

CSC8631 Presentation

An Exploratory Data Analysis of Newcastle University's Future Learn
Course in Cyber Security

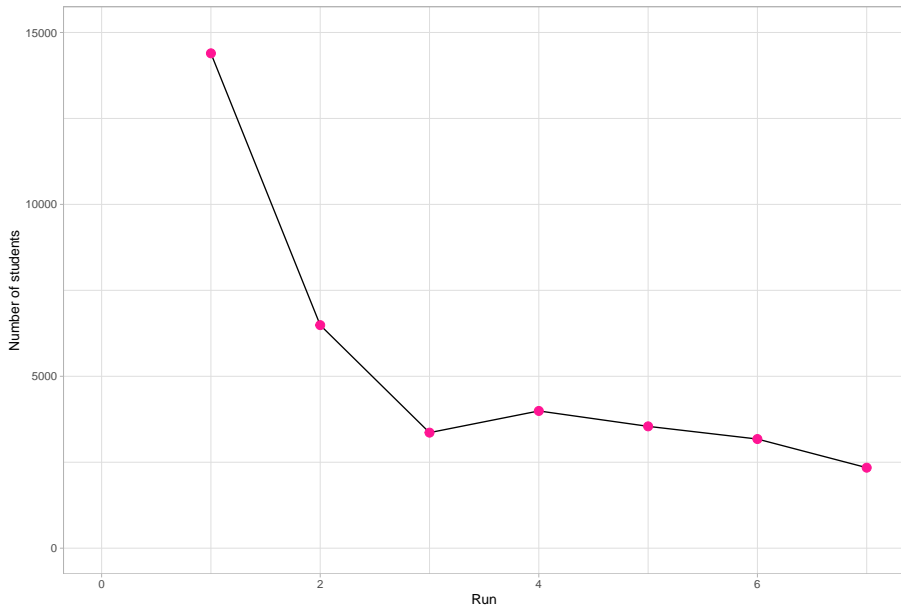
By Ambreen Masud

Business and Data Understanding

- Newcastle University in conjunction with Future Learn
- Business questions
 - How many students enrolled per run?
 - Where are the majority of students situated?
 - What are the student demographics and who should be targeted for future marketing perspectives?
- Cyber Security: Safety at Home, Online, in Life Dataset: Enrolments (7 files)

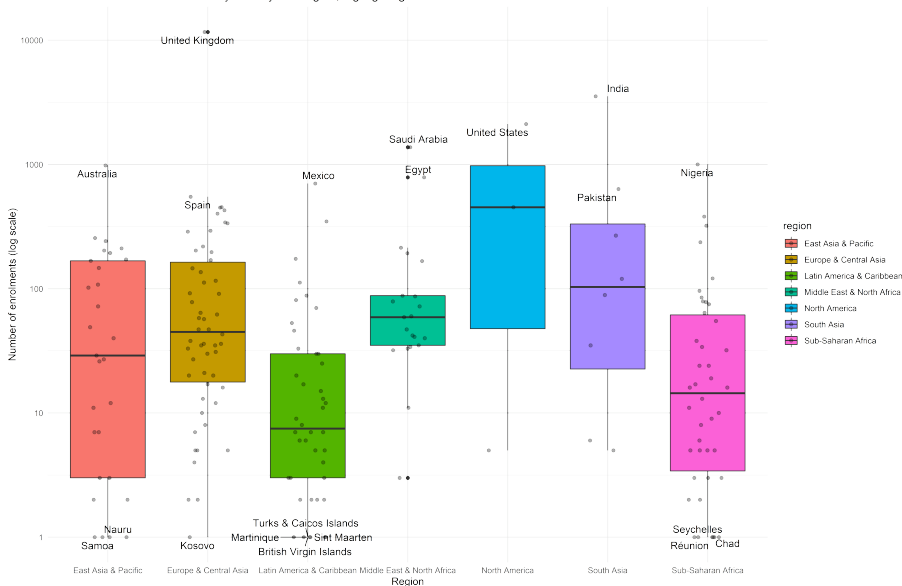
How many students enrolled per run?

Number of student enrolments per run



Where are the majority of students situated?

Number of student enrolments by country and region, highlighting the most and least enrolled countries

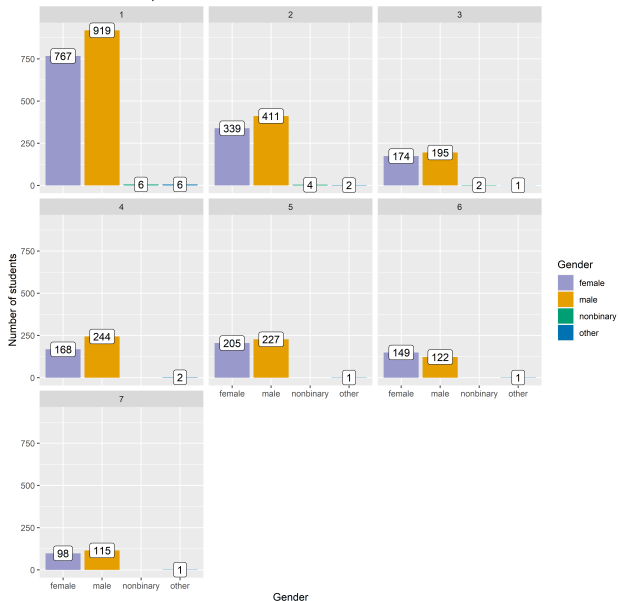


What are the student demographics and who should be targeted for future marketing perspectives?

- Gender
- Age range
- Education level
- Employment

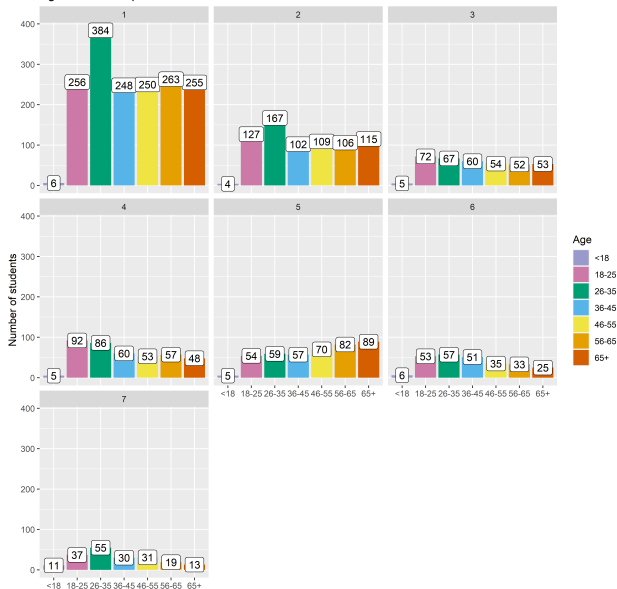
Gender

Gender of students per run



Age Range

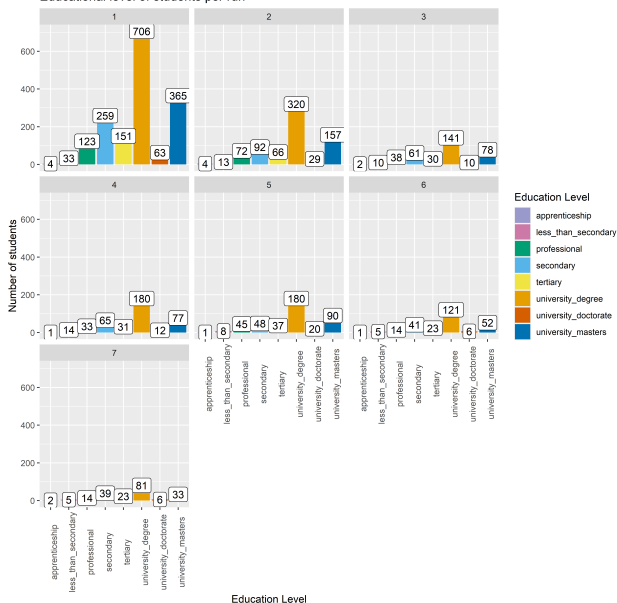
Age of students per run



Age

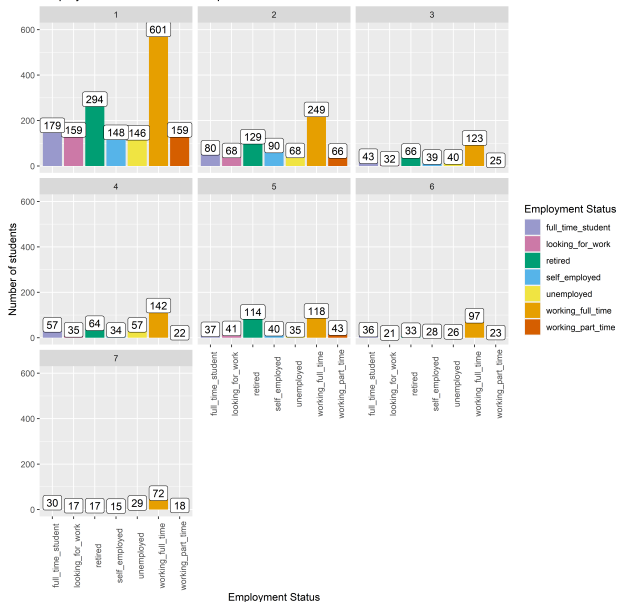
Education Level

Educational level of students per run



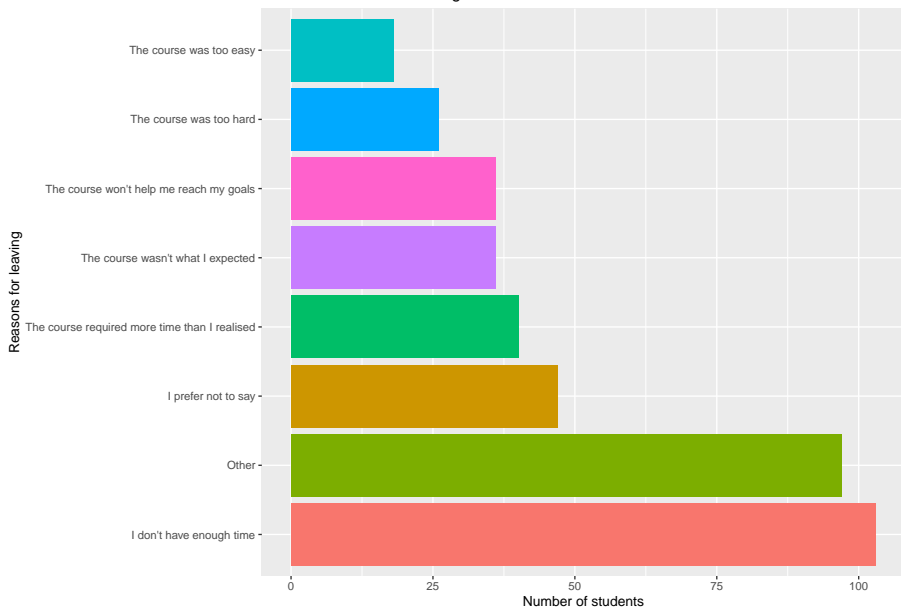
Employment

Employment status of students per run



Further analysis: Reasons for leaving

Student reasons for leaving



Conclusion

- 83.73% decrease between run 1 and run 6
- Global reach of the course with students from 199 countries
- Typical student tends to be educated and in employment
- Opportunities for marketing and wider participation