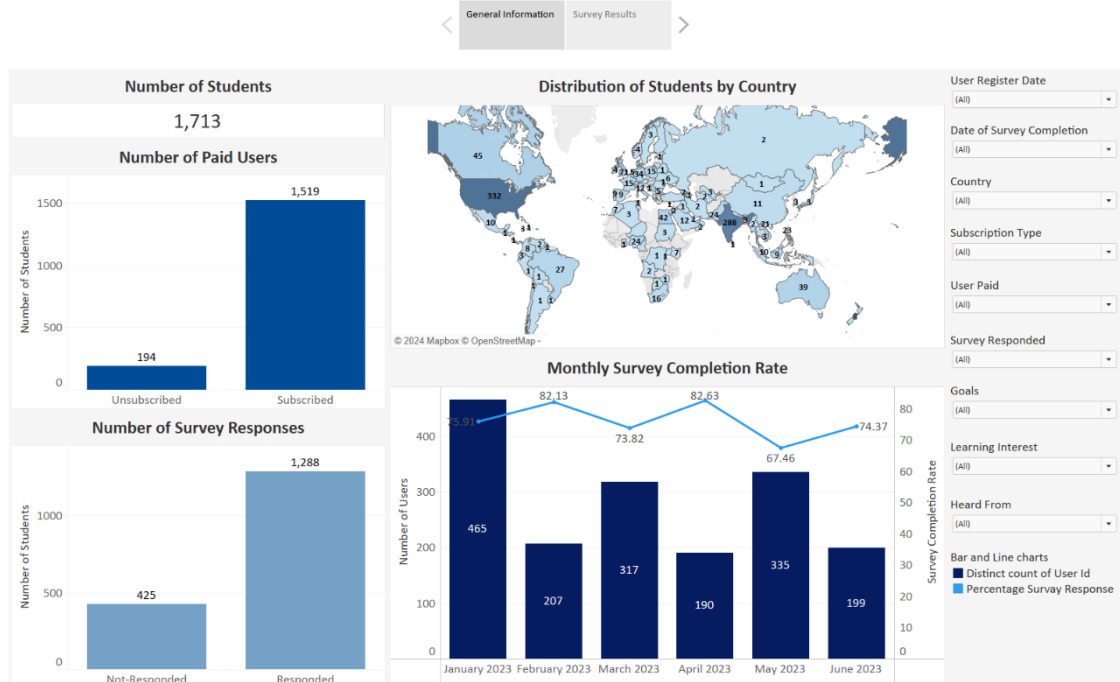


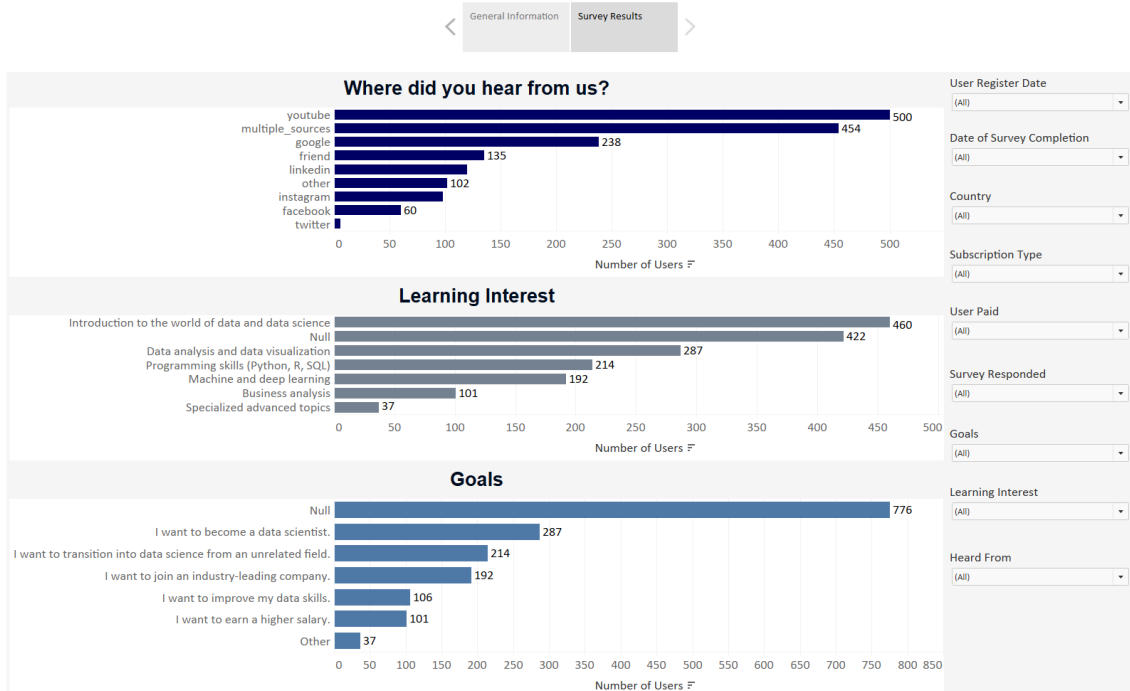
Student Onboarding Analysis

Dashboard:

Student Onboarding Analysis



Student Onboarding Analysis



Interpretation of Results:

- What is the completion rate of the survey—i.e., are the survey results a representative number of the population?

Existed information about 1713 users, from the period between January and June of 2023, were 1288 of those responded to the survey, having a survey completion rate of 75,19%. So it can be concluded that the information of the surveys is representative of the population since the sample is big, there were a lot of responses and involved a lot of different types of people (different countries, interests and goals).

- Where are the survey participants from? Which countries have the most participants?

The top 3 Country participants are: USA with 332 users and 100% rate of responses of the survey, then comes India with 288 users and 98,26% rate of responses, and finally UK with 71 users and 98,59% rate of responses. These could be because of the language barrier that could exist in the rest of the countries.

- What is the most effective acquisition channel?

The most effective acquisition channel is YouTube, since 500 users heard about Datascience365 from there.

- What is the most common client's profile: beginner, advanced learner, etc?

The most common is to have beginners users, since the majority of the responses in the 'learning interest' area are focused on basic or introductory topics such as 'introduction to the world of data and data science', 'data visualizations' and 'python, SQL and R'; existing very few trying (in a first look) to know about machine learning, business analytics or other advance topics.

Other thing that lead to infer that are beginner users is their primary goal, since the most common ones is to become data scientist or doesn't even have a goal (Null values in their response)

Recommendations:

To boost even more the survey completion rate, it could be implement extra XP's inside the platforms to the users that complete it.

To attract more users it could be uploaded introductory videos about data science, visualizations, python, R and SQL to Youtube, to attract the target audience that is entering in the course.