# TREND AND COMPARITIVE ANALYSIS REPORT
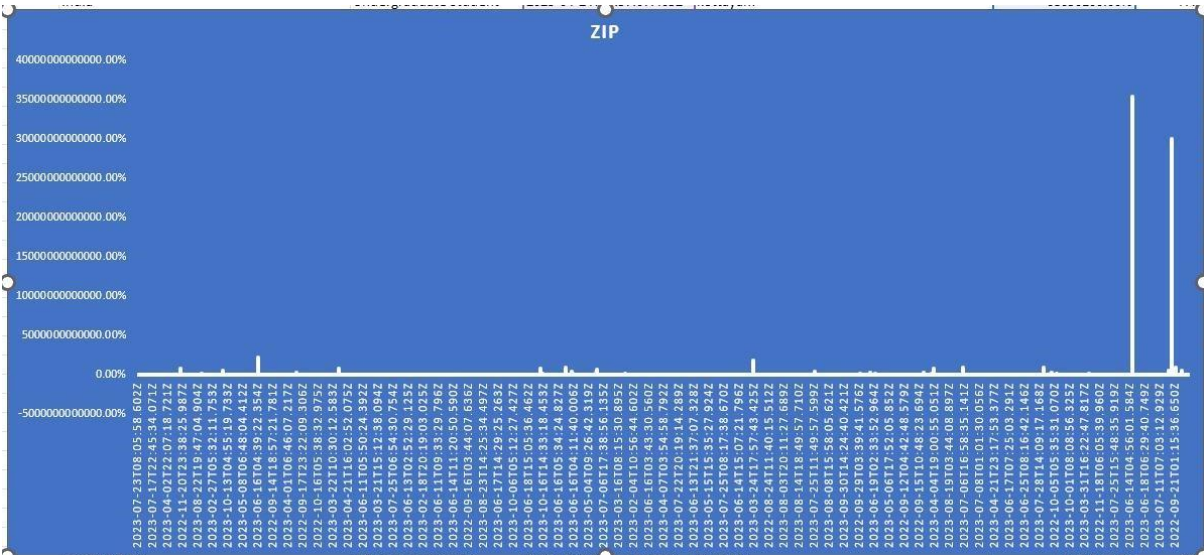
## TREND ANALYSIS

**USER DATA**

**TREND ANALYSIS over the REWARD AMOUNT AND OPPURTUNITY START DATE**



**OPPORTUNITY WISE DATASET**
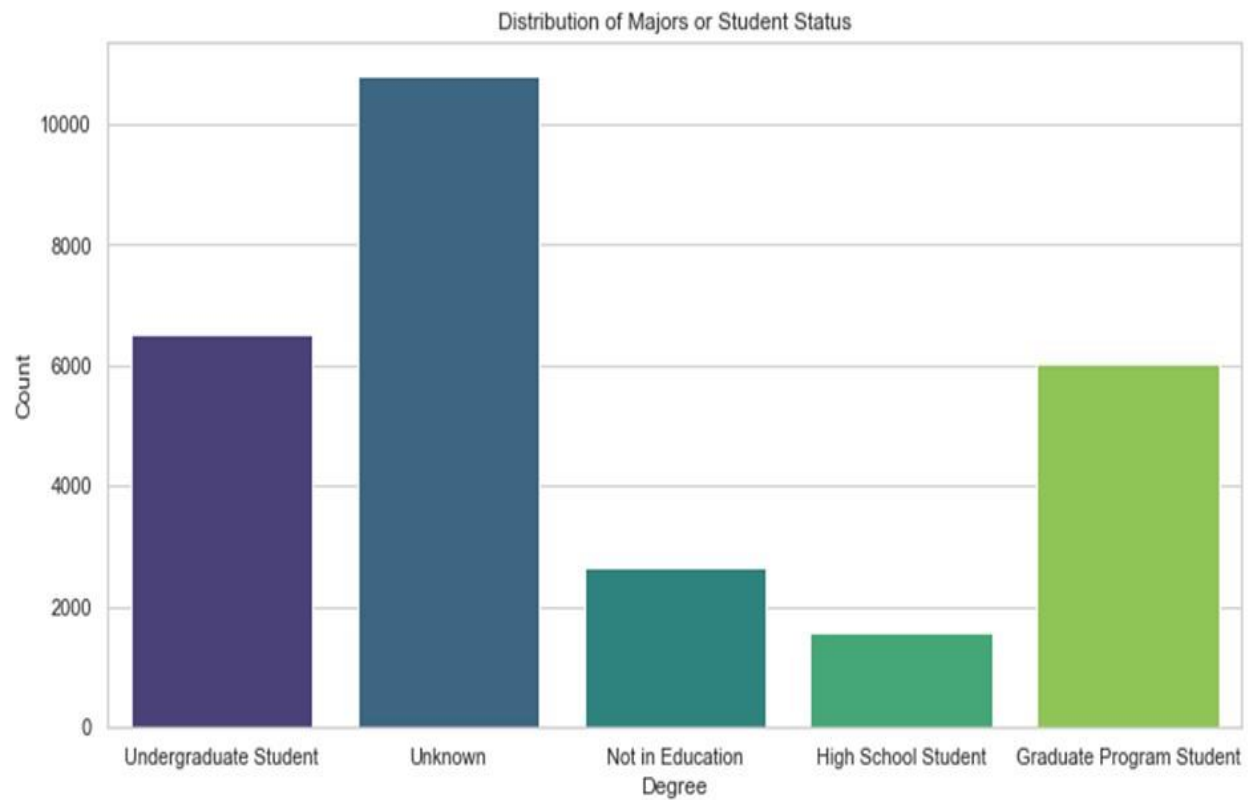
**TREND ANALYSIS over the SIGNUP DATE AND ZIP COLUMNS**
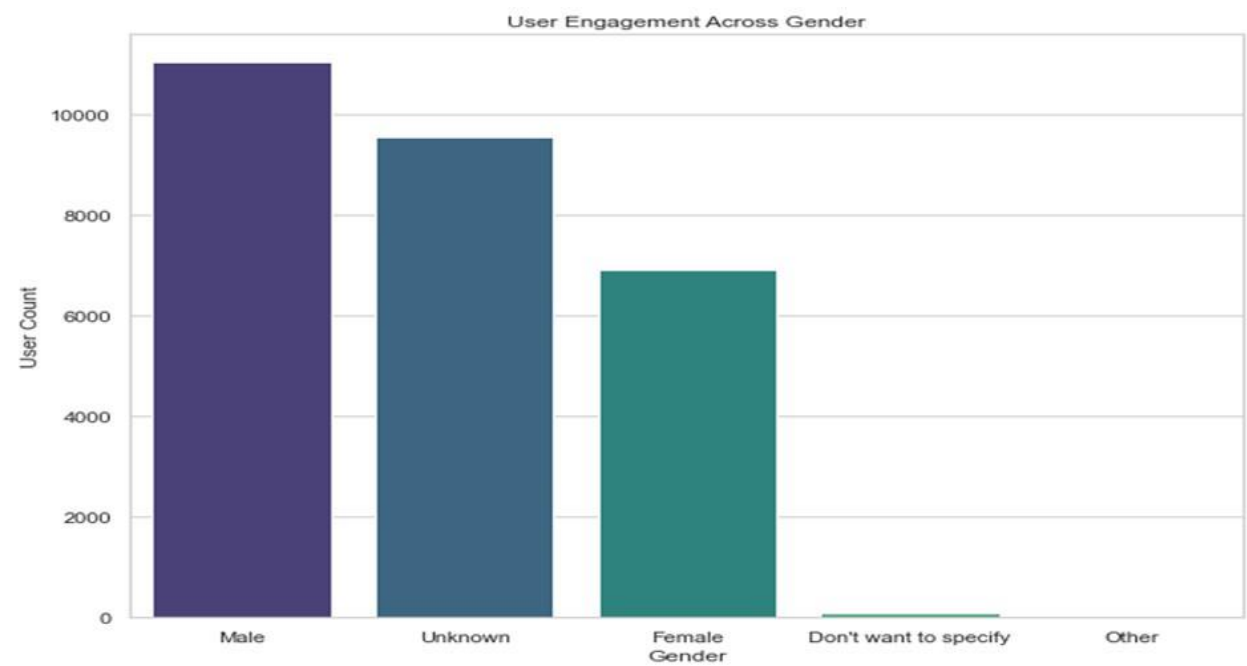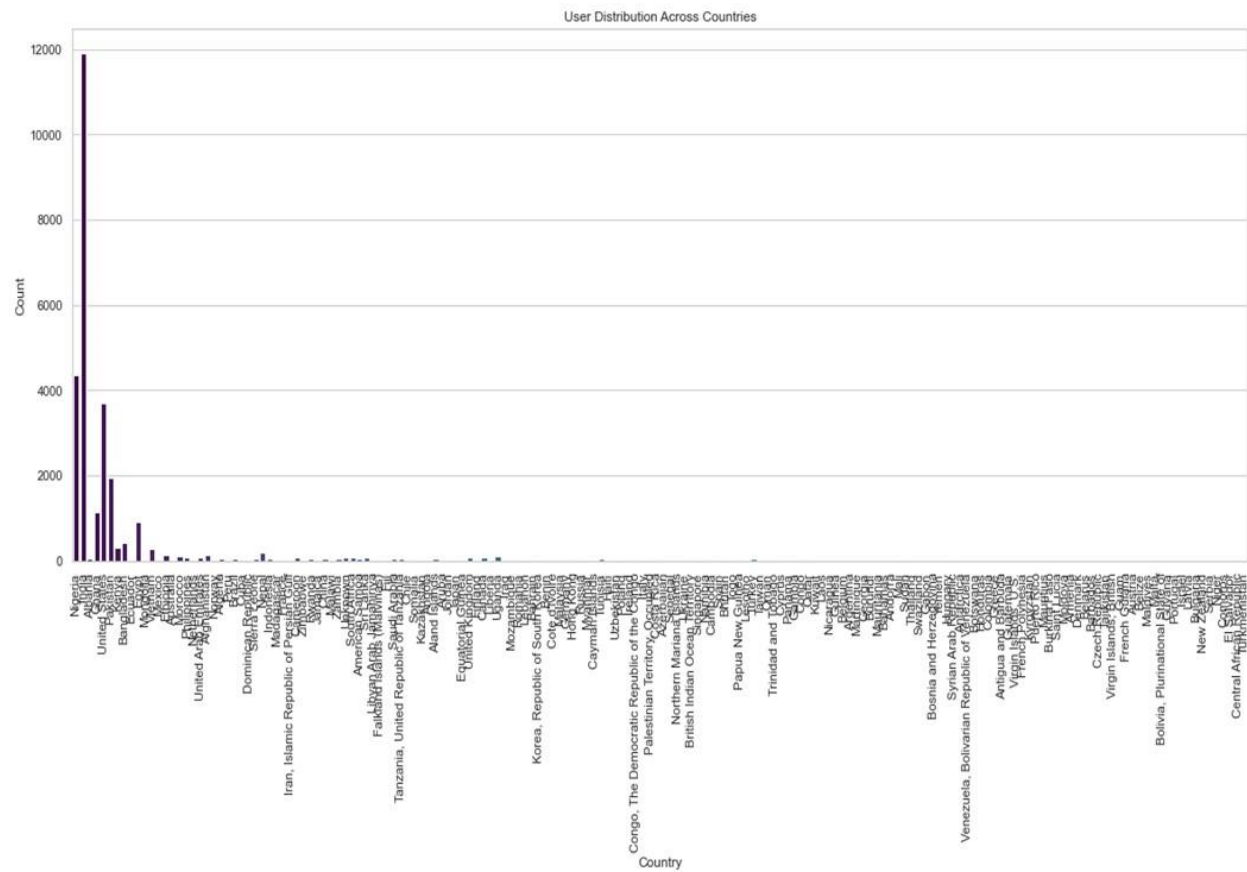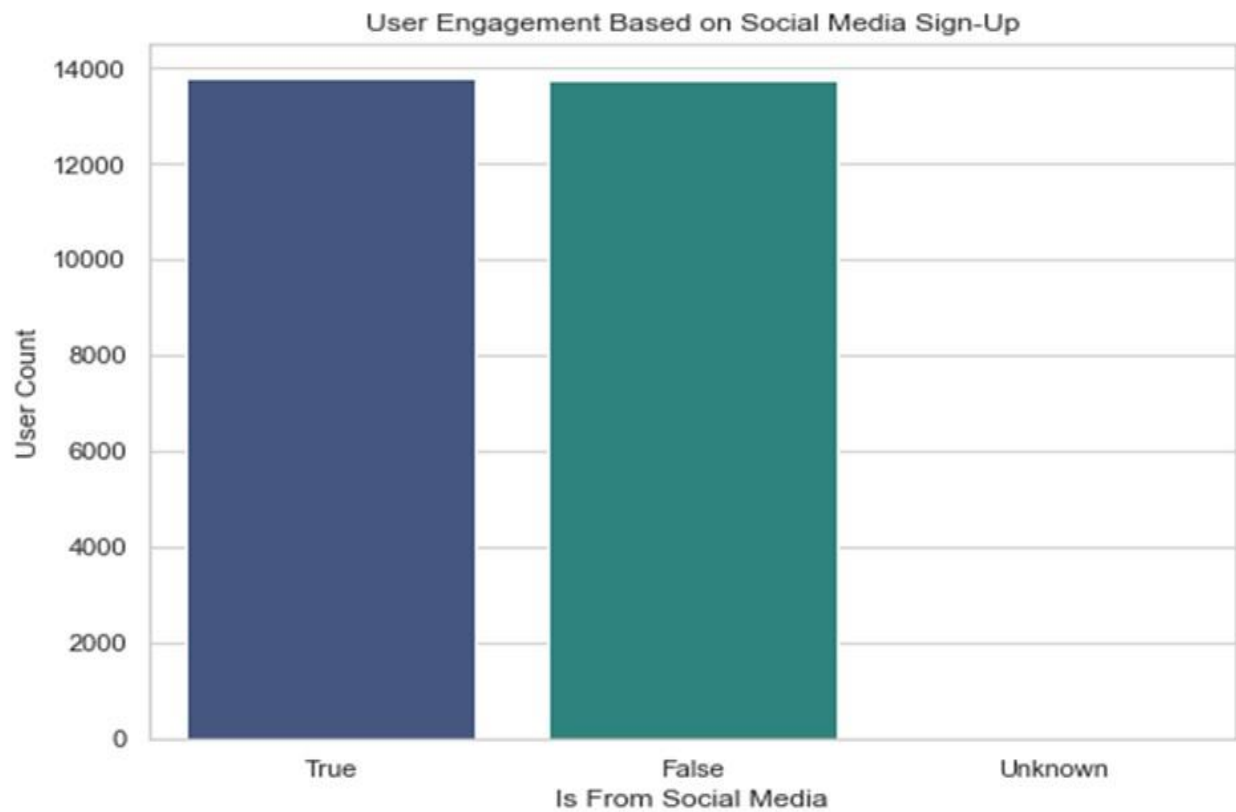
# COMPARITIVE ANALYSIS

**USER DATA**

**1. Demographic Comparisons:**

    **a. Majors or Student Status:**

Distribution of Majors or Student Status

## b. Geographical Analysis:



User Distribution Across Countries



User Engagement Across Gender

User Engagement Across Degree



User Engagement Based on Social Media Sign-Up

User Engagement Across Cities
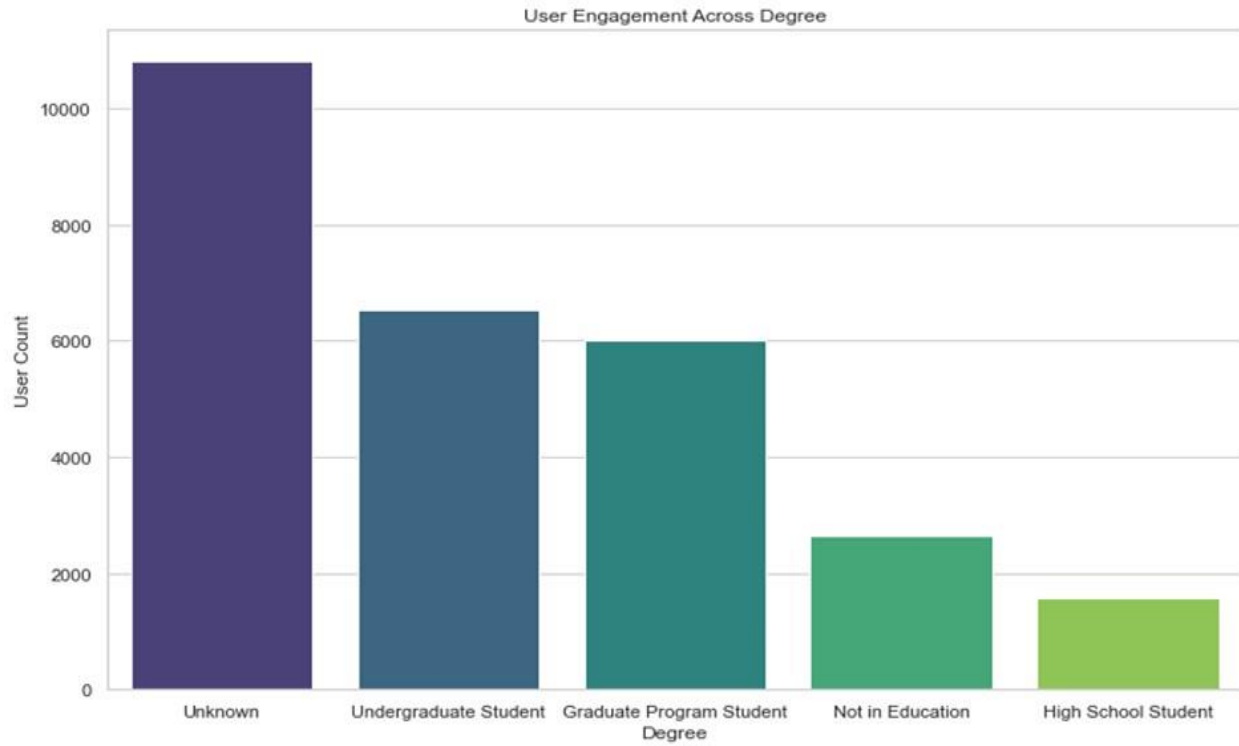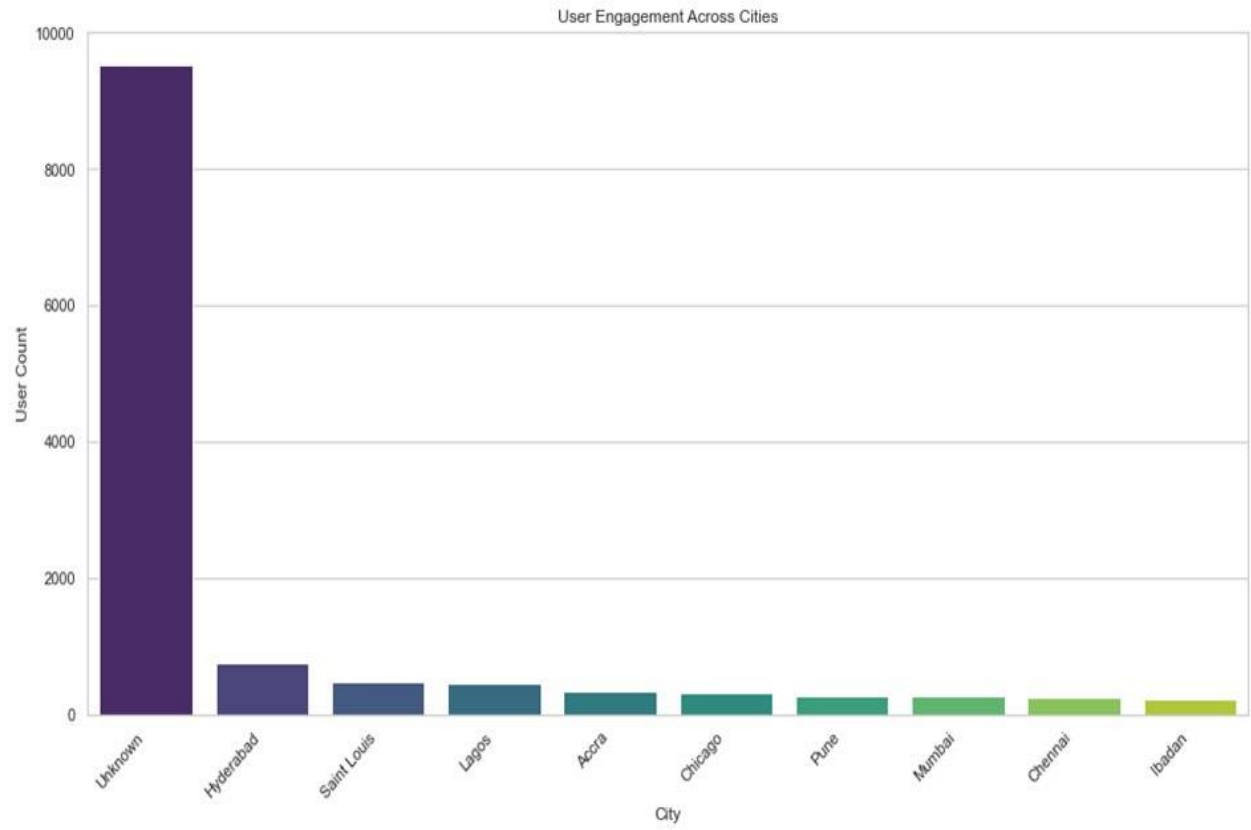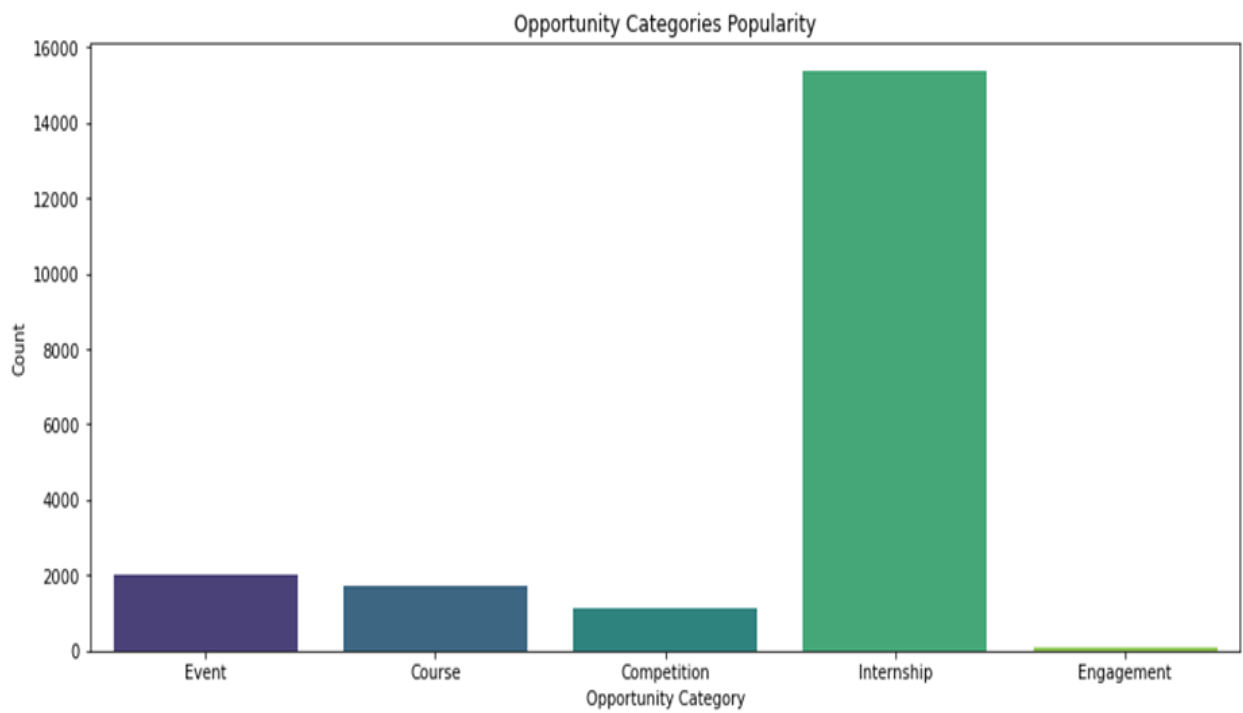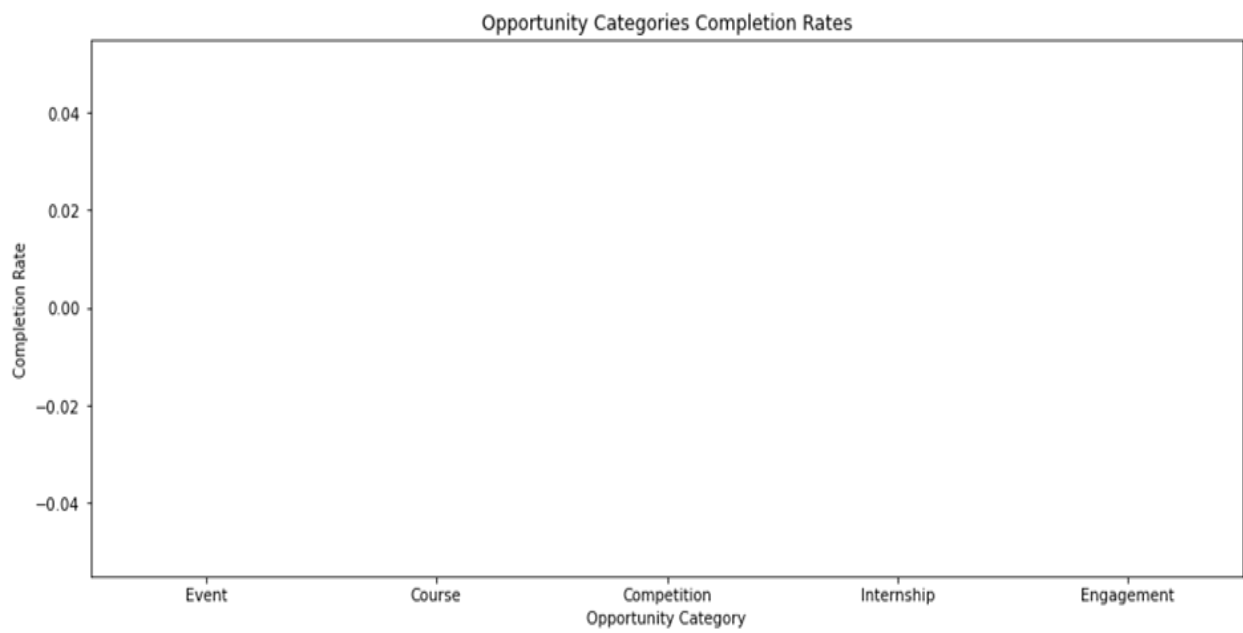
## OPPORTUNITY WISE DATA

### a. Comparing Opportunity Categories:



### b. Comparative Completion Rates:

**c. Impact of Demographics on Participation:**



Impact of Gender on Opportunity Participation