**Student Onboarding Analysis in Tableau Project**

**KPI – Overall Student Count**

This project aims to delve into the onboarding experience of students using an e-learning platform. By analyzing customer onboarding survey data, we seek to understand better how students discover the platform, their learning aspirations, and their ultimate career goals. With this in mind, it is your job to analyze the data and answer key questions posed by the company CEO.

The CEO of the e-learning company wishes to know the following regarding the customer onboarding process:

* **What's the monthly survey response rate and completion rate among students?**
* **What is the completion rate of surveys by country?**

In addition, you must ensure that the report showcases answers to the following questions in the survey:

* **Where did you hear from us? What are the main channels students hear about the data science platform?**
* **What are the students' goals? What is the percentage of students who want to become data scientists?**
* **What are students' desired learning areas? What is the primary or least desired learning area?**

Use the **data\_visualization.csv** file to construct a one-page Tableau report that answers the questions formulated by the CEO. And remember to add the necessary filters to your visualizations to achieve an interactive and meaningful report.

Remember these key definitions of various student types:

* User, student – everyone who has an active account for the platform
* Subscriber – a paid user who has a subscription to the platform
* Onboarded student – a student who has completed the online onboarding survey on the platform
* Not onboarded – a student who hasn’t completed the survey

**KPI – Overall Student Count**: We’ll begin with the most rudimentary but essential dashboard part: the KPI of all students in our data set.  
With the added filters (later in the report), we’ll see the total number of people who have (or have not) completed the survey, and or selected, for example, YouTube, Google, and Facebook, indicating who they learned about us. This will enable us to keep an overview of the data at a glance.

**Data Interpretation**

In this final part of the project, we focus on a crucial part of the analysis: data interpretation. After all, we performed this analysis to gain insights from the data and interpret it.  
Now, you get to devise your own interpretation of the results and seek insights and patterns within the data. To guide you during the interpretation, you can use the following questions:

* What is the completion rate of the survey—i.e., are the survey results a representative number of the population?
* Where are the survey participants from? Which countries have the most participants?
* What is the most effective acquisition channel?
* What is the most common client’s profile: beginner, advanced learner, etc?

Consider what actions can be taken based on the information given from these questions. For example, say that in answer to the second question, we see that most clients are from Egypt and Nigeria. Your advice to the marketing team might be to increase their efforts to acquire customers from those regions. Or delve deeper into why these people recognize our platform as a great product.  
Furthermore, examine the learner’s profile. Are they a beginner, advanced, or interested in a specific topic? Consider what content would be most suitable for that group and provide suggestions for enhancing the current offering.

**Part 8:** Data Interpretation

**Survey Completion Rates:**The average completion rate for the period is 75% and ranges between 67 and 82% in different months. This high completion rate shows that paid customers engage with the platform and product.  
We can further note some seasonality in the data, as there are more new registered users during odd months than even months. This is because marketing runs a bimonthly campaign during odd months when we offer our annual subscription at a discounted price—naturally leading to more new subscribers. We see, however, that not all of them had immediately engaged with the platform and completed the survey because survey completion rates are lower during these months.  
Several factors could explain this phenomenon. One possible explanation is that new subscribers may need additional time to familiarize themselves with the platform and its features before they complete the survey. This trend can be observed as a gradual decline in completion rates over odd months— suggesting that students who registered earlier are more inclined to complete the survey.

**Student Profile:**From our analysis, most onboarded students are new to the data science learning world and wish to learn about data analysis and visualization and improve their programming skills. The channel of acquisition that brought in the most students is YouTube, where we often put out tutorials or career-related video content. These topics are well suited for those who wish to enter the data science world and understand the job market and opportunities better or want to hone their data science skills with hands-on practical videos.  
Upon examining the map, it becomes evident that the largest group that has completed the survey hails from the US, closely followed by India. These two nations collectively represent nearly half of all participating students. The findings are logical given that our program is in English, and the US and India are highly populated countries. But what are some actionable insights based on the data?

Consider the following two primary insights upon which we can take action.

**1. Content Curation:**Ensure the platform's content aligns with students' intended learning objectives—encompassing introductory and advanced data science courses where students can explore the field, its associated positions, and roles.    
Courses on data analysis using different tools (e.g., Python and SQL) and data visualization software (e.g., Tableau and PowerBI) will be needed. Moreover, offering students a natural progression and learning path into the data science realm is essential. This will include adding more advanced courses in Machine Learning, for example, and adding projects where students can practice the skills they acquired by completing the courses.

**2. Channel of Acquisition:**Because YouTube is the largest acquisition channel, we can devise a reach-out strategy where we upload introductory data science videos and tutorials from our platform. That way, we can reach a larger group interested in learning more about data science and data analysis. Moreover, suppose a YouTube video is paid for. In that case, it can reach out to many more people across the US and India, for example, and reach a wider audience of data science beginners—something our platform is well suited for.

These are just a few key observations we can deduce from this data. Furthermore, this analysis can serve both the content creation and marketing teams. It can also give a general direction for developing the platform and serving the needs of its students. We invite you to analyze the data further and generate additional insights and proposals for strategy.