

## Objective and Key Findings – Zylentrix EdTech User Engagement Analysis

### Objective

To analyze user behavior on an ed-tech platform using data from students, course activity, and feedback. The goal was to identify trends in course participation, engagement levels, and feedback ratings, and to deliver actionable insights to improve learning outcomes and user experience.

### Key Insights

#### 1. Course Engagement

- Course A had the highest number of active users
- Course B had the most inactive users

#### 2. Gender-Based Activity

- Female students showed a slightly higher average activity time compared to male students

#### 3. Feedback and Engagement Correlation

- Feedback scores were generally higher among active users
- Positive engagement was strongly linked to better feedback ratings

### Recommendations

Based on the analysis, the following actions were recommended:

- Promote Course A to maximize engagement
- Redesign or improve content and delivery for Course B
- Re-engage inactive users through follow-up and feedback campaigns

These findings were summarized in a 5-slide presentation as part of the Zylentrix engagement analysis project.