



Zylentrix – Data Analyst Intern Assignment

BY ANJU ALEX



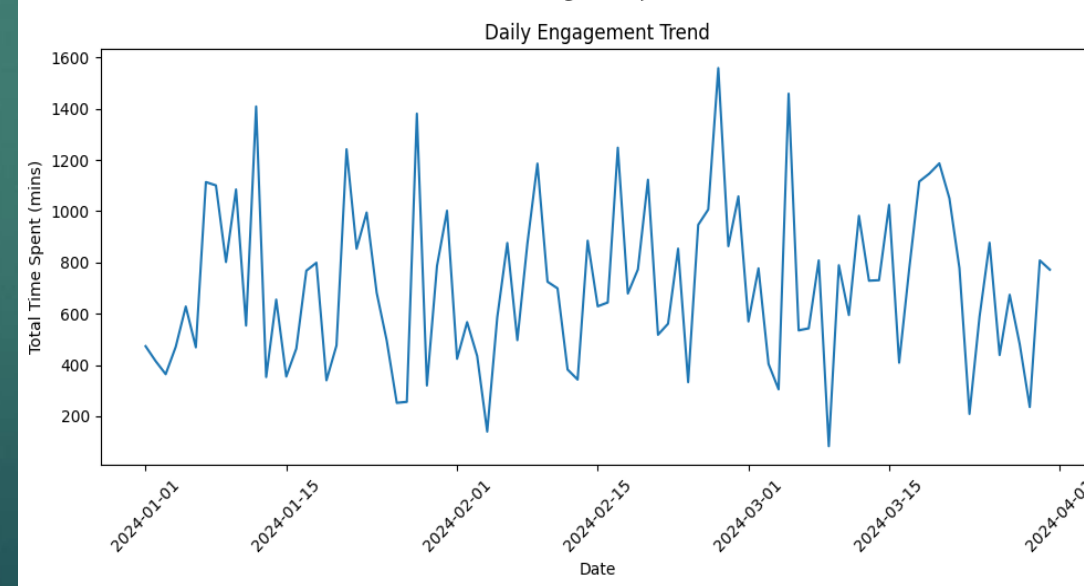
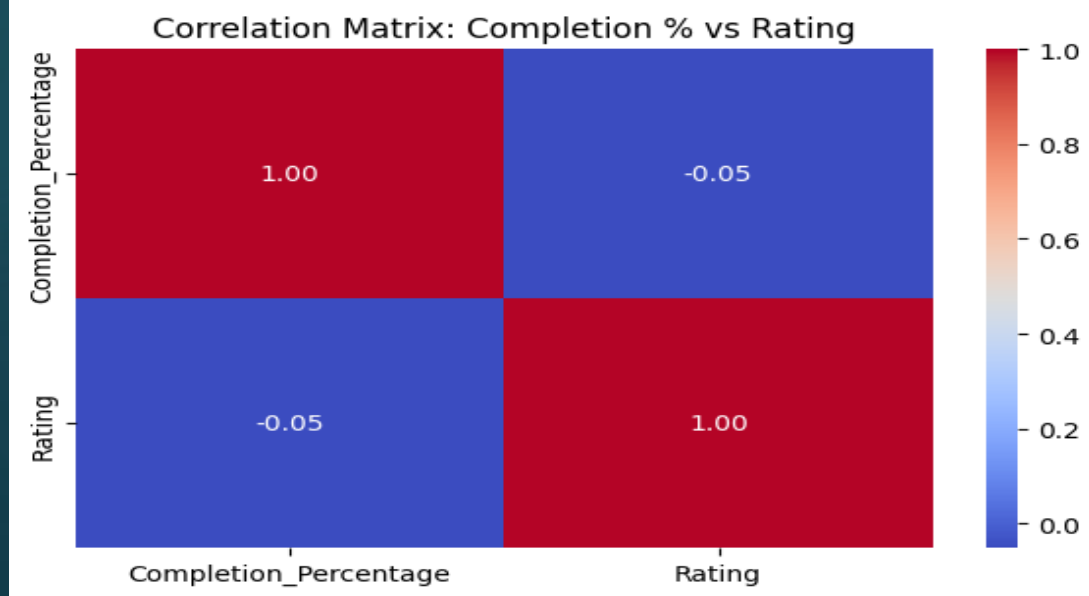
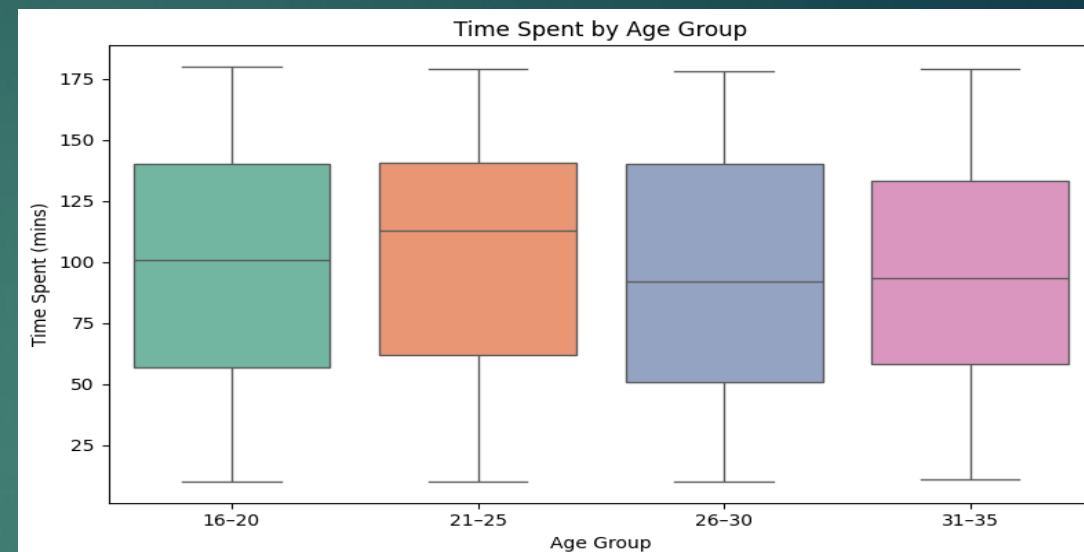
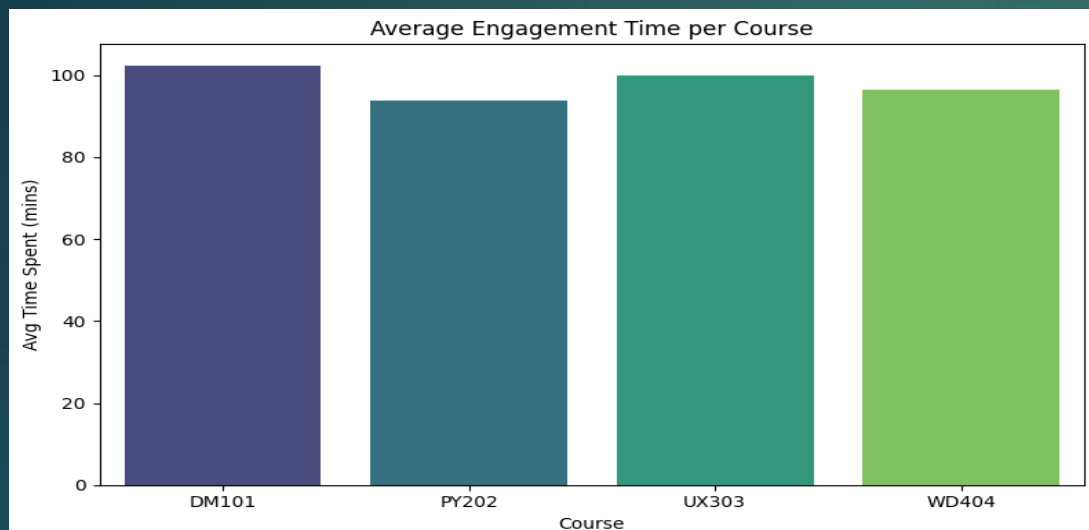
User Engagement Analysis Report

ZYLENTRIX – DATA ANALYST INTERN TASK

Top 5 Insights

- Average course completion rate is **54.78%**
- **DM101** = highest engagement (102.4 mins), **PY202** = lowest (93.9 mins)
- **PY202** = highest-rated (3.28), **WD404** = lowest (2.79)
- Highest engagement: **21–25 age group, Kolkata & Delhi**
- Weak correlation between completion % and rating (-0.05)

Visual Insights



Recommendations

- **Learn from DM101:** Improve courses like PY202 and WD404 by applying DM101's best practices
- **Target Key Groups:** Focus on 21–25-year-olds and active cities like Kolkata/Delhi
- **Better Feedback:** Use surveys to understand what really affects student satisfaction

THANK YOU