

## ➤ **Unlocking Learner Potential: Data-Driven Insights to Boost Engagement & Course Performance.**

➤ A Strategic Analysis of User Behavior on Zylentrix's Online Learning Platform.




# ➤ Insights:

## 1. Low Course Completion Rate (Avg ~55%)


- Only about 55% of courses are completed on average, indicating significant drop-off during learning.



## 2. "DM101" Has the Highest Engagement Time

- Students spend the most time on DM101, suggesting strong content or teaching style. In contrast, PY202 shows the lowest engagement time. 

## 3. No Strong Link Between Completion and Satisfaction

- There's no strong correlation between how much a student completes and the rating they give — implying other factors influence satisfaction. 

#### 4. Most Students Are Disengaged and Unsatisfied

- Only 1 out of 80 students fall under “Highly Engaged & Satisfied.”

Majority (46) belong to the Low Engagement & Low Satisfaction group. 

#### 5. ➡️ Younger Students Engage More

- Students aged 18–22, especially in Delhi and Mumbai, show the highest average engagement, while those 32+ engage less — suggesting a need for flexibility for older learners.  

## ➤ **Data-Driven Recommendations:**

### **1. Redesign Underperforming Courses (PY202 & WD404)**

- **Low ratings and engagement signal the need for improvement. Leverage student feedback, especially from younger users, to enhance content quality, pacing, and interactivity. Take cues from successful courses like DM101 to boost learner experience.**

### **2. Personalize Learning Based on Age & Location**

- **Engagement patterns vary by demographics. Offer fast-paced, beginner-friendly tracks for young learners in Delhi & Mumbai, and create flexible, career-focused learning paths for older professionals. Tailor marketing and content strategies for underperforming regions like Chennai and Kolkata.**

### 3. Drive Engagement with Gamification & Smart Nudges

- Sustain user motivation through gamified elements like badges, streaks, and milestone rewards. Combine this with behavior-based reminders (email or in-app) to re-engage inactive learners and encourage course completion.