

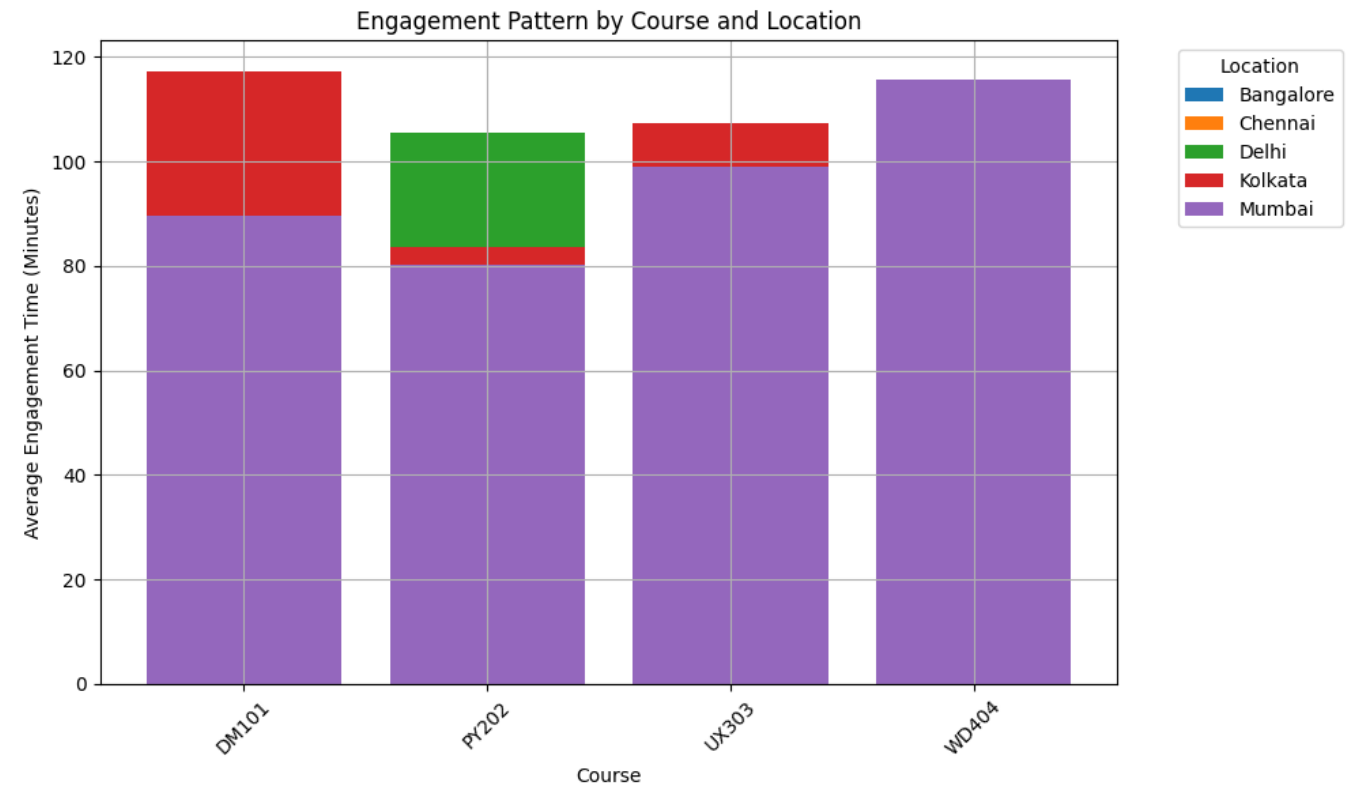
Data Analysis of User Engagement on Zylentrix Platform

Submitted by:

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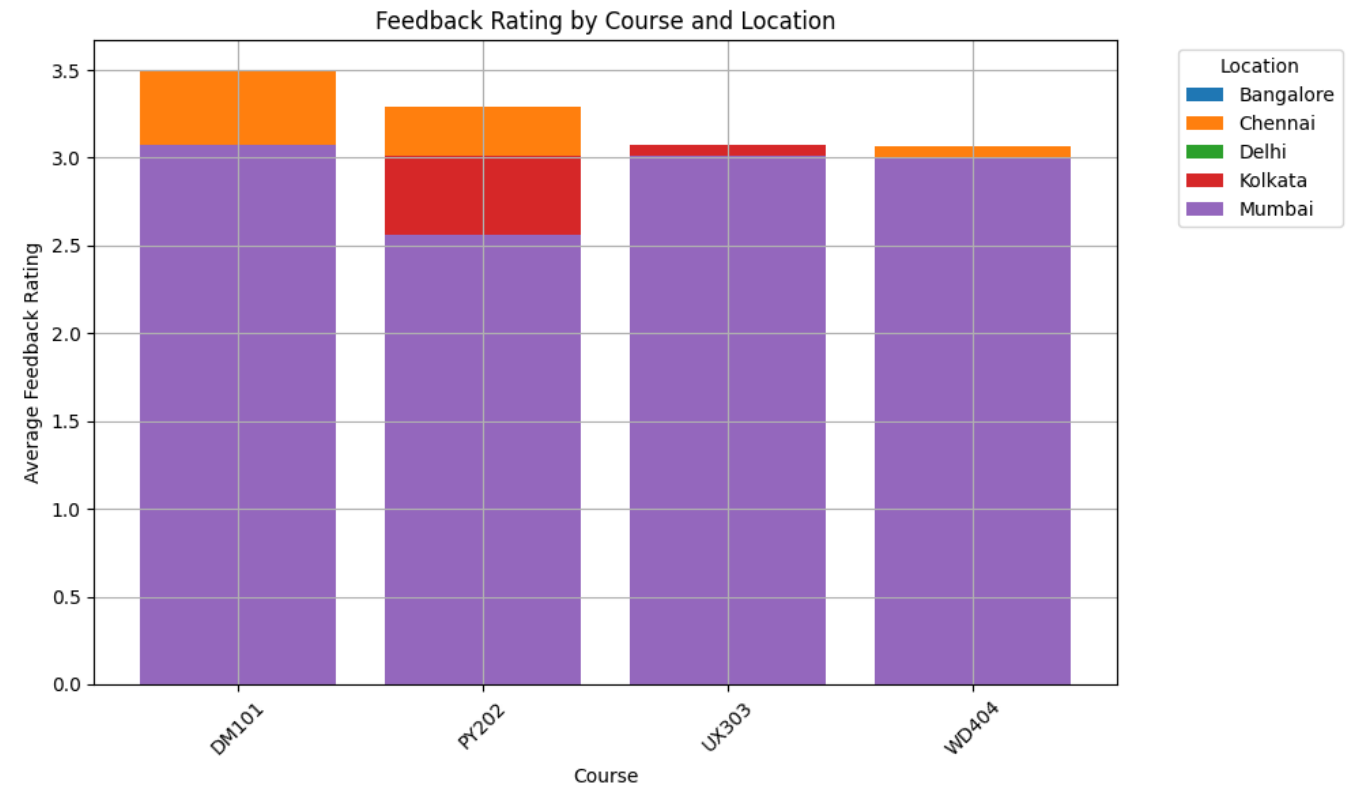
Visualization

- Show engagement patterns by course and demographic(location).



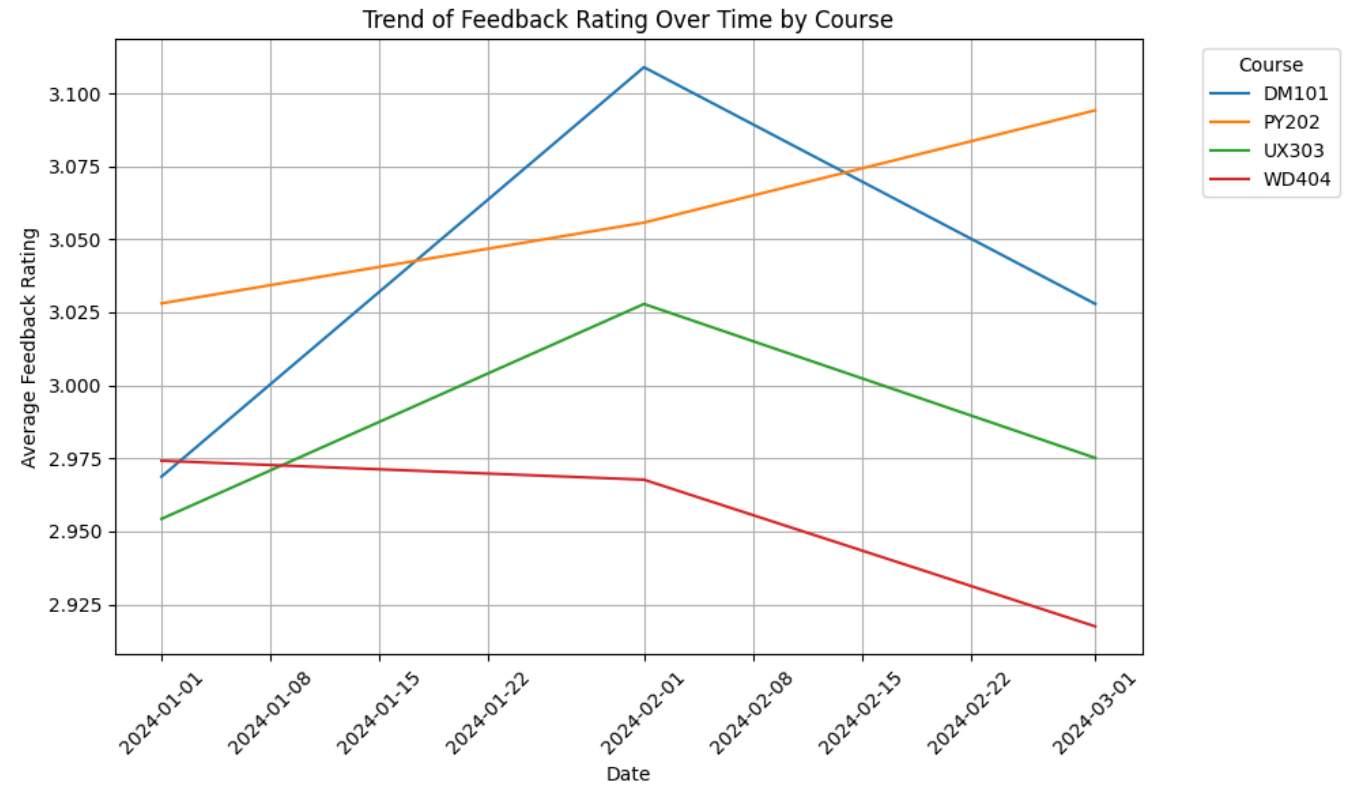
Visualization

- Compare feedback ratings



Visualization

- Highlight trends overtime



Top Insights

- The **overall average completion rate across courses** is **54.78%**. This indicates that, on average, students complete slightly more than half of the course content. This suggests that there may be room for improvement in course engagement or content delivery.
- **DM101** has **highest average engagement time** at **102.43 minutes** and **PY202** has the lowest average engagement time at **93.90 minutes**.
- **Highest engagement by age** is **<20** and **highest engagement by location** is **Kolkata**. **Lowest engagement by age** is between **31-40** and **lowest engagement by location** is **Chennai**.
- **DM101** has the **highest feedback rating** of **3.04** and **WD404** has the **lowest feedback rating** of **2.95**.
- The **correlation** between **Completion Rate** and **Feedback Rating** is **-0.02** indicates **almost no relationship** which means student's satisfaction levels are **independent** of how much they completed the course.

Recommendation:

- **Increase student engagement** by focusing on creating more engaging content, interactive assignments, and incentives for students to continue and complete the course and also **implement automated alerts or notifications** for students who have low completion rates to encourage them to stay on track.
- **For younger students (<20 years)** enhance interactivity and engagement by **incorporating gamified elements** or **more real-world applications** to maintain their attention and **for older students (31-40 years)** understand their learning preferences and **create more flexible, time-efficient learning opportunities** that fit their professional and personal schedules.
- **Leverage top student's high-performance**, students could be great ambassadors for the courses. Consider involving them in testimonials, case studies, or even as peer mentors for other students.