

Executive Summary

- **1. Introduction**
- **2. Business Understanding** * 2.1 Assumptions * 2.2 Business Questions
- **3. Data Understanding**
- **4. Data Preparation and Modelling** * 4.1 How many students enrolled per run? * 4.2. Where are the majority of students situated? * 4.3. What are the student demographics and who should be targeted for future marketing perspectives? * 4.4. Further analysis: Reasons for leaving
- **5. Conclusion**
- **6. References**