# Report on Insights from an Online Education Platform

## Executive Summary

This report provides valuable insights into the engagement, onboarding, retention, content consumption, free-to-paid conversion, course engagement, exams, and certificates on a generic e-learning platform. The analysis is based on data from 2022 and offers a comprehensive overview of student behavior and platform performance.

## Platform Engagement

### 1. Number of Engaged Students

* Over 19,000 students have engaged with the platform's content.
* The majority of engaged students are on the free plan.
* Some free plan students converted to paying ones over time.

### 2. Difference Between Free and Paying Students

* Free plan students significantly outnumber paying students in terms of engagement.
* Paying users are less affected by marketing campaigns and free days.

### 3. Changes Over Time

* A significant peak in engagement was observed in mid-August, attributed to a three-day free access campaign.

### 4. Impact of Marketing Campaigns

* Marketing campaigns, gamification, and free access days have a positive impact on student engagement.
* A more than 30% increase in engaged students per day was noted following campaigns.

### 5. Monthly Trends

* A clear upward trend in the number of engaged students, with stronger engagement in the last three months.
* October had approximately 400 active students per day.

### 6. Increase in Paying Students

* Active paying students increased over time, indicating positive monetization trends.

## Onboarding and Retention

### 1. Onboarding Rate

* Onboarding rate varies between 40% and 60%.
* A notable increase to 70% was observed after launching a gamified version in mid-September.

### 2. Retention Analysis

* Free plan students mostly remain engaged within the month they onboarded.
* Approximately half of paying students are retained after the first month.
* Retention rates decrease over time.

### 3. Impact of Marketing Campaigns

* Marketing campaigns play a role in attracting new paying students.
* Targeting the right audience is crucial for long-term engagement.

### 4. Seasonal and External Factors

* Seasonal and external factors impact engagement.
* Historical data shows past students returning as paying users.

## Content Consumption

### 1. Average Minutes Watched

* Free plan users watch an average of 20-30 minutes of content.
* Confirmed hypothesis of free plan student behavior.

### 2. Average Minutes Watched by Paying Students

* Paying students watch approximately 540 minutes on average.
* Suggests completing one extensive course or multiple shorter ones.

### 3. Monthly Trends in Content Consumption

* Gradual increase in minutes watched, with August being the strongest month.
* Paying students exhibit different behavior.

### 4. Monthly Minutes Watched per Student

* Numbers vary between 150 and 230 minutes.
* Paying students complete about one course per month on average.

## F2P CR and Subscription Duration

### 1. Conversion Rate Analysis

* Conversion rate increases as students watch more content.
* Peak conversion rate observed for students who watched about two hours of content.

### 2. Impact of Content Consumption

* The peak conversion rate is observed for students who have watched about two hours of content, with approximately 40% converting to paying students.
* Students more likely to pay for full access when they find a course that meets their expectations.

### 3. Suggested Actions

* One of the strategies that can be applied to improve the conversion rate, is that we can introduce students to a course they might enjoy right from the start and designing quizzes to recommend courses based on their interests and knowledge.
* We can also perform an A/B test to encourage exploration and engagement by giving new registered students a 24-hour unlocked period.

### 4. Average Subscription Duration

* On average, the more content students consume, the longer they stay subscribed. Hence indicating a positive correlation between content consumption and subscription duration.

## Course Engagement

### 1. Overall Minutes Watched

* Top courses include "Introduction to Data and Data Science," "SQL Statistics," and others.
* Cover fundamental topics in data science and are highly engaging.

### 2. Minutes Watched per Student

* Courses like "SQL" and "Python Programmer Bootcamp" show strong student engagement.

### 3. Completion Rate

* "Negotiation" course leads with a 95% completion rate.
* Other shorter courses also perform well.

### 4. Average Course Rating

* Platform courses receive an average rating of 4.8 with over 2,305 five-star ratings out of more than 2,700 votes.
* Courses are well-received by students.

## Exams

### 1. Number of Exams Taken

* About 2,500 monthly exam attempts on average.
* August is an outlier with over 7,000 exams attempted.

### 2. Exam Success Rate - Practice Exams

* Approximately 30% of practice exams do not meet the passing benchmark.

### 3. Exam Success Rate - Course Exams

* About 70% of course exams have a passing mark.
* August records a lower passing rate, possibly due to incomplete course lectures.

### 4. Exam Success Rate - Career Track Exams

* Career track exams have lower pass rates, suggesting increased difficulty and deeper material understanding.

## Certificates

### 1. Number of Certificates Issued

* About 3,600 certificates (course and career track) issued.
* Factors contributing to growth include early registered students and increased engagement.

### 2. Number of Career Track Certificates

* Career track certificates less common, indicating higher time requirements.

### 3. Completion Rate for Career Tracks

* Completion rate decreases as students progress through career track steps.

### 4. Career Track Analysis by Type

* Different career tracks have varying completion rates, with the business analyst track having the highest completion rate.