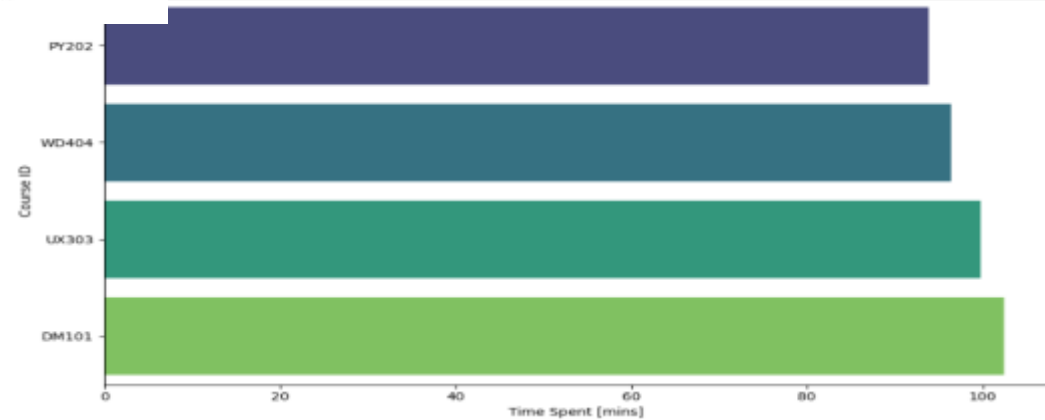
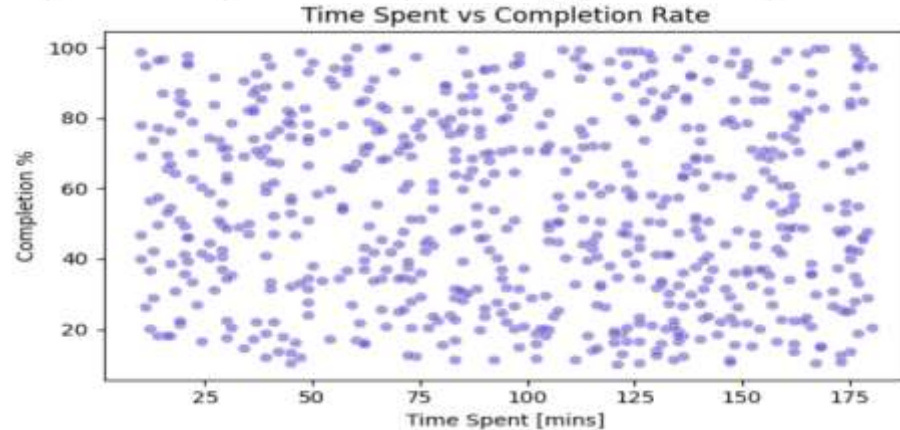
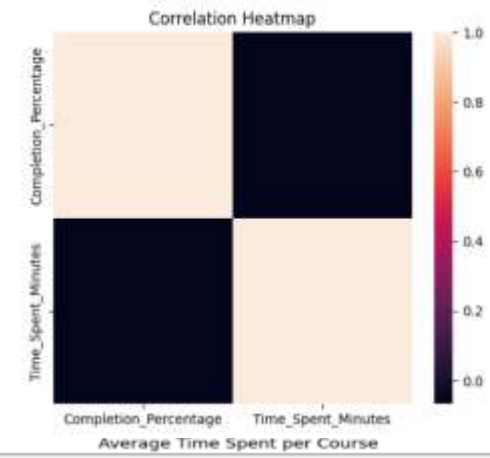
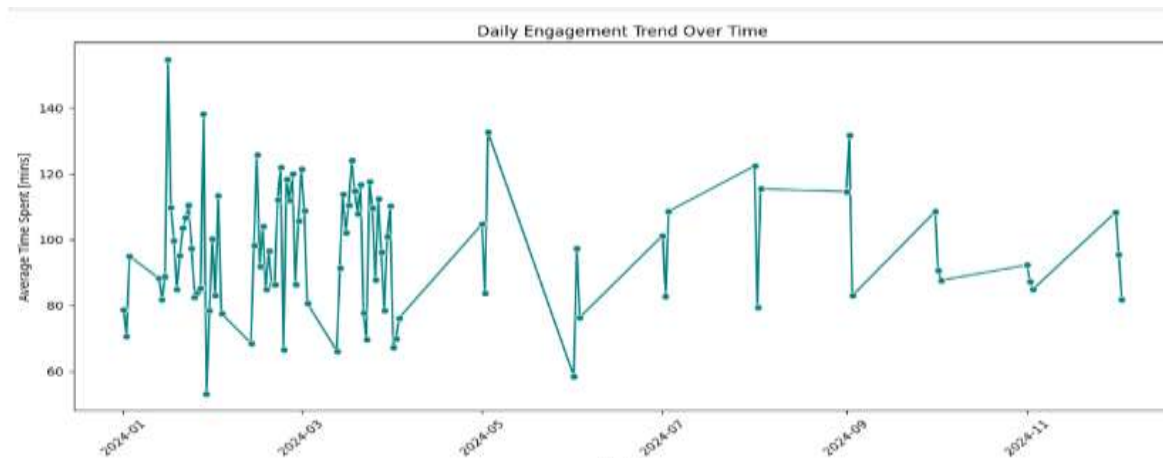




User Engagement Analysis

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Key Metrics Visualized



Top 5 Insights

- Courses with Short Duration Have Higher Completion Rates
- Students Aged 25–29 Show the Highest Engagement
- Feedback and Completion Rate Are Positively Correlated
- Engagement Varies by Location
- Course C102 Has the Highest Time Spent but Low Ratings

Top 3 Recommendations

- **Redesign Course C102 Based on Feedback**

Analyze negative reviews for Course C102 and make changes to improve clarity, pacing, or technical delivery.

- **Segment Campaigns by Age Group**

Since 25–29-year-olds are the most engaged, tailor marketing and upsell strategies toward them, while creating custom content formats for younger or older groups.

- **Implement Microlearning Modules**

Shorter lessons improve completion rates. Break down longer courses into smaller, goal-oriented units with checkpoints.

Thank you

CONTACT NO: - 8828499296

E-MAIL :- pawarom14112002@gmail.com