

# Who Will Drop Out?

Behavioural Insights and Early Warning Indicators for Student Success

**33K**  
Total Students

**0.31**  
Dropout Rate

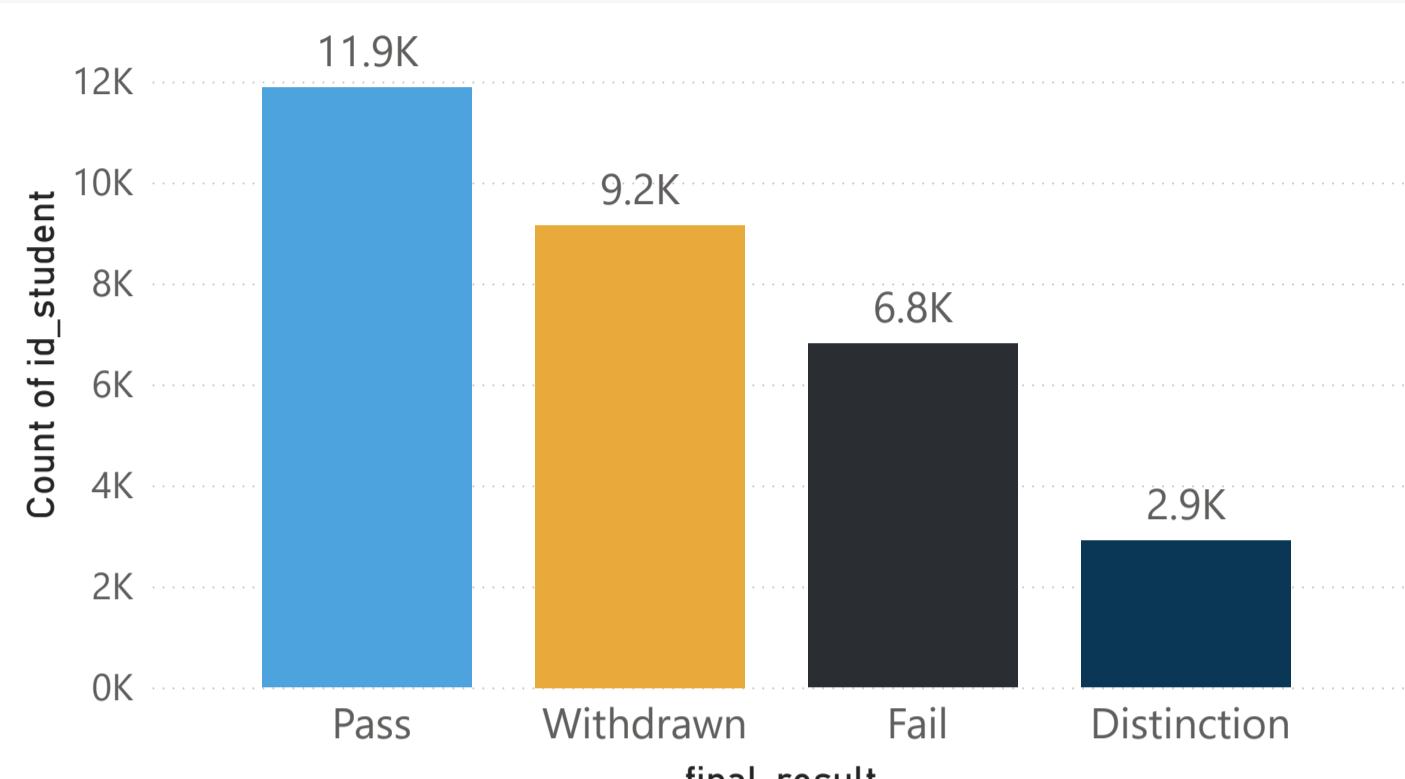
**72.77**  
Average Score

**0.09**  
Distinction...

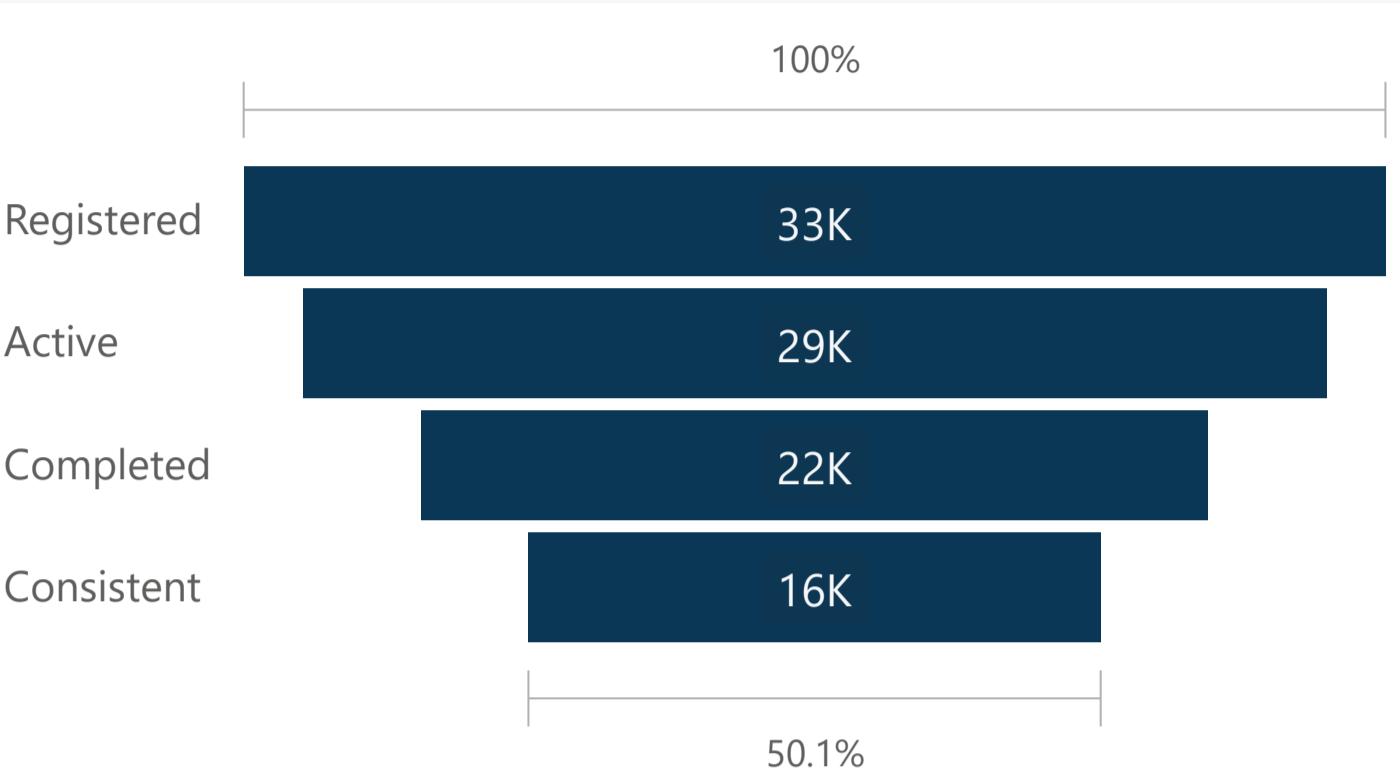
**0.38**  
Pass Rate

**0.20**  
Early drop-off

Outcome Distribution Across All Students



Funnel Value by Stage

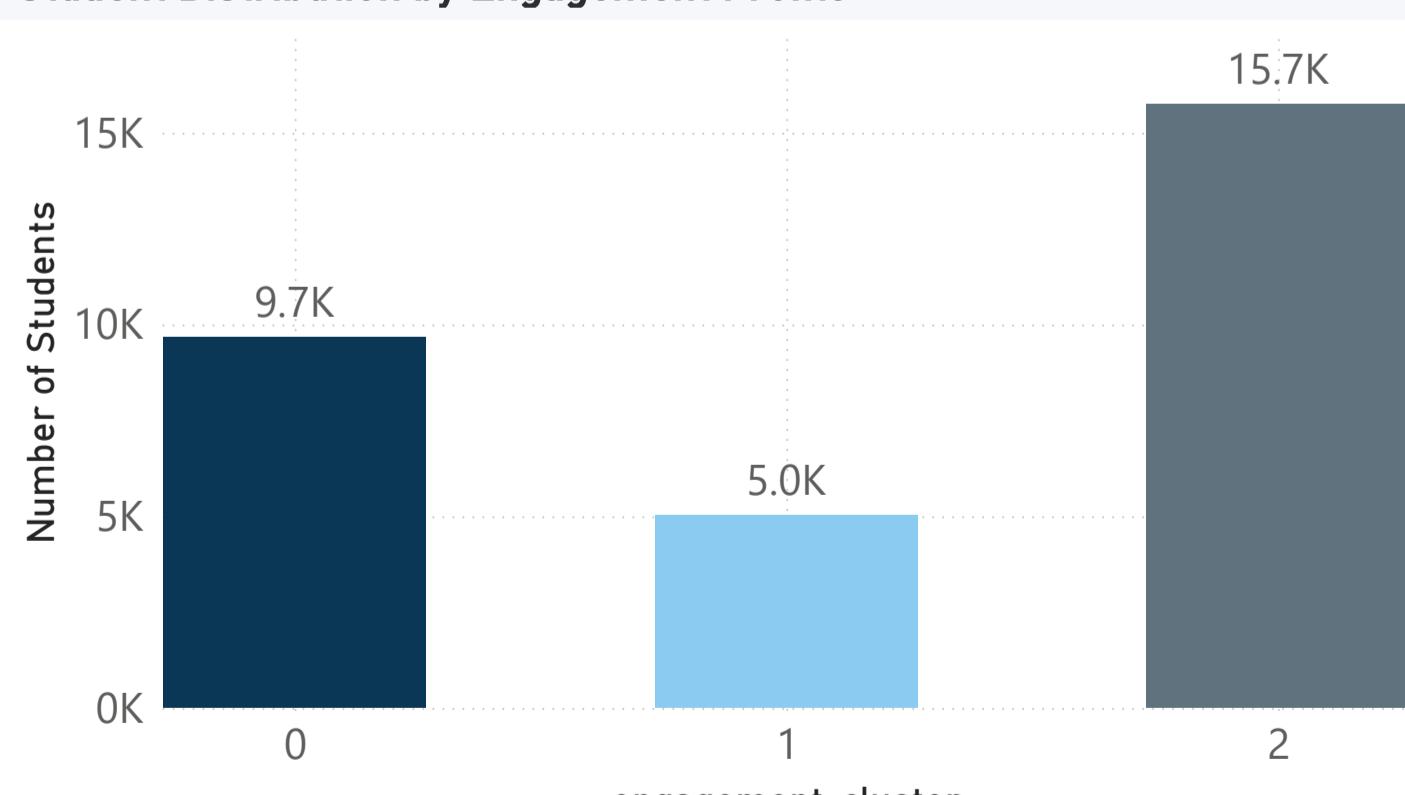


Cohort Retention Across the Module

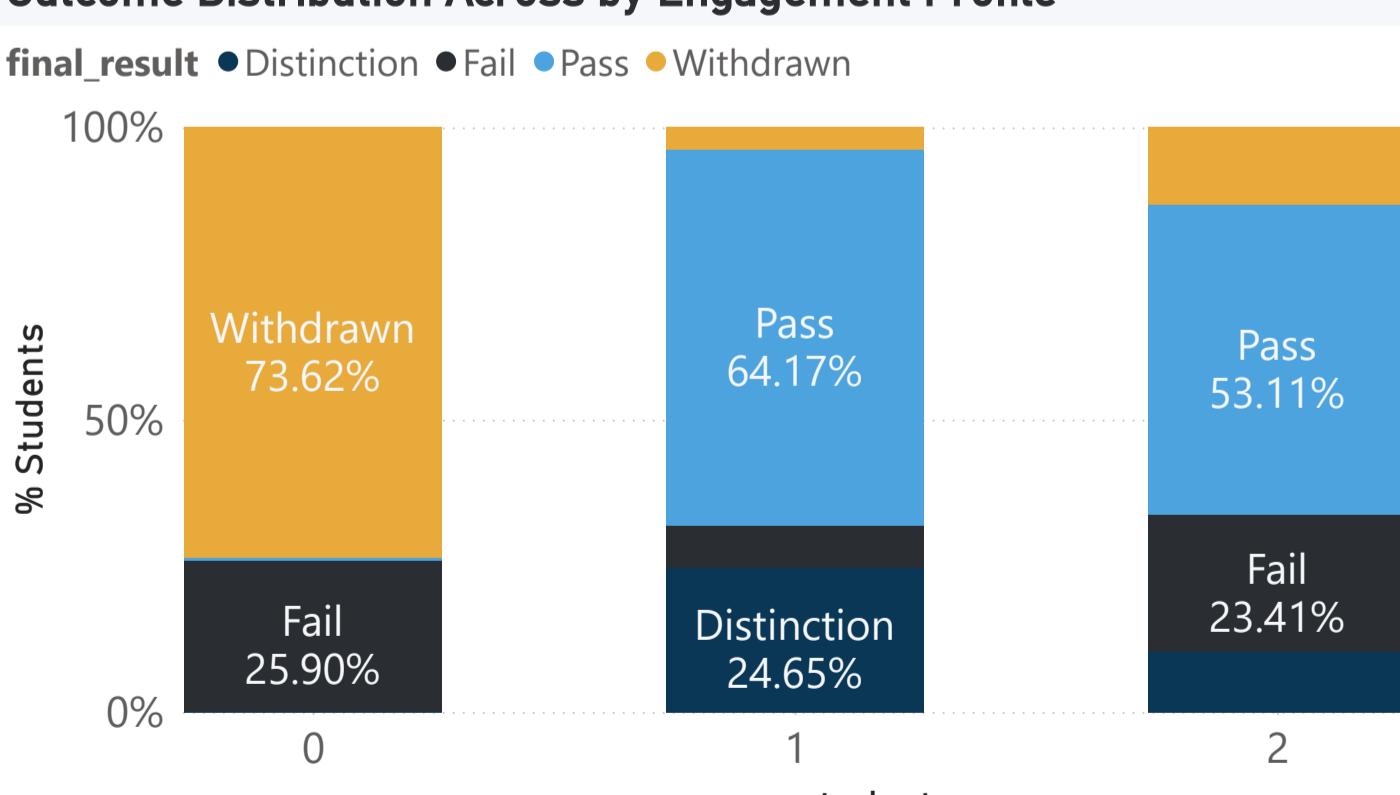
cohort	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	Total
GGG_2014J	0.13	0.05	0.05	0.03	0.02	0.02	0.03	0.04	0.41	0.22	1.00
GGG_2014B	0.13	0.03	0.04	0.03	0.03	0.03	0.04	0.02	0.10	0.55	1.00
GGG_2013J	0.11	0.02	0.03	0.03	0.03	0.03	0.02	0.03	0.39	0.30	1.00
FFF_2014J	0.22	0.08	0.04	0.04	0.03	0.03	0.01	0.02	0.13	0.42	1.00
FFF_2014B	0.17	0.05	0.06	0.06	0.03	0.04	0.03	0.03	0.02	0.51	1.00
FFF_2013J	0.17	0.07	0.04	0.07	0.04	0.03	0.03	0.02	0.14	0.40	1.00
FFF_2013B	0.12	0.05	0.04	0.06	0.03	0.05	0.03	0.02	0.02	0.58	1.00
EEE_2014J	0.18	0.06	0.04	0.02	0.03	0.03	0.02	0.01	0.20	0.42	1.00
EEE_2014B	0.16	0.08	0.05	0.03	0.03	0.03	0.03	0.01	0.02	0.55	1.00
EEE_2013J	0.16	0.05	0.04	0.03	0.03	0.05	0.02	0.01	0.21	0.41	1.00
DDD_2014J	0.20	0.06	0.03	0.03	0.04	0.03	0.03	0.04	0.03	0.52	1.00
DDD_2014B	0.21	0.07	0.07	0.04	0.04	0.03	0.03	0.03	0.04	0.44	1.00
DDD_2013J	0.19	0.07	0.04	0.05	0.04	0.03	0.03	0.03	0.12	0.40	1.00
DDD_2013B	0.16	0.07	0.05	0.05	0.04	0.04	0.04	0.02	0.05	0.49	1.00
CCC_2014J	0.21	0.09	0.05	0.04	0.03	0.04	0.02	0.02	0.13	0.36	1.00
CCC_2014B	0.27	0.10	0.05	0.03	0.05	0.03	0.03	0.02	0.04	0.39	1.00
BBB_2014J	0.25	0.05	0.02	0.03	0.03	0.04	0.02	0.04	0.11	0.41	1.00
BBB_2014B	0.27	0.04	0.02	0.04	0.03	0.02	0.03	0.02	0.08	0.45	1.00
BBB_2013J	0.25	0.05	0.03	0.03	0.02	0.03	0.05	0.12	0.39	1.00	
BBB_2013B	0.21	0.07	0.04	0.04	0.02	0.03	0.03	0.04	0.05	0.47	1.00
AAA_2014J	0.05	0.03	0.03	0.01	0.02	0.02	0.04	0.03	0.22	0.55	1.00
AAA_2013J	0.04	0.02	0.02	0.01	0.02	0.02	0.04	0.03	0.09	0.71	1.00
Total	0.21	0.07	0.04	0.04	0.04	0.04	0.03	0.03	0.12	0.47	1.00

Colour intensity indicates the concentration of students retained throughout the module: darker shades represent higher persistence, while lighter shades indicate lower retention. The final column is highlighted to emphasise each cohort's overall retention outcome. Each line indicates a module of the course.

Student Distribution by Engagement Profile



Outcome Distribution Across by Engagement Profile



Engagement profile: Cluster 0 - low engagement; Cluster 1 - moderate and consistent; Cluster 2: high but irregular.

Pass: Approved; Distinction: Approved with high achievement; Withdrawn: Left before completion; Fail: Completed but not approved

**Insight:** Cluster 0 concentrates most withdrawals, reinforcing early disengagement as the strongest dropout signal. Target action are especially critical for Cluster 0.

**Author:** Marcela Maris

**Data source:** The Open University (OULAD)