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Partnerships Lead

Hello, hope you're doing great and this email finds you well:

I've been analyzing the Attendance data and here are the insights:

- Attendance is very low, 30.5%.
- Only 8% of our campaigns produce a conversion rate above 50%
- In fact the average conversion rate is 29%
- The countries with more engagement over the year are: Guatemala, Colombia, Costa Rica, Ecuador and Brazil.

We need to address why people are not engaging with the campaigns, maybe investigate the campaign with the highest conversion rate: Digital Inclusion Bootcamp with 75%, and those with a lot of people registered but with few attendance like Nonprofit tech clinic.

If you need a deeper analysis don't hesitate contacting me.

Best Regards

Alex