

Student Loyalty Analysis

1. Loyalty Distribution

As shown in Figure 1, the majority of students (244 individuals) registered for only one course, highlighting a strong skew toward one-time participation. In contrast, only 35 students enrolled in two courses and just 13 students participated in three courses. This means over 83% of students are non-loyal (single-course attendees).

This suggests that while the academy attracts a large number of students, retention and repeat engagement are limited, and there may be untapped potential in encouraging re-enrolment.

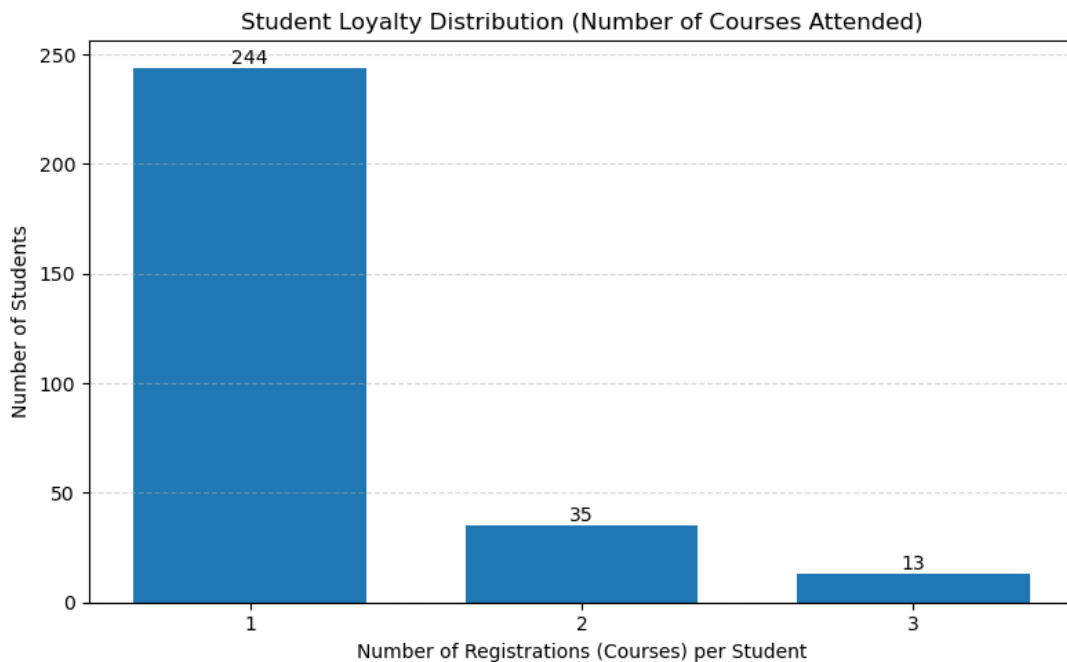


Figure 1: Student Loyalty Distribution (Number of Courses Attended)

2. Income Contribution by Loyalty Segment

Figure 2 shows that despite their smaller number, loyal students (those who registered for more than one course) contributed approximately 25.7% of total income, while non-loyal students were responsible for 74.3%.

Although loyal students are a minority, their higher lifetime value is evident. This finding underscores the importance of developing targeted strategies (e.g., loyalty programs, follow-up offers) to increase repeat registrations.

Income from Loyal and Non-loyal Students

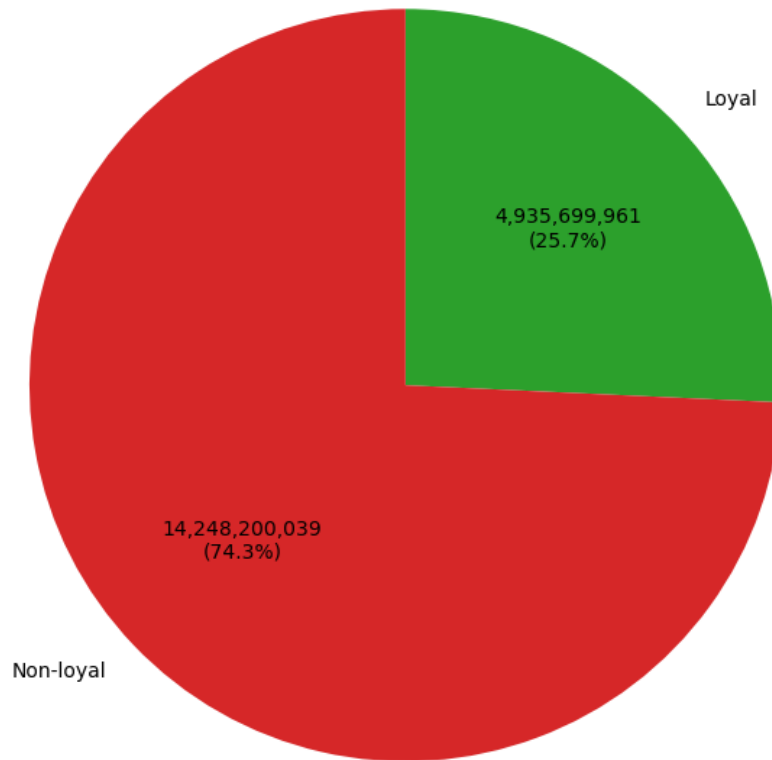


Figure 2: Income from Loyal and Non-loyal Students

Summary

- Most students register once and do not return.
- Loyal students generate disproportionately higher income.
- Improving student retention could significantly enhance revenue without requiring a proportional increase in new student acquisition.