Data Analytics Process

A Journey into Purchasing Online Courses
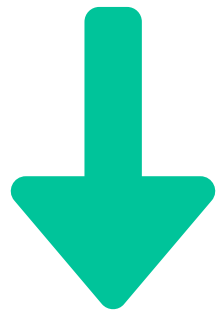
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A Journey into Purchasing Online Courses

In this case study, we explore the process of purchasing an online course and how we can can link it to data analytics for making informed decisions. From planning and preparation to analysis and action, we delve into the steps involved in purchasing/enrolling into an online course in today's digital era.

When it comes to learning a new skill, purchasing an online course offers several advantages over traditional offline courses.

1. **Flexibility and Convenience:** Learn at your own pace and on your own schedule, fitting learning into your busy life.
2. **Diverse Course Selection:** Access a wide range of courses covering various subjects and skills, tailored to your specific learning goals and interests.

This study is assuming that we are already interested in purchasing / enrolling into an online course to learn a new skillset.

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1. **Identify your learning objectives**: Determine the specific subject or skill you want to study and improve. Clearly define what you aim to achieve through the online course.

2. **Assess your expertise level:** Determine your current proficiency level in the chosen subject. Are you a beginner looking for foundational knowledge, or do you have some prior experience and seek to advance your skills?

3. **Establish a budget:** Consider your financial resources and set a budget for the online course purchase. Allocate funds accordingly to ensure you make a cost-effective decision.

SUBJECT OR SKILL?

PREFERRED STYLE   •   LEARNING OBJECTIVE

III   Preparation

Explore platforms

Research various online learning platforms (Udemy, Coursera, LinkedIn Learning etc.) offering courses related to your subject.

1. Which online learning platforms are available?
2. What are the popular platforms for online courses?
3. How do these platforms differ in terms of course offerings and style?

Consider Course Factors:

Take into account important factors like course duration, instructor expertise, and reviews from previous learners.

1. How long do you want the course to be? What is the ideal duration?
2. What qualifications or expertise do you expect from the instructors?
3. How do you evaluate the course quality based on reviews and ratings?

Course Evaluation:

Review course descriptions, syllabus, and learning outcomes.

1. Do course descriptions provide a clear understanding of the course content?
2. Does the syllabus cover the topics you want to learn?
3. Do the learning outcomes align with your learning objectives?

Credibility Assessment:

Consider the credibility of the course provider and user ratings.

1. Is the course offered by a reputable institution or instructor?
2. What do previous learners say about the course?
3. Are there any notable achievements or recognitions associated with the course provider?
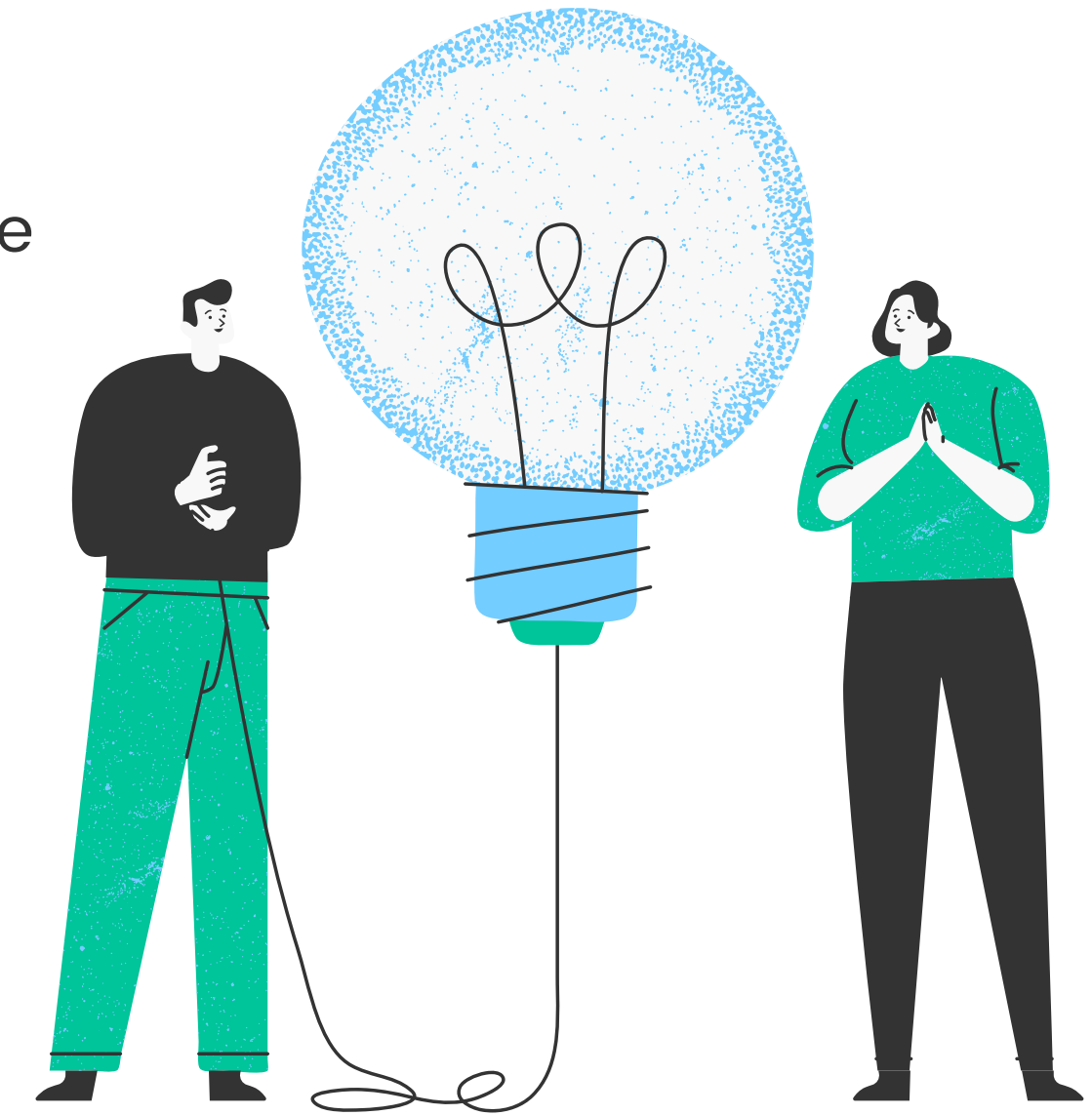
Curriculum Assessment

Examine the course curriculum, module breakdown, and instructional approach.

1. Does the course cover all the essential topics related to your learning goals?
2. Are the modules well-structured and logically organized?
3. What instructional methods are used to deliver the course content?

Learner Insights:

Seek reviews and testimonials from past learners to gain insights into the course's effectiveness.

1. What do previous learners say about the course's content, delivery, and engagement?
2. Are there any success stories or testimonials highlighting the course's impact?
3. Do learners feel satisfied with the outcomes and the learning experience?

VI   share and Act
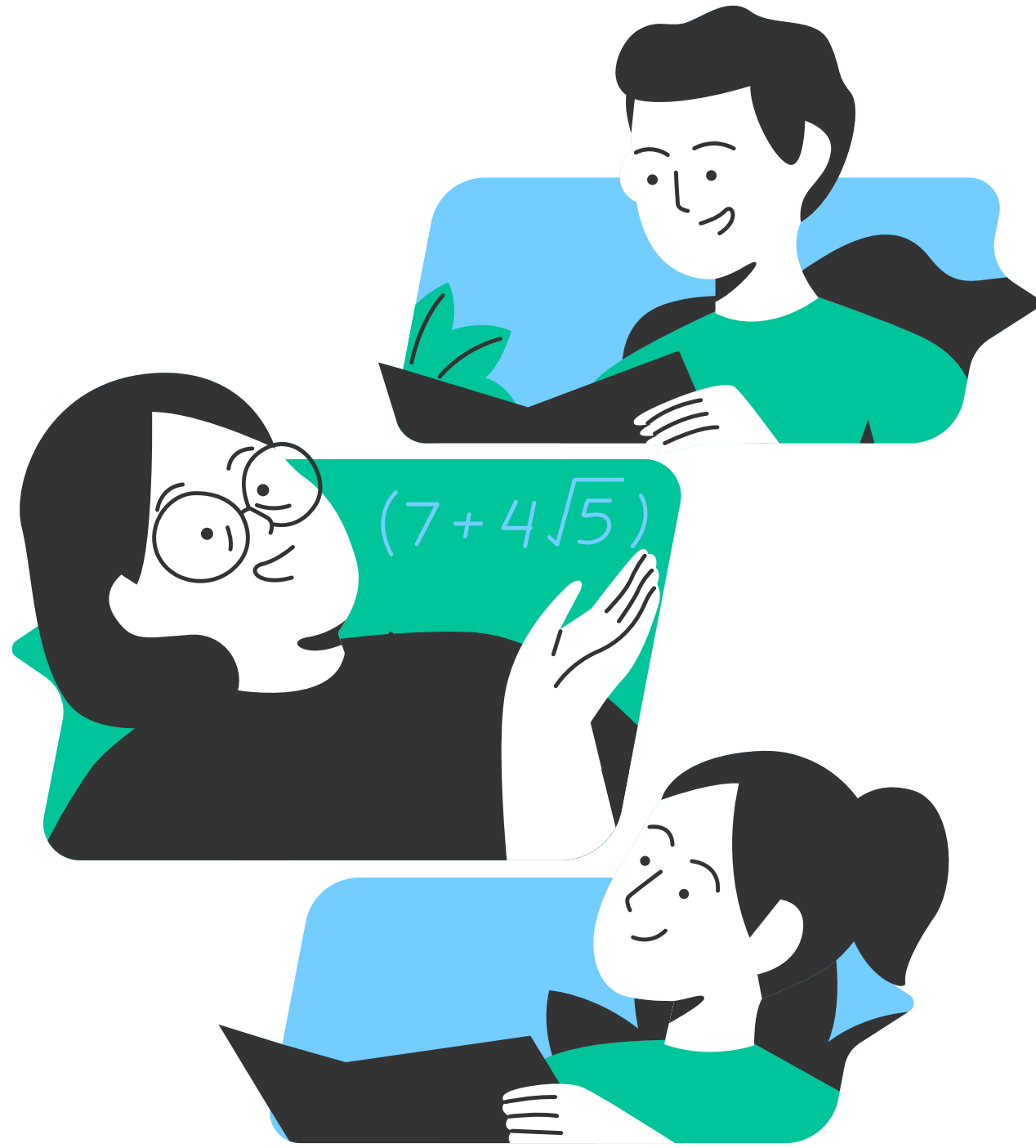
Peer and Mentor Consultation:

It is a good idea to discuss about the course with a professional or colleague before purchasing. Maybe even talking with the sales team.

1. Have you consulted with peers who have taken similar courses?
2. What are their thoughts and experiences?
3. Did you talk with anyone from the course's support team?

Enrollment and Access:

Finally, we can Proceed with the enrollment process and gain access to course materials / live classes.

VII   Conclusion

A short summary of the process:

1. Planning: Start by defining your learning goals and identifying the subject or skill you want to study.

2. Preparation: Research different online learning platforms, considering course duration and a budget range.

3. Processing: Analyze available data, such as course descriptions and user ratings, to evaluate options.

4. Analysis: Dive deeper into factors like curriculum, supplemental materials, and learner reviews to make an informed decision.

5. Sharing And Action: Discuss your findings with peers and mentors to gain valuable insights. Enroll in the chosen online course, review pricing options, and complete the payment process.

Thank you @trainity