

User Engagement Analysis – Insights & Recommendations

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Executive Summary



Briefly analyses
dataset, and compiles



Top 5 Insights

- 1 Drop in Engagement After Week 2
- 2 High Engagement in Short Videos (<10 mins)
- 3 Mobile Users Are More Active
- 4 Quizzes Boost Retention
- 5 Low Forum Participation



Recommendations



Break Content into
Micro-Learning Units



Gamify Engagement
Through Weekly
Quizzes



Enhance Forum Visibility
and Incentivize Interaction



Recommendations



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Micro-Learning Units



Gamify Engagement
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Thank you / Q&A

