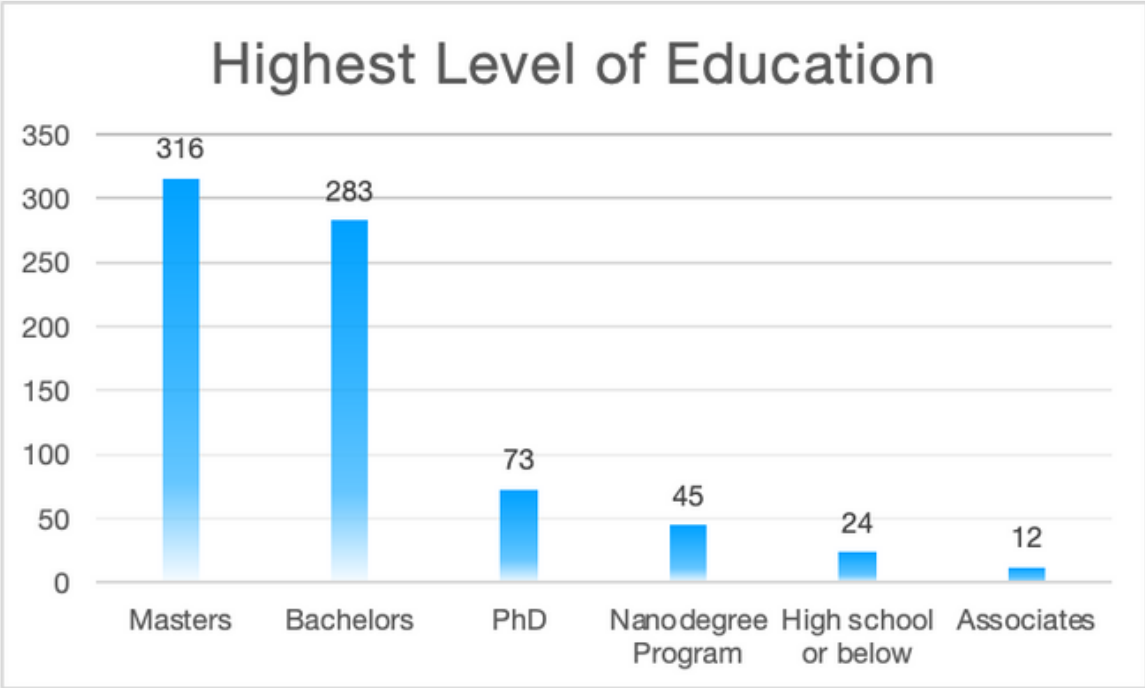
Students had a master's degree

37%

Students had a bachelor's degree

2%

Students had an associate's degree

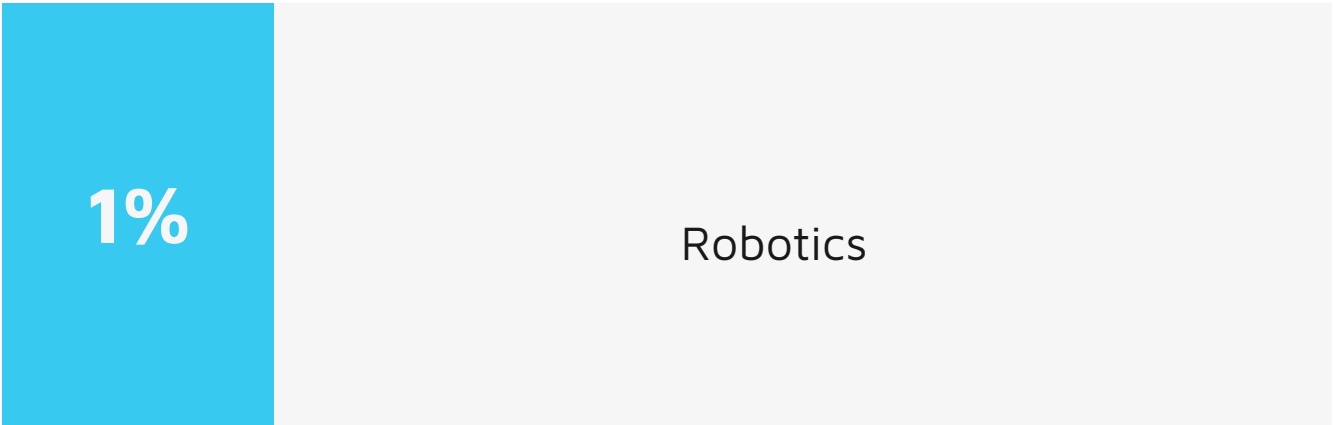


HIGHEST LEVEL OF STUDENT BASED ON EDUCATION

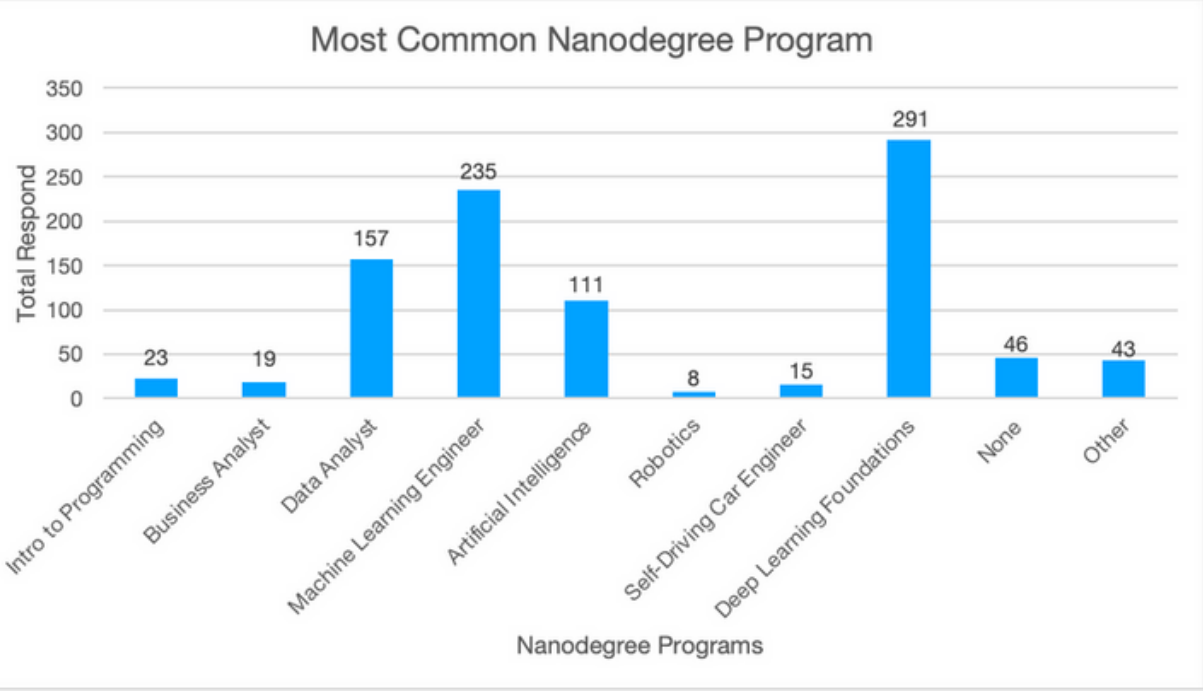
bar graph featuring degree of the students

We can see from the figure that the most common degree held by students is a master's, followed by a bachelor's. Beyond that, the students holding an associate's degree count the least in the chart.

WHAT IS THE MOST COMMON NANODEGREE PROGRAM REPRESENTED IN THE SURVEY RESULTS?



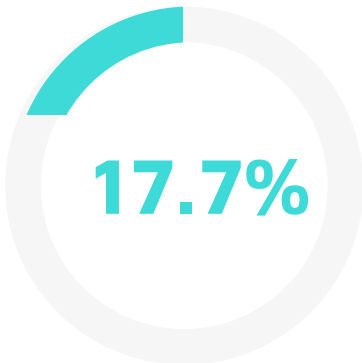
THE MOST COMMON NANODEGREE PROGRAM



bar chart featuring Nanodegree programs

According to the graph, the most popular nanodegree program is deep learning, followed by machine learning, while the least popular nanodegree programs are intro to programming, business analyst, self-driving car, and robotics.

HOW WELL DO THE SURVEY FINDINGS REFLECT THE VARIETY OF EMPLOYED AND UNEMPLOYED PEOPLE?



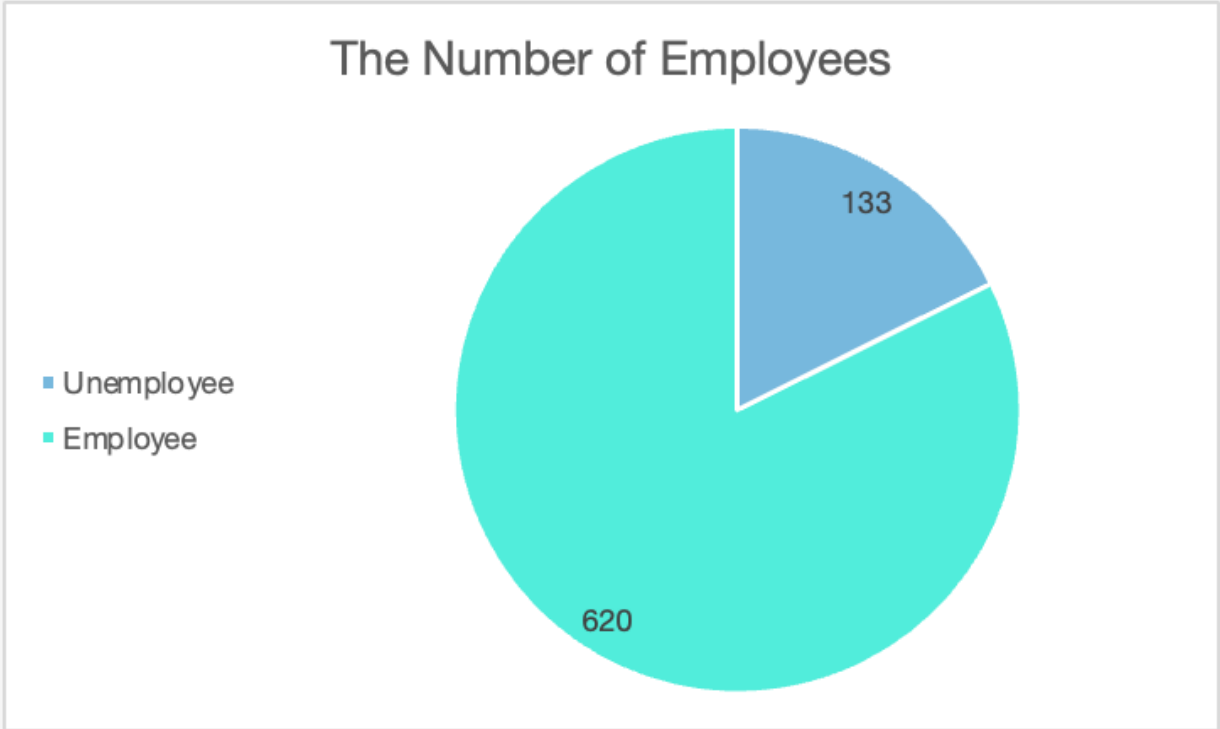
Unemployed



Employee

THE VARIETY OF EMPLOYEE AND UNEMPLOYEE

pie chart featuring employee and unemployed distribution



We can conclude from the figure above that the majority of the students on the survey are employees, and we can plainly see that the number of employees has outnumbered the number of unemployed by nearly six times.

WHAT ARE THE MOST COMMON COUNTRIES/CITIES WHERE STUDENTS LIVE?



10%

of students from the US



9%

of students Argentina, France,
Mexico, Russia, and Singapor



7%

of students from Japan,
and Canada.

Geographical Distribution of Udacity Students



© Australian Bureau of Statistics, GeoNames, Microsoft, Navinfo, OpenStreetMap, TomTom, Zenrin
Powered by Bing

field map featuring the geographical location of the students

Students in the dataset come from all over the world, from the northern and southern hemispheres to Europe and Asia. According to the dataset, student geographical locations are fairly evenly spread, ranging from 7% to 10% of the total population.

The ranking is as follows:

the **US** ranks top with **10%**,
followed by **Argentina, France, Mexico, Russia, and Singapore** with **9%**,
China, India, and Spain with **8%**,
Japan and Canada with **7%**.

NOTE:

The strong color represents the most common in the survey, while the light color represents the least common.

THANK YOU!

