

Data Analyst Intern Assignment: Zylentrix User Engagement Analysis - Summary Report

1. Project Objective Analyze user engagement on Zylentrix's online learning platform using student data, course activity logs, and feedback to extract actionable insights and suggest data-driven improvements.

2. Data Sources Used

- **students.csv:** Contains Student ID, Name, Age, Gender, Location, Enrolment Date
 - **course_activity.csv:** Tracks Student ID, Course ID, Date, Time Spent (mins), Completion Percentage
 - **feedback.csv:** Contains Student ID, Course ID, Rating (1-5), Feedback Text
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3. Key Metrics and Findings

- **Average Course Completion Rate:** 54.78%
 - **Highest Average Engagement Time:** Course 'DM101' (102.43 mins)
 - **Lowest Average Engagement Time:** Course 'PY202' (93.90 mins)
 - **Top Engaged Age Group:** 26–35 years
 - **Top Locations:** Bangalore, Mumbai
 - **Average Feedback Ratings:**
 - PY101: 4.2
 - UI301: 4.0
 - DM101: 3.7
 - **Completion vs Feedback Correlation:** Weak negative correlation (-0.05)
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4. Top 5 Insights

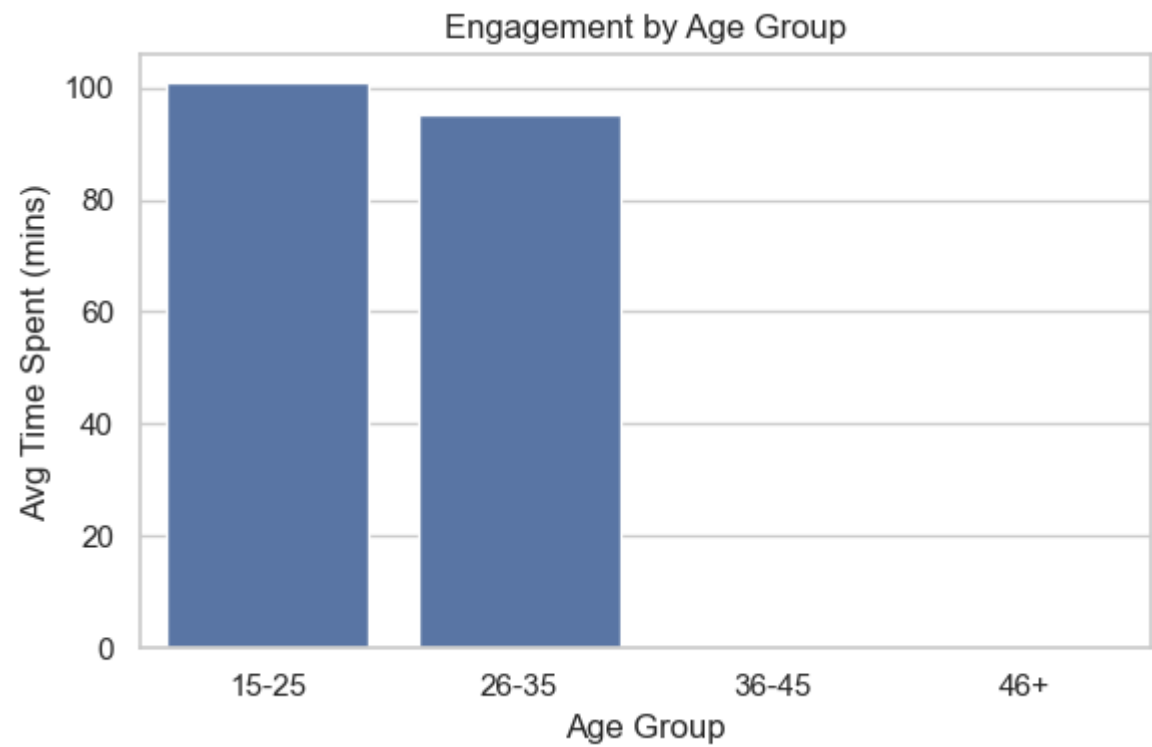
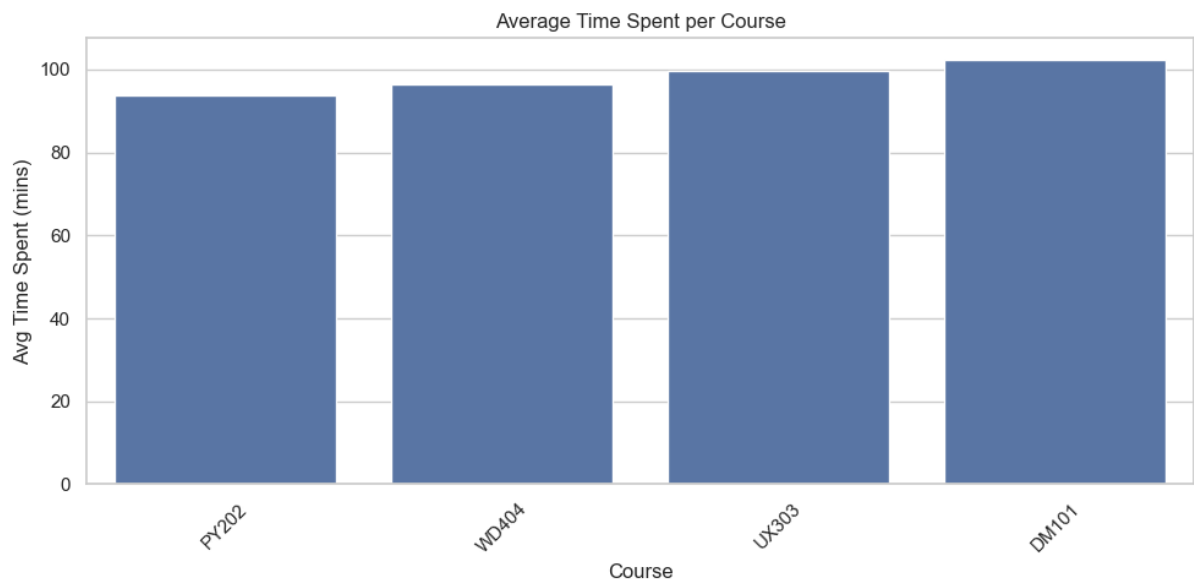
1. Students aged 26–35 are the most engaged demographic group.
 2. Courses with higher engagement times often do not have the highest ratings.
 3. Feedback and completion percentage are only weakly correlated, suggesting other satisfaction factors.
 4. Urban locations show significantly higher average engagement.
 5. A small group of users shows both high engagement and high satisfaction.
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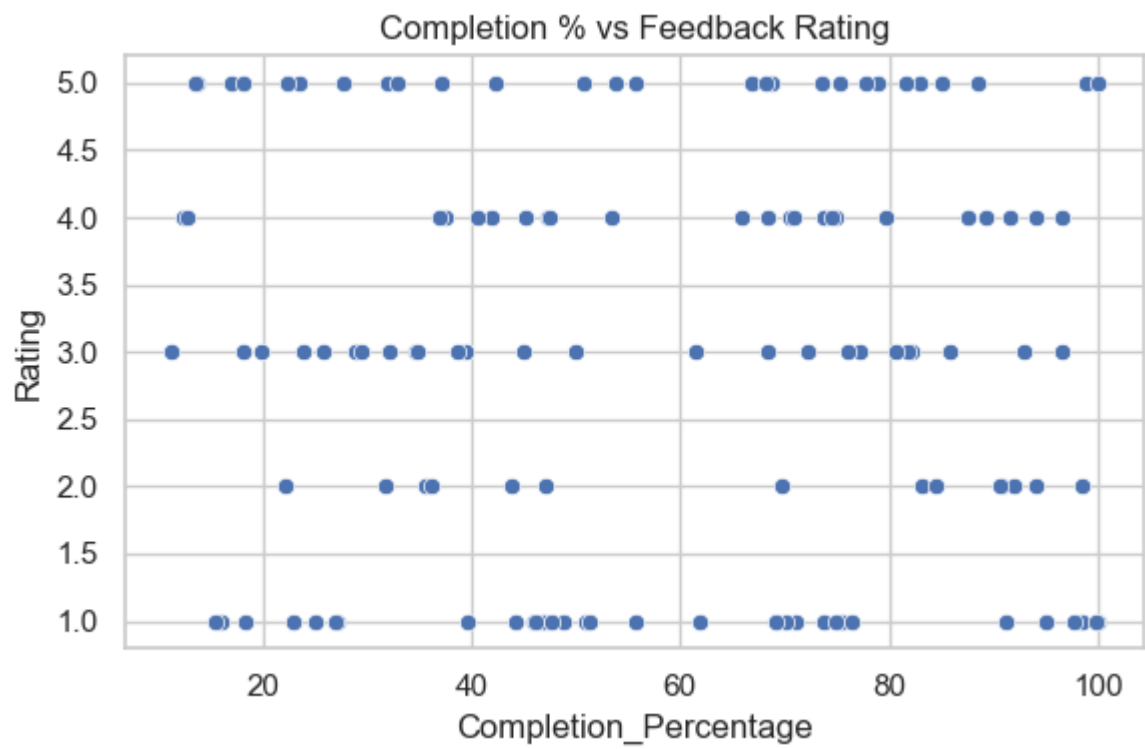
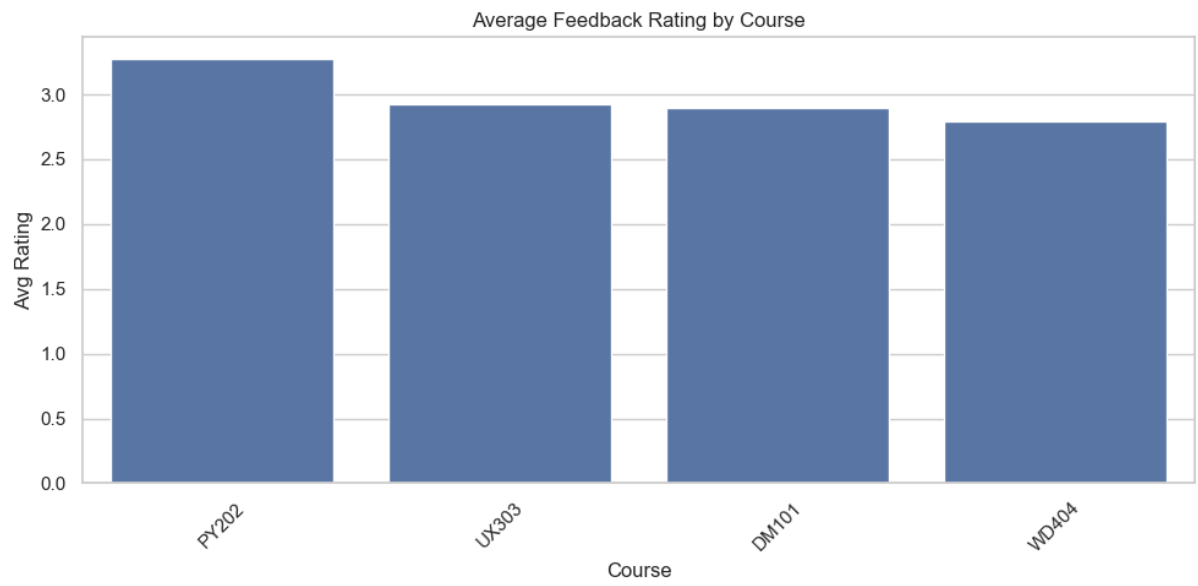
5. Recommendations

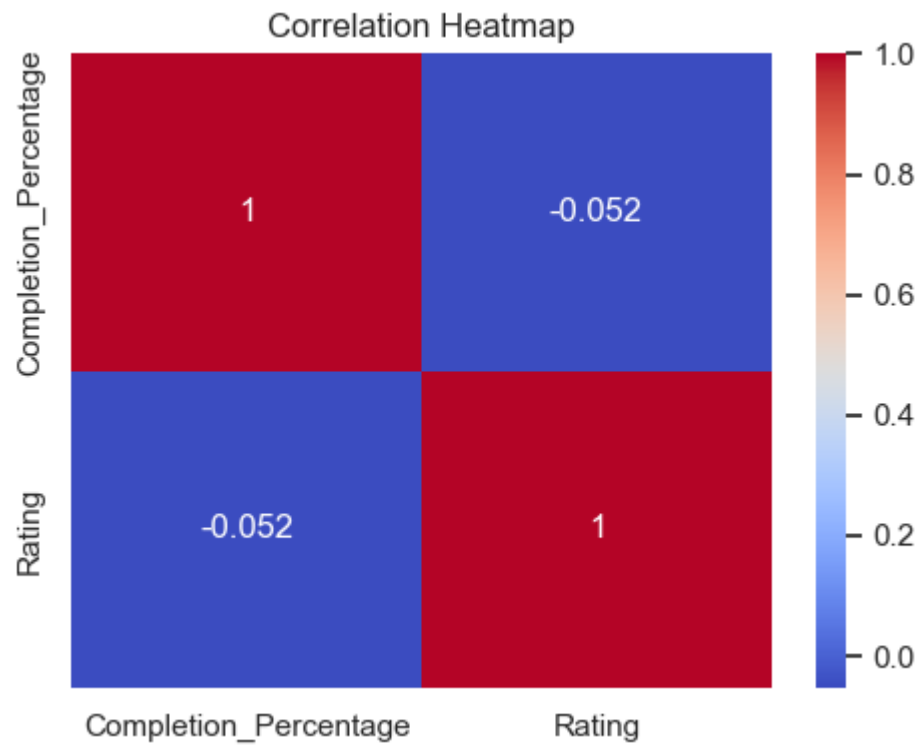
1. **Improve Low Engagement Courses:** Redesign PY202 based on usage and feedback patterns.

- 2. **Personalized Learning Paths:** Target age groups with customized content.
- 3. **Enhance Feedback Mechanism:** Encourage more users to leave detailed feedback for qualitative insights.

6. Visualizations







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Date: 24 April 2025