



AI DATA INSIGHTS INTERNSHIP PRESENTATION

TEAM1

01 PROJECT OVERVIEW & OBJECTIVES

- ★ Data Cleaning
- ★ Feature Engineering
- ★ Data Validation

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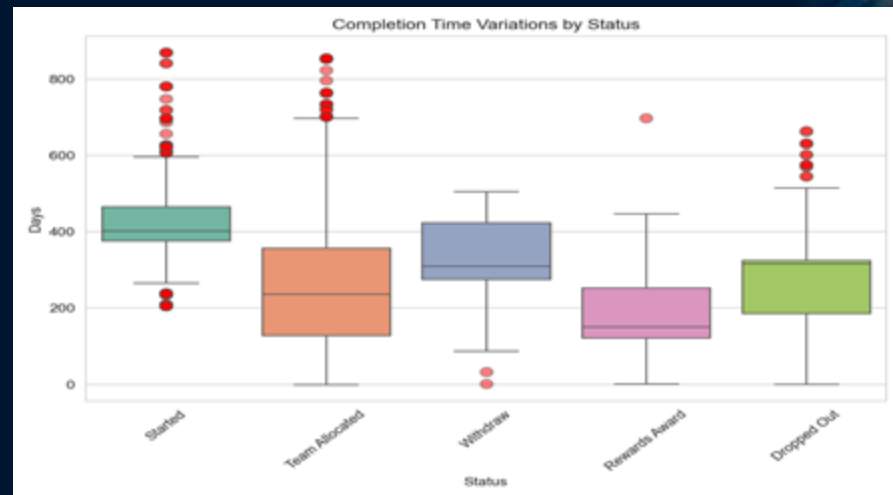
PROJECT OVERVIEW & OBJECTIVES

- ★ Exploratory Data Analysis (EDA) & Data Visualisation.

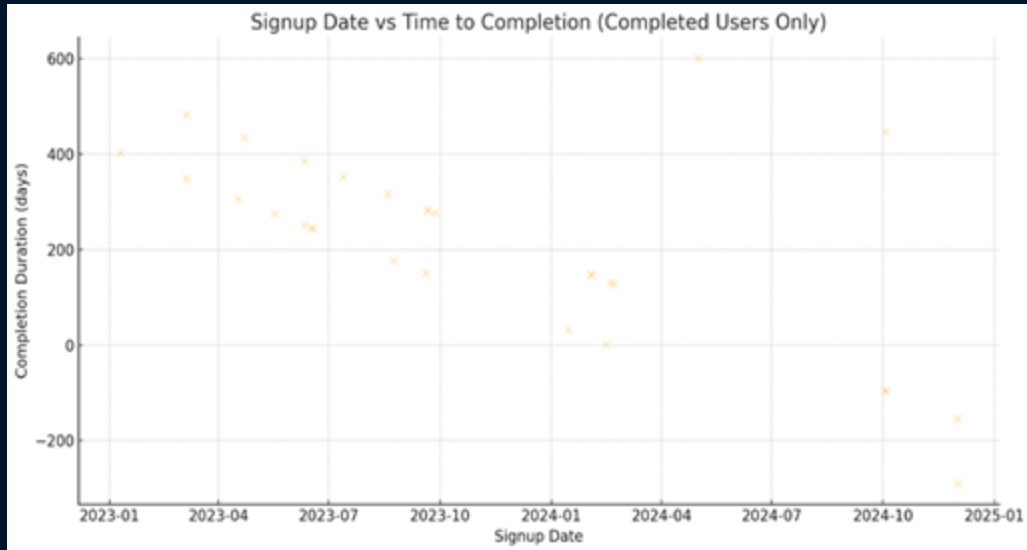
Sign Up Trends



Completion Trends



Correlations & Patterns



Outliers & Anomalies

Anomalies detected were completion times that were unusually long or short.

Recommendations

1. Control peak months with targeted marketing and incentives.
2. Reduce drop-offs through feedback, reminders, and avoiding December deadlines.
3. support long-tail users with tracking, flexibility, and mentorship.
4. Tailor content and cohorts to diverse demographics for improved engagement.

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PROJECT OVERVIEW & OBJECTIVES

★ Predictive Modelling

Data Preparation

Model Training

Model Evaluation

Results Summary

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PROJECT OVERVIEW & OBJECTIVES

Result Summary

Model	Run	Accuracy	Precision	Recall	F1 Score
Logistic	1	0.87	0.00	0.00	0.00
Decision Forest	1	0.85	0.43	0.35	0.39
Random Forest	1	0.86	0.48	0.39	0.43

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Result Summary

Model	Run	Accuracy	Precision	Recall	F1 Score
Logistic	2	0.73	0.33	1.00	0.49
Decision Forest	2	0.85	0.41	0.29	0.34
Random Forest	2	0.85	0.41	0.30	0.35

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Result Summary

Model	Run	Accuracy	Precision	Recall	F1 Score
Logistic (Tuned)	3	0.78	0.37	0.93	0.53
Decision Forest (Tuned)	3	0.83	0.40	0.64	0.49
Random Forest (Tuned)	3	0.78	0.36	0.89	0.52

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PROJECT OVERVIEW & OBJECTIVES

★ Churn Analysis

Factors that Influence Churn

Strategies to improve
student retention.



FACTORS THAT INFLUENCE CHURN

1. Low Duration of Engagement
2. Opportunity Type
3. Poor Program Fit
4. No Early Intervention
5. Influence of Demographics
(Country & Age)

STRATEGIES TO IMPROVE STUDENT RETENTION.



Boost
Engagement



Improve High-
Dropout
Program



Promote
Underused
Programs



Intervene Early &
Often



THANK YOU

- ★ Mentor
- ★ Excelerate Team