

Product Overview: EduTrack

Product Name: EduTrack

Category: Learning Analytics & Engagement Platform

Target Users: Universities, Online Education Providers, Academic Administrators, Instructors, and Learning Designers

What is EduTrack?

EduTrack is a data-driven learning analytics platform that enables educational institutions to gain actionable insights into learner engagement, academic progress, and behavioral patterns. Designed to integrate seamlessly with leading Learning Management Systems (LMS), EduTrack consolidates data from multiple digital touchpoints and transforms it into meaningful insights to improve student outcomes and instructional effectiveness.

Core Features:

- **LMS Integration:** Compatible with Moodle, Canvas, Blackboard, Google Classroom, and other major LMS platforms.
- **Real-time Engagement Dashboards:** Visual insights into student activity, content consumption, and participation trends.
- **Dropout Risk Prediction:** ML-powered early warning system that flags at-risk students based on behavioral indicators.
- **Personalized Nudging Engine:** Auto-generates reminders and motivational nudges based on individual learner data.
- **Instructor Feedback Loop:** Weekly engagement summaries and alerts on learners requiring support.
- **Cross-Cohort Comparisons:** Benchmark student performance across cohorts, departments, or academic years.