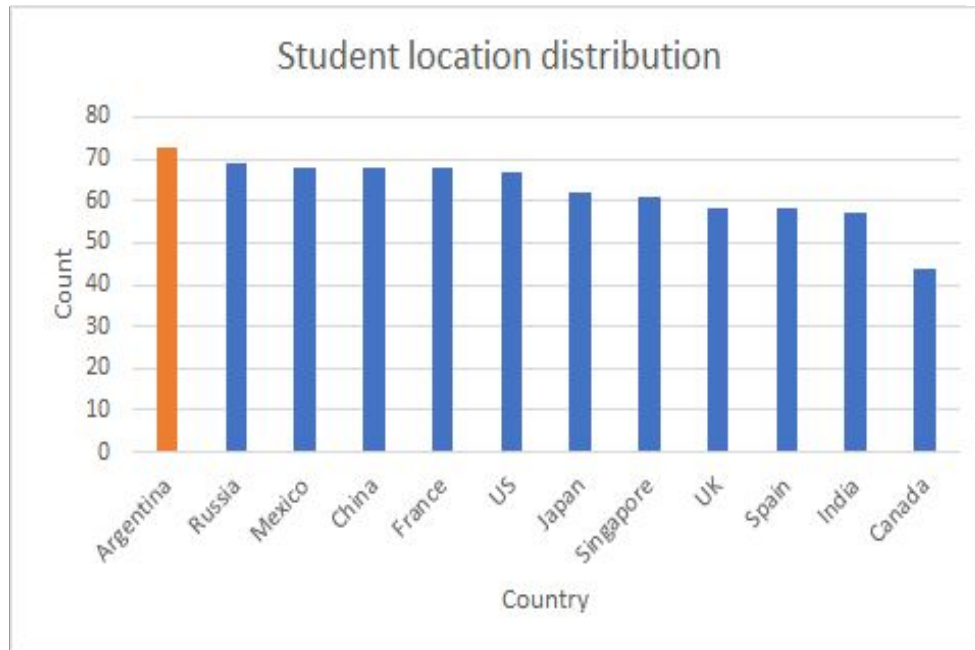


# Udacity Student Survey Analysis

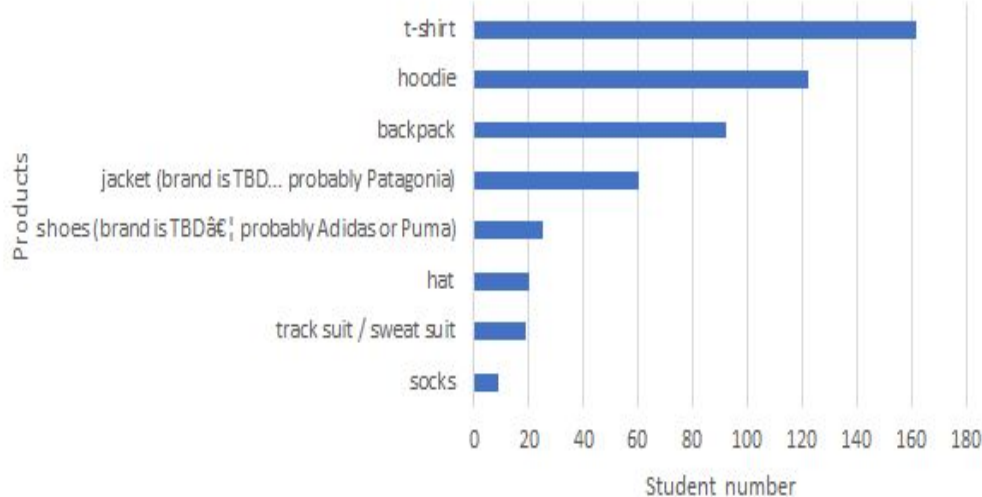
# Which country do most students live in?



We want to find out the country where most student live in and improve the Udacity webpages for this country. After building up a pivot table showing each count for each country. It turns out that Argentina has the most students, which is 73 among all 753.

# Most popular swag store products

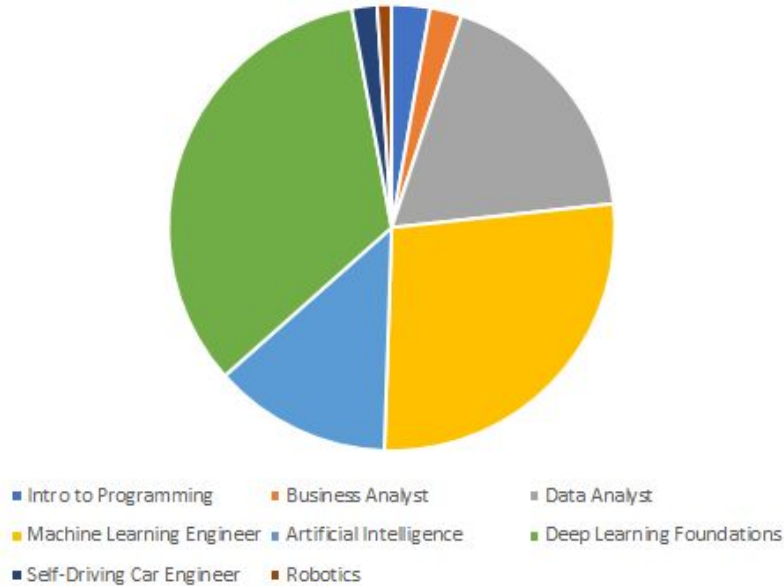
Which item in the swag store appeals to you most?



We want to create a promotion to enroll more students in our programs where if you pay a program once for all, you can get the most popular product from swag appeals for free. This would not only appeal to more students, but also let people know that we have a such thing as swag store. This could potentially increase our sales. So I find out that the most popular product is Udacity t-shirt which 162 students want.

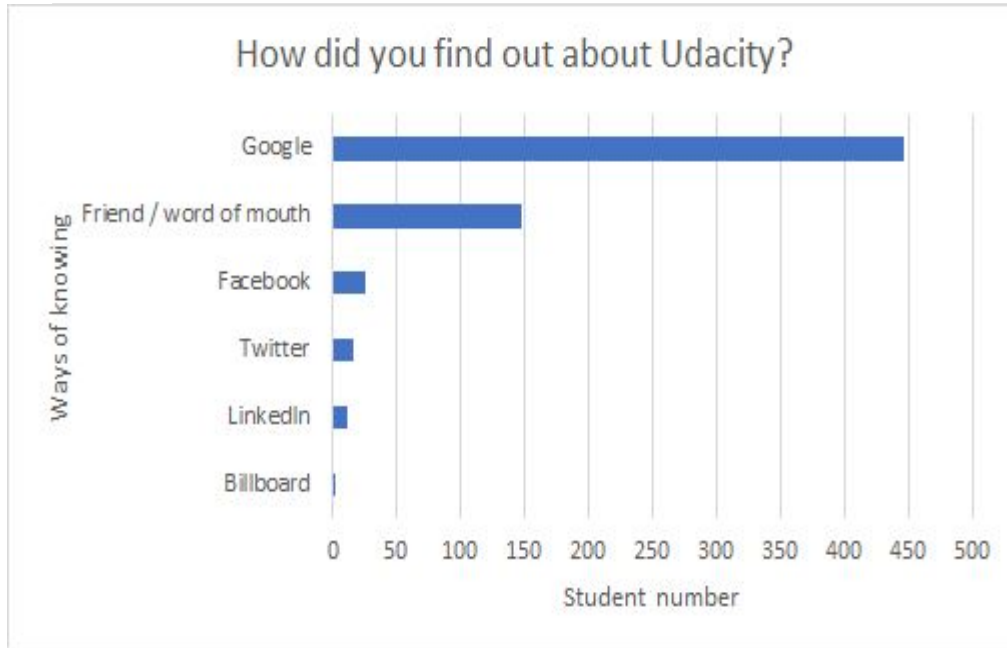
# Most 4 popular programs

Student Percentage of Programs



To update the homepage of Udacity, we want to put the most popular programs on the golden area. We could see clearly from the pie chart on the left that Deep learning, Machine Learning, Artificial intelligence and Data Analyst are the most 4 popular programs.

# Best Advertisement Promotion



Only improving Udacity homepage is not enough. We want to find out what is the best way of propagating our programs. It turns out that Google is best media which is ahead of the second way almost triple. 446 students learn about Udacity by google. We could invest more on SEM and SEO on Google according to this finding.