

e-GMAT Review Analysis Report

1. Feature Recommendations

a. Typos and Question Quality in Verbal/Quant Sections

Recommendation: Improve quality of Verbal content with thorough editing and make Quant question content realistic to expected trend of difficulty level across all courses, especially in GMAT Live Prep and Online Focused. But also include higher difficulty level to encourage engagement and learning.

- **Supporting Evidence:**

```
[22]: %sql select * from analysis where Suggested like "Difficulty level" or Suggested like "Typo"
+ sqllite:///mydb.db
Done.
```

[22]:	Date	Stars	ImprovedPoints	Course	Commented	Suggested
	2024-11-27	5	70	GMAT Live Prep	GMAT Live Prep: "verbal section" "data analytics" "live sessions and coach connect" "last mile push program" "question forums with prompt responses"	GMAT Live Prep: "some typos on verbal questions should be addressed" "word problems section hard question are much more difficult and time consuming than what is tested suggest to lower difficulty or mix in less difficult problems that can be completed in around three minutes compared to the excessive questions with four or five minute median solving times"
	2025-05-06	5	60	Online 360	Online 360: after analyzing melissa's interview, i can craft a comprehensive review of e-gmat's gmat preparation program. her journey from 625 to 685 highlights several standout features that made e-gmat particularly effective compared to other preparation options she had tried. e-gmat's data insights preparation stands out as exceptional in the gmat prep landscape, what sets it apart is the realistic exam simulation that allows students to navigate through multiple tabs just like on the actual exam - a feature melissa noted was missing from other preparation sites. the variety of question types provided in e-gmat's data insights section is impressive, covering everything from tables with paragraph information to diverse chart types that other preparation platforms simply don't offer. this comprehensive approach to di preparation gives students exposure to the full spectrum of question formats they might encounter on test day, eliminating unwelcome surprises.	Online 360: the platform's quantitative section delivers questions with a higher difficulty level than what's found in official gmat exams, which proved to be excellent preparation for melissa. when facing the actual gmat, she found the questions more manageable because she had already practiced with more challenging material. the targeted practice system allows students to zero in on specific topics they struggle with, rather than repeatedly covering material they've already mastered. this personalized approach to practice is more efficient and effective than the one-size-fits-all method used by many other preparation programs.
	2025-03-25	5	0	Online 360	Online 360: e-gmat's pace engine revolutionized my study approach by precisely identifying knowledge gaps and creating a personalized learning path. this intelligent system saved me approximately 25 hours by allowing me to skip familiar concepts while diving deeper into challenging areas. rather than following a linear curriculum, the pace engine adapted to my strengths and weaknesses, particularly in quant where	Online 360: the scholarship question bank proved invaluable with its vast collection of practice questions stratified by difficulty level. this feature allowed me to progressively challenge myself from medium to hard questions across all topics. the platform's detailed analytics tracked my performance across all question types and difficulty levels, helping me identify patterns in my approach to different problem categories. each question included

- **Student Benefit:** Eliminating typos will reduce confusion and improve content clarity for learners; realistic Quant content will better simulate test conditions and support effective practice.

b. Improved Error-Tracking and Study Planning Tools

Recommendation: Enhance the error log system and provide more personalized, realistic study plans in Online 360 and Online Focused.

- **Supporting Evidence:**

```
[16]: %sql select * from analysis where Suggested like "Error log" limit 3
+ sqllite:///mydb.db
Done.
```

[16]:	Date	Stars	ImprovedPoints	Course	Commented	Suggested
	2025-01-25	4	80	Online Focused	Online Focused: - good set of questions - scholarship for creating quizzes as per requirement and weak areas - helped with di (sets are good) - sectional and full mock tests - access to gmatclub test series	Online Focused: - doesn't have notes for all videos (still in making) - not see questions afterwards (logical from company end, but doesn't help students) - question bank can be increased (limited number of medium and hard questions for each topic) - verbal didn't help much in my case - extended financial help for people with constraints (no bulging from existing discounts)
	2025-01-14	5	30	Online 360	Online 360: 1. structured coursework with emphasis on developing processes, e.g. pre-thinking in verbal, translation of problem statements into equations across quant and data insights, 2. milestone based approach to help candidates to develop their skills and processes and use "cementing" to solidify them. this ensures measurable progress while keeping the	Online 360: 1. if possible simplify or streamline the error log process, while the intent is absolutely relevant, the process can be a little heavy for someone on a short timeline like in my case.

- **Student Benefit:** A better error-tracking tool helps students pinpoint weak areas faster. Realistic plans lead to better time management, focused learner engagement in the platform.

c. UI/UX Enhancements and Interactive Features

Recommendation: Update platform interface and integrate more interactive elements to enhance engagement across all the courses.

- **Supporting Evidence:**

[17]	Sql select * from analysis where Suggested like "Interface"					
	* sqlite:///mydb.db					
	Done.					
[17]	Date	Stars	ImprovedPoints	Course	Commented	Suggested
	2025-03-18	5	0	Mentorship	<p>Mentorship: clear and structured curriculum tailored for students of all levels, extensive question bank in the scholaranium platform with varied difficulty levels, customizable quizzes for targeted practice and regular revision, robust analytics offering actionable insights into performance trends and weak areas, personalized mentorship through the last mile push (Imp) program, providing strategies and consistent feedback, prompt and reliable support from the e-gmat team.</p> <p>some minor interface improvements in terms of solutions' easy availability later on, and maybe create a roster of sorts wherein the student can just go through the complete list of questions that are attempted</p>	Mentorship
	2025-01-16	5	0	Online Focused	<p>Online Focused: verbal modules, practice questions covering all types and frameworks, and ways to approach the questions, were excellent, prethinking was a game changer, for quant, the pace system was useful in saving time, with its suggestion to skip already strong topics and work on unfamiliar topics, di was very comprehensive, covering all types of topics, cementing quizzes, scholaranium, and mocks were excellent for practice.</p> <p>in verbal, some rc modules seemed odd, the content was good, but the interface (ppt type) seemed outdated and slow</p>	Online Focused
	2024-12-23	5	60	Online Focused	<p>Online Focused: scholaranium questions, modes and di learning modules.</p> <p>user interface matching like that of gmat, maybe have a confirm answer option that takes up a few seconds in the actual gmat</p>	Online Focused
	2024-	5	50	Online	<p>Online Focused: clear and structured curriculum tailored for students of all levels, including non-quantitative backgrounds, extensive question bank in the scholaranium platform with a wide variety of difficulty levels, customizable quizzes for targeted practice, allowing focus on specific weak areas and regular revision,</p> <p>Online Focused: - sigma x mock tests tend to feel more challenging and time-intensive than the actual gmat, which can create a slight mismatch in expectations, aligning these mocks closer to the real exam would enhance their utility</p>	Online Focused

- Student Benefit:** A modern, engaging UI supports better usability and encourages longer study sessions. Interactive learning promotes retention and deeper understanding for visual and kinaesthetic learners.

2. Strengths Analysis

Top Praised Features

- **Scholaranium** – Advanced practice tool praised for data-driven feedback and analytics (7 mentions).
- **Data-Driven Approach** – Widely appreciated for actionable insights (6 mentions).
- **Structured Learning Paths** – Enables logical and progressive study flow (5 mentions).
- **Mentorship Support & Personalized Plans** – High value in student motivation and targeted help (9 combined mentions).
- **Adaptive Learning Model** – Praised for dynamically adjusting difficulty (3 mentions).

[25]:

```

%%sql
select * from analysis where Commended like '%scholaranium%' or Commended like '%data driven%' or Commended like '%mentor%' or Commended like '%structu%'
* sqlite:///mydb.db
Done.

```

[25]:

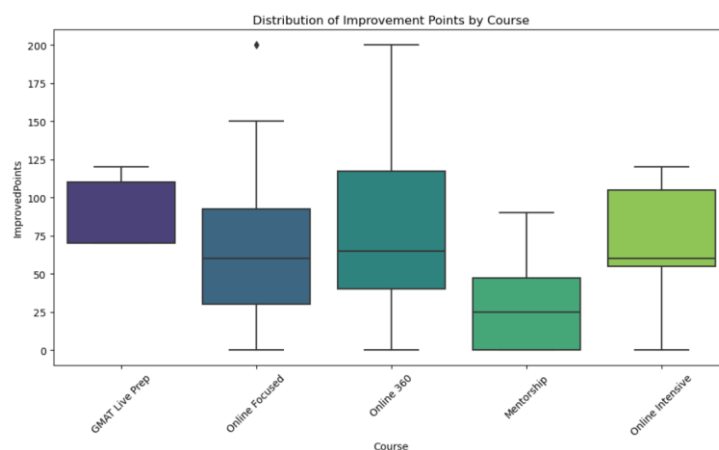
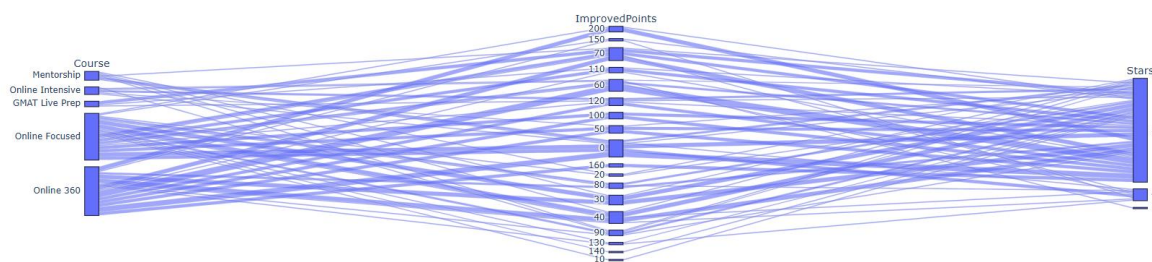
Date	Stars	ImprovedPoints	Course	Commended	Suggested
2025-05-13	5	110	Online Focused	<p>1. last mile program (lmp) & mentorship</p> <p>Imp assigned me a dedicated mentor who provided a customized study plan and personally tracked my progress throughout the journey, honestly, having such a mentor made decision-making so much easier—thanks to her vast experience and clear guidance, she always knew where i needed to pivot and what to prioritize, that kind of mentorship is rare and extremely valuable.</p> <p>2. data insights (di) – high-quality content</p> <p>e-gmat's di module and question sets are excellent, the explanations are detailed, and the structure builds strong logical and analytical skills, even on a bad test day, i was able to score an 84 in di (97th percentile)—all thanks to their methods and practice questions, the content truly prepares you for anything the gmat can throw at you.</p> <p>3. scholaranium – a must-have tool</p> <p>scholaranium's massive, high-quality question bank was one of the most useful tools in my prep. It made learning and practice much more effective, without it, gmat prep would've been extremely difficult, plus, the performance analytics really help identify where you need to improve.</p>	<p>Online Focused:</p> <p>i had a good experience with e-gmat so far</p>
2025-05-12	5	200	Online 360	<p>1. adaptive preparation based on your strengths</p> <p>2. lets you plan your time and schedule better - especially for working professional</p> <p>3. structured approach for verbal (ensures conviction in marking answers)</p> <p>4. good focus on details in di and quants</p> <p>4. cementing phase - e-gmat's cementing (intermediate tests at topic level) and error logs</p> <p>5. sectional mock</p> <p>6. final mock papers - you get 5 mock papers.</p> <p>Mentorship:</p> <p>top-notch verbal course (especially cr):</p> <p>their meaning-based approach to sentence correction and logic-driven critical reasoning methods are some of the best in the market. It makes concepts intuitive and helps in long-term retention.</p> <p>personalized study plans:</p> <p>the personalized study planner gives you a realistic timeline with topic-level breakdowns, helping you plan efficiently based on your target score and daily availability.</p> <p>scholaranium analytics:</p> <p>this platform offers detailed performance analytics at a sub-skill level, you can pinpoint exactly which concept or question type is dragging your score down.</p> <p>responsive mentorship support:</p> <p>their mentorship program is hands-on—mentors track your progress, provide check-ins, and adjust your strategy based on data, this is a huge motivator, especially for working professionals.</p> <p>focus on process over speed:</p> <p>e-gmat emphasizes getting the process right first, then building speed, this structured thinking greatly helps reduce careless errors and improves accuracy.</p>	<p>Online 360:</p> <p>could increase the number of mock test papers from existing 5 to 10 papers.</p> <p>Mentorship:</p> <p>a dynamic planner that adjusts based on weekly availability or learning pace could reduce overwhelm and keep prep aligned with real-life schedules.</p>
2025-05-12	5	70	Mentorship		

Popular Courses

Online 360 – 7 mentions, **Online Focused** – 6 mentions, and **GMAT Live Prep** – 4 mentions.

The following charts shows how each of these courses have contributed in boosting the learner's scores which resulted in the above commendations.

Parallel Categories (Years)



Trends (2024–2025)

- Many users highlighted significant score improvements, particularly in verbal reasoning.
- In the first five months of 2025 lots of Online 360 learners have showed improvement by increased ~75-80 points.

Evolution Over 4 Years

Due to data constraints (110 reviews from Aug 2024–May 2025), long-term evolution was not covered from historical data. To address this, a plan to web scrape historical e-GMAT reviews from forums such as GMAT Club can be consideration.

3. Technical Implementation

Approach: The goal was to extract meaningful insights—both qualitative and quantitative—from raw user reviews. The following steps structured the implementation:

a. Understanding the Data

- Initial data exploration helped identify key columns: ReviewBody, Stars, ImprovedPoints, Course name, and Date.
- Verified coverage of structured and unstructured reviews to plan segmentation strategies.

b. Data Cleaning & Formatting

- Standardized Stars as numerical values.
- Normalized course names for consistency.
- Parsed and split review dates into Year and Month for temporal analysis.

c. Review Segmentation

- Segmenting reviews into four key categories using SpaCy - small model (NLP over regex as the latter couldn't capture sentiments and unstructured reviews effectively):
 - **Strengths**
 - **Improvements**
 - **Personal Experience**
 - **Tips**
- For 91% of structured reviews, headers were used to directly extract segments.
- For the remaining, sentence-level chunking was applied with keyword-based pattern matching to identify segment type.

d. Praise & Recommendation Extraction

- Extracted two main fields: Commended (praises) and Suggested (improvements).
- Used **SpaCy** - large model for reasoning and context combining for unstructured reviews.
- Included course taken by the user for corresponding review for better classification.

e. Backend & LLM Integration

- Developed a **Flask** backend to serve API endpoints.

- Integrated **LLaMA 3.3 8B Instruct** (via OpenRouter) to summarize:
 - Top strengths and praised features
 - Suggested improvements and feature requests
- LLaMA was selected for its cost-efficiency and strong long-text reasoning ability. GPT-4/Claude 3 were also evaluated.

f. UI for Insight Consumption

- Built a **React (Vite)** frontend to display LLM outputs and key summary insights.

g. Data Visualization with Dash

- Created a Dash dashboard to visualize:
 - Pie chart: Star ratings, Improved points and course distribution
 - Parallel categories chart: Relationship between Stars, Course, and Improved Points

h. SQLite Database for Review Storage

- Used SQLite to persist structured review data and efficiently query:
 - Course-specific praise/improvement counts
 - Date-based sentiment trends
 - Review excerpts for feature justification

Major Challenges and Solutions:

- **Unstructured reviews:** Regex failed to cover all cases. Switched to NLP for contextual segmentation.
- **Scalability vs. Cost:** LLMs avoided for raw review segmentation to save cost and to retain raw review context. Used it only for higher-order insight generation.
- **Reasoning vs. Cost:** Using LLMs like GPT-4, Claude-3-Sonnet, or Claude-3-Opus for lengthy context's insight generation is expensive and they are known for their technical accuracy than reasoning ability so llama-3.3-8b-instruct was chosen for cost effective and better reasoning.
- **Redundant LLM Calls on Static Data:** Multiple LLM calls were being made even when no change occurred in the reviews source dataset, resulting in unnecessary latency and cost. Implemented local caching mechanism so that LLM insight generation is triggered only when the source CSV is modified. Otherwise, previously stored outputs are reused from local storage.
- **Historical comparison limitation:** Current data spans less than 12 months. Plan to incorporate external review scraping to address this.

[Repository Link](#)

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