

Ayiti Analytics Bootcamp

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Introduction



Ayiti Analytics Data wants to expand its training centers throughout all the communes of the country. Your role as a data analyst is to help them realize this dream.

Problem

Ayiti Analytics Data wants to expand its training centers throughout all the communes of the country. Your role as a data analyst is to help them realize this dream.



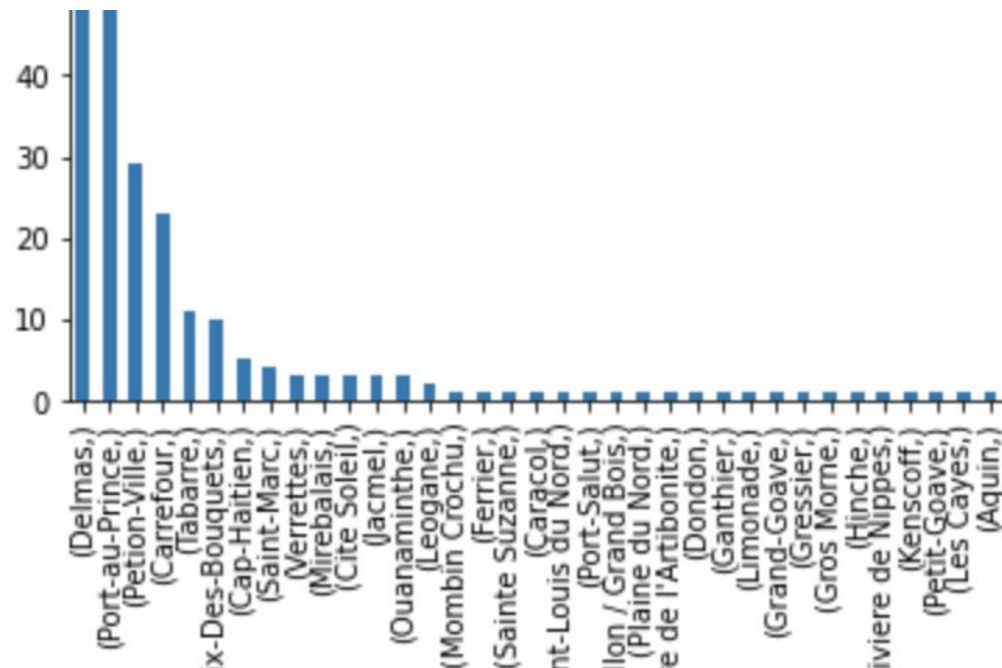
Methodology

To realized this project, we used:

- ❑ Ayiti Analytics Dataset
- ❑ Data processing and Analysis using Python pandas on jupyter notebook

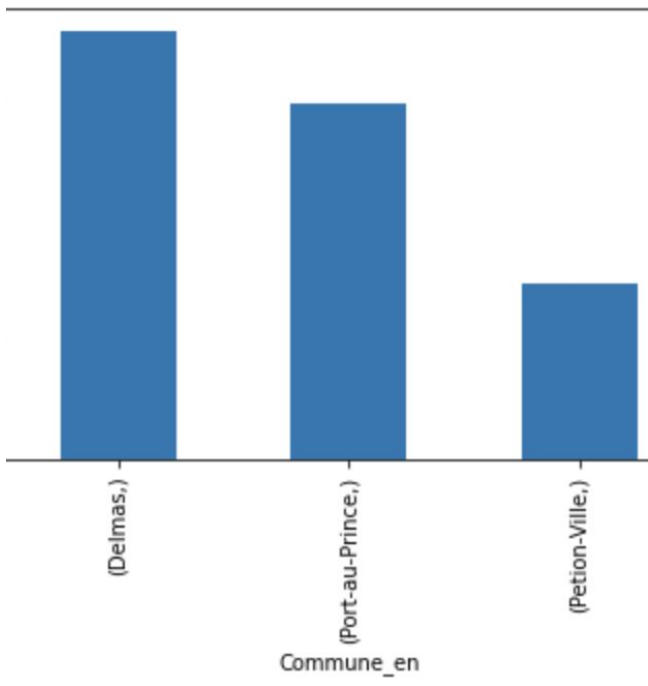


Commune Dataset



This is a visualization on how commune data looks like. After analyse our dataset

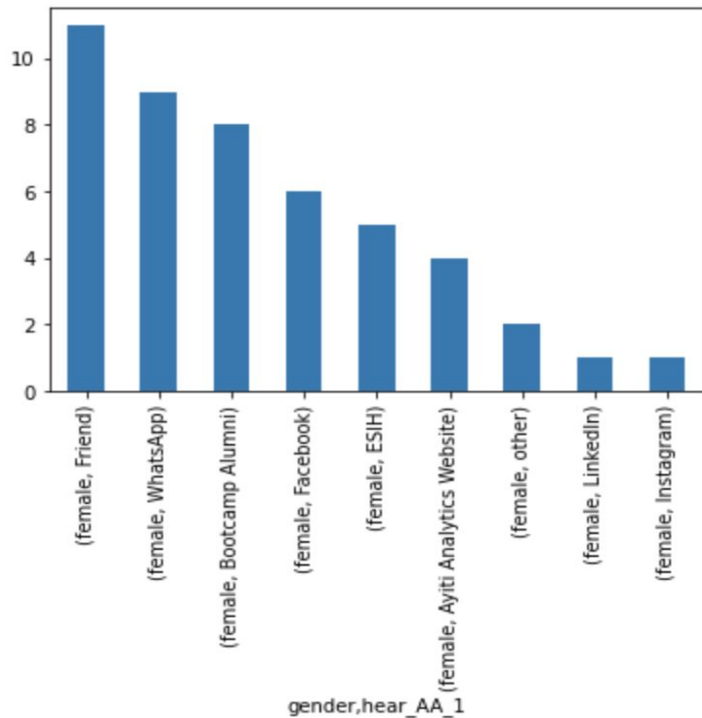
The best communes



Based on our commune data analysis the three communes of the country that will be the most likely to expand its training centers are Delmas, Port-au-Prince, Petion-Ville because we have more interested students in these communes

- ❑ **Delmas**
With 71 interested students
- ❑ **Port-au-Prince**
With 59 interested students
- ❑ **Petion-Ville**
With 29 interested students

Communication Channel



Based on all communications the most effective communication channels are: **Friend, Whatsapp, Facebook, ESIH, LinkedIn**

Question



Why the bootcamp only have
the more interested students
in these three commune ?

Discussion & Proposed Solution



Based on the insights provided by the data processing we did, we can now propose better solution to expand its training centers throughout all the communes of the country.



Solution

Develop a new marketing strategy

Proposed Solution



Develop a new marketing strategy

Education Marketing:

Storytelling is what would make your institute the white swan in the lake. Your marketing team should excel in telling stories about your institution, the aim of your institution and about the people you serve.



THANKS

Contact Me

I you have any question about this presentation, Feel free to send us a message in the [#business-analysis](#) channel on slack.

Ressources

➤ *See the full project*

