

CSC8631 Project

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Why people decide to leave the course?

Why would this be useful?

If we can work out why people are leaving the course, we could create future courses based on these findings so it is better suited to the users' needs, meaning it would help reduce the amount of people leaving, keeping the users engaged.

Cycles

Cycle one – Leavers data to find why people left

- Went well with little error

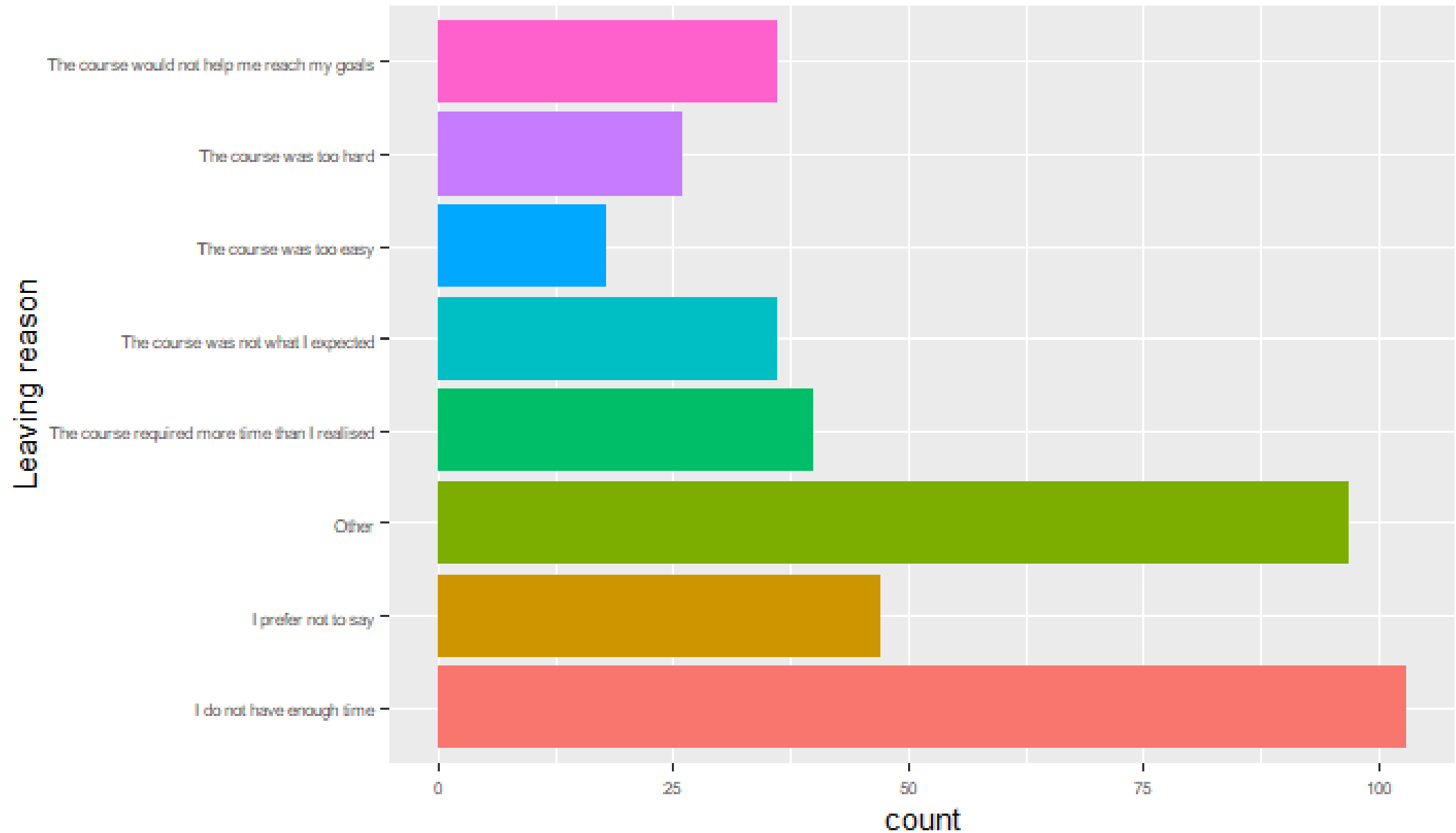
Cycle two – Adding in enrolmet data to see who was leaving

- Number of NA results in the data ment it was difficult to get results.

Data understanding

- A quick look over 7 cycles worth of data it was clear that the data relating to user **leaving results** would be useful.
- Combined that data together to make the data set that I was going to do my analysis on

The reasons why people left



Last completed step

1.1	1.11	1.12	1.13	1.14	1.15	1.16	1.18	1.19	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.1	2.12	2.15	2.17	2.18	2.2	2.22	2.23	2.3	2.4	2.5	2.6	2.8
12	1	2	6	3	2	2	1	14	15	12	4	8	3	7	6	2	2	1	2	1	4	2	1	4	1	3	1	1	3
2.9	3.1	3.11	3.12	3.13	3.14	3.16	3.17	3.18	3.19	3.2	3.9	<NA>																	
1	1	1	1	1	1	1	2	4	2	44	1	217																	

Highest amount of people
leaving is at step 3.2

217 didn't complete a step

The NA rows in the last_completed_step and last_completed_week_number

Last completed week

1	2	3	<NA>
100	27	59	217

Both had 217 missing values

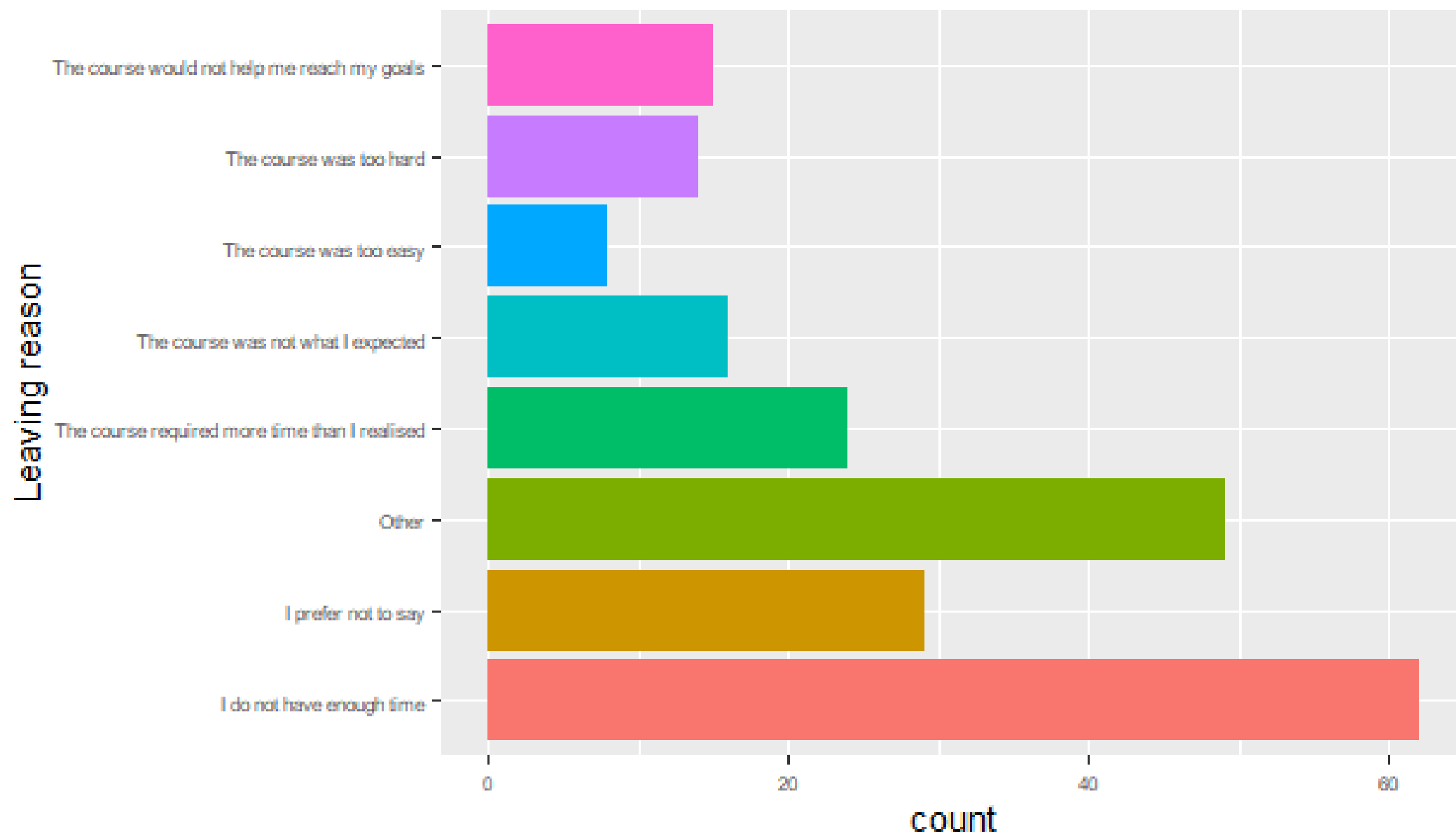
Last completed step

3.2	3.9	<NA>
44	1	217

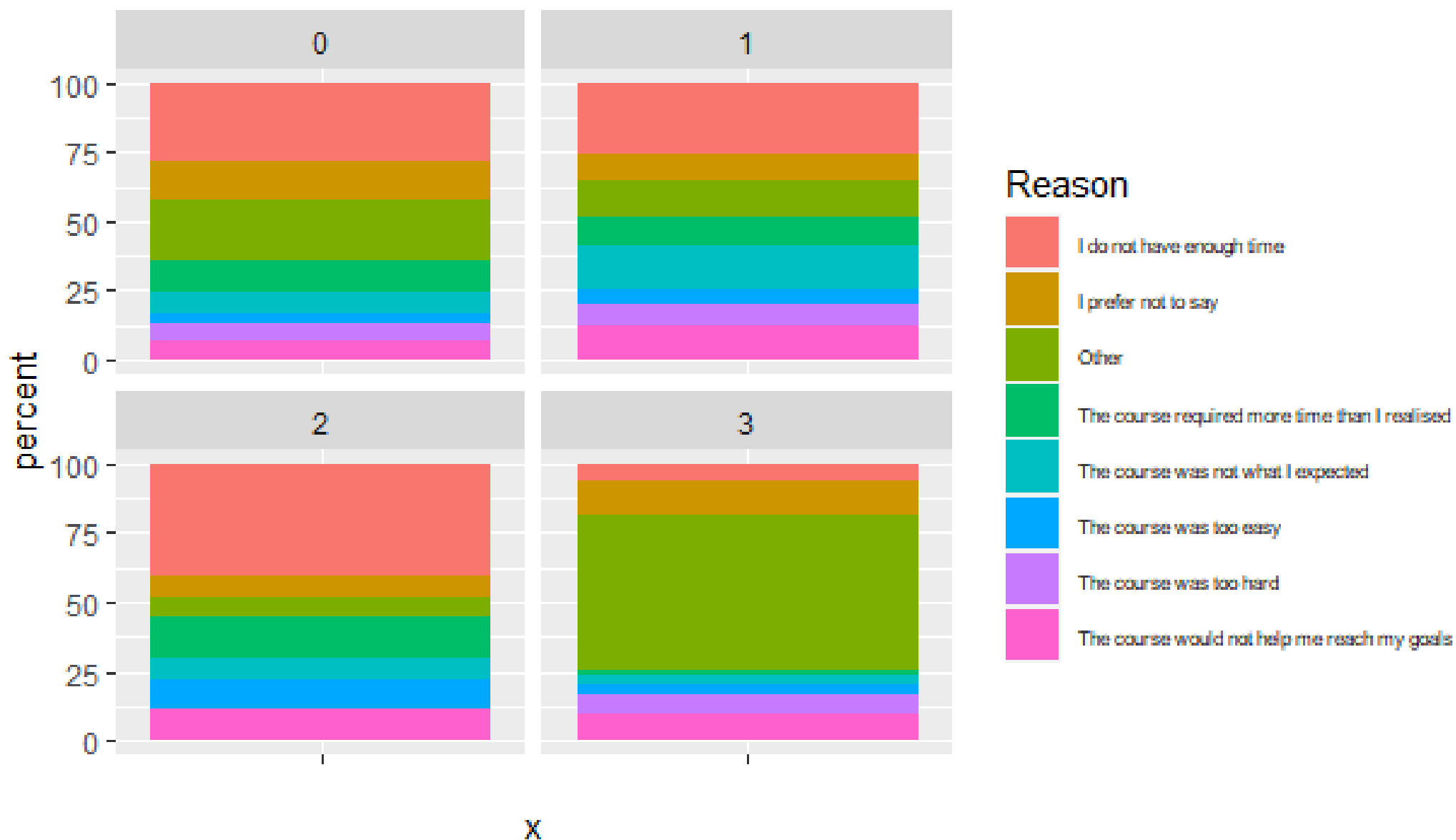
A check showed that If a person was missing one then they would be missing the other another

This suggest that there values are actually "week zero"

The reason why people left but didnt complete a step

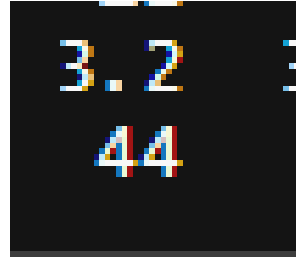


The reason why people left in each Week



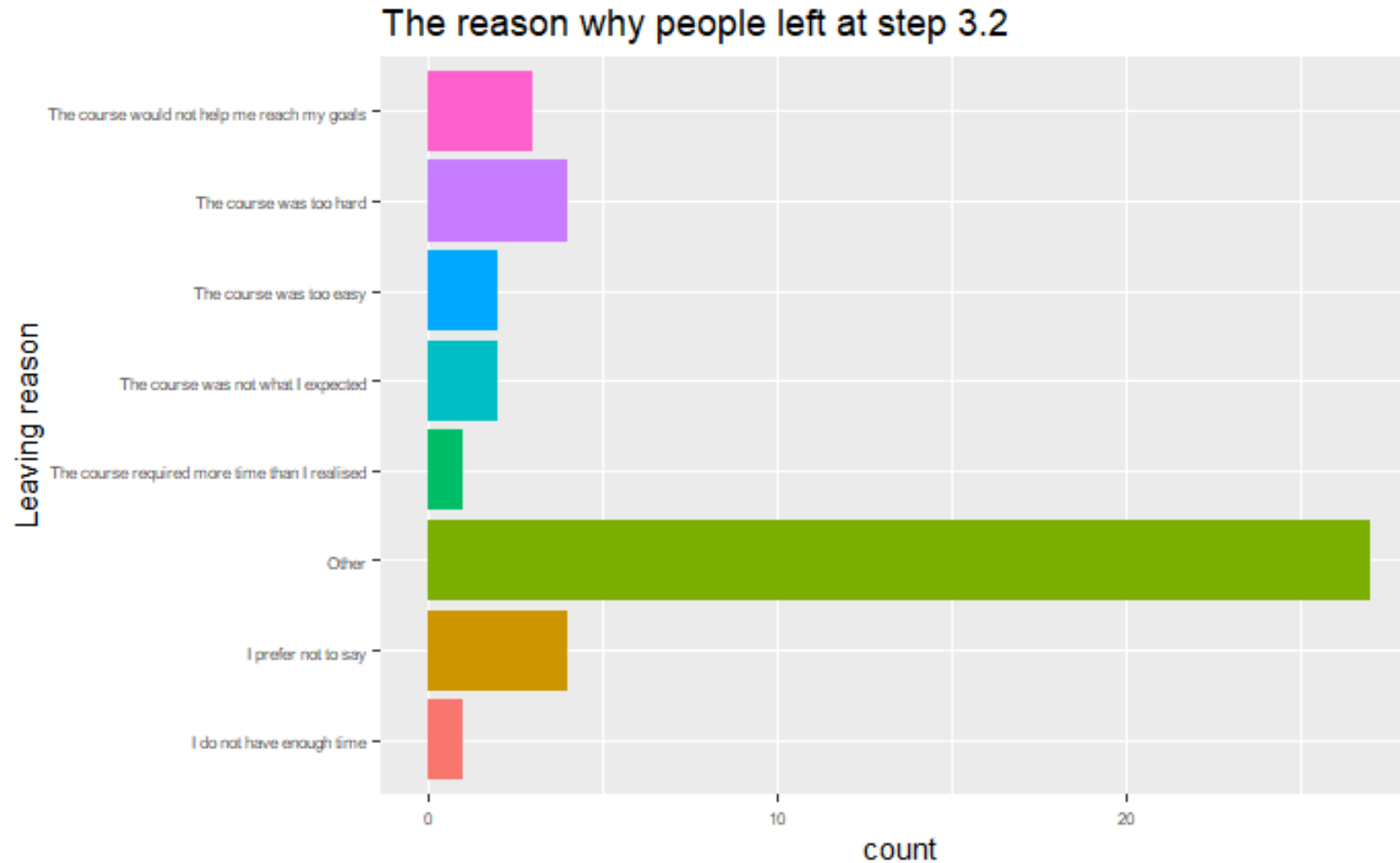
Step 3.2

Last completed step



Looking at the courses step 3.2 is a video (Devices in the future home VIDEO (03:26))

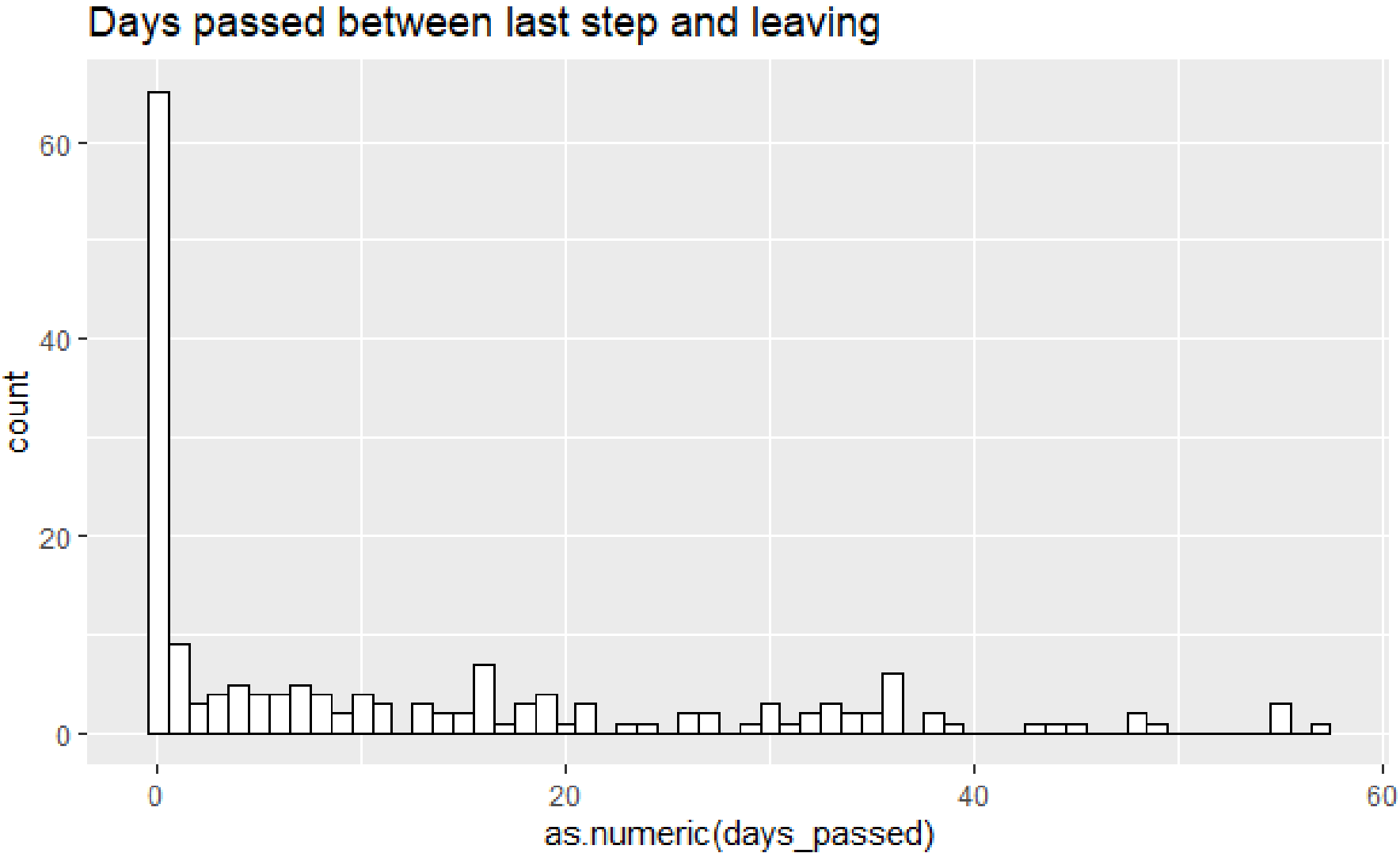
Step 3.2



We see that the reason is overwhelmingly "other". This suggest that there is a unique issue with this video that is causing people to leave. Maybe its offending people?

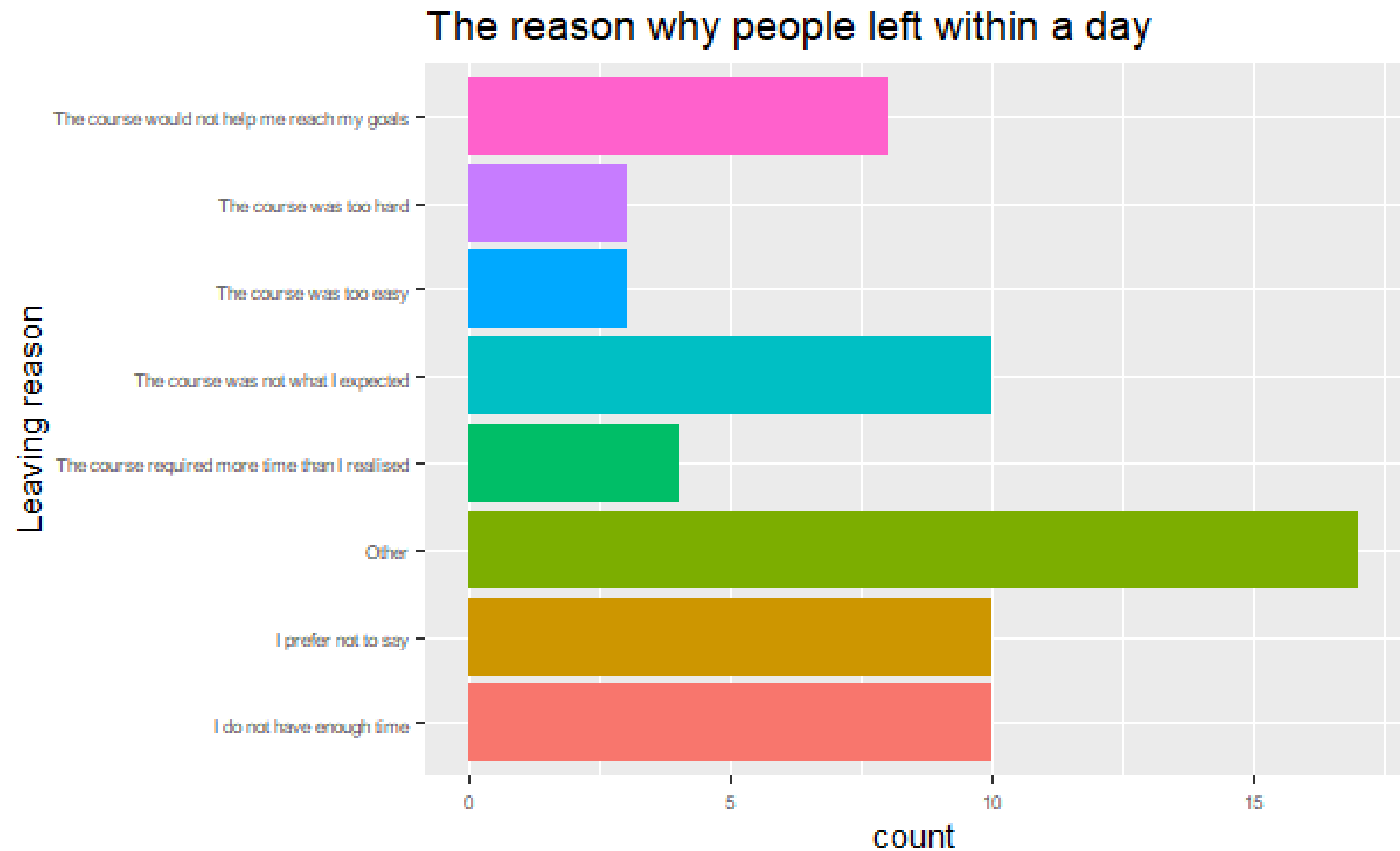
Time between last step and
the leaving response

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
0.00	0.00	5.00	11.99	19.00	57.00



Time between last step and the leaving response

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
0.00	0.00	5.00	11.99	19.00	57.00



Key take away

- A lot of people are leaving at step 3.2. This is a video and the main reason people give when leaving is other. This suggests that something is wrong with the video and that it may be offending/upsetting people to the point they want to leave. This should be looked to keep wanting to finish the course.
- There is a lot of people who leave without starting the course. This should be immediately investigated as if you can get people excited for starting the course then they will likely give the 1st step a shot and that may get them hooked.
- A lot of people are likely to leave just after they finished their last step, whilst this may be difficult to stop it's possible that maybe sending a message after a user completed a step saying what's coming next and that they're doing well may keep them invested.
- If future courses allowed a user to give their reason for other, we would have a better idea into why people leave.