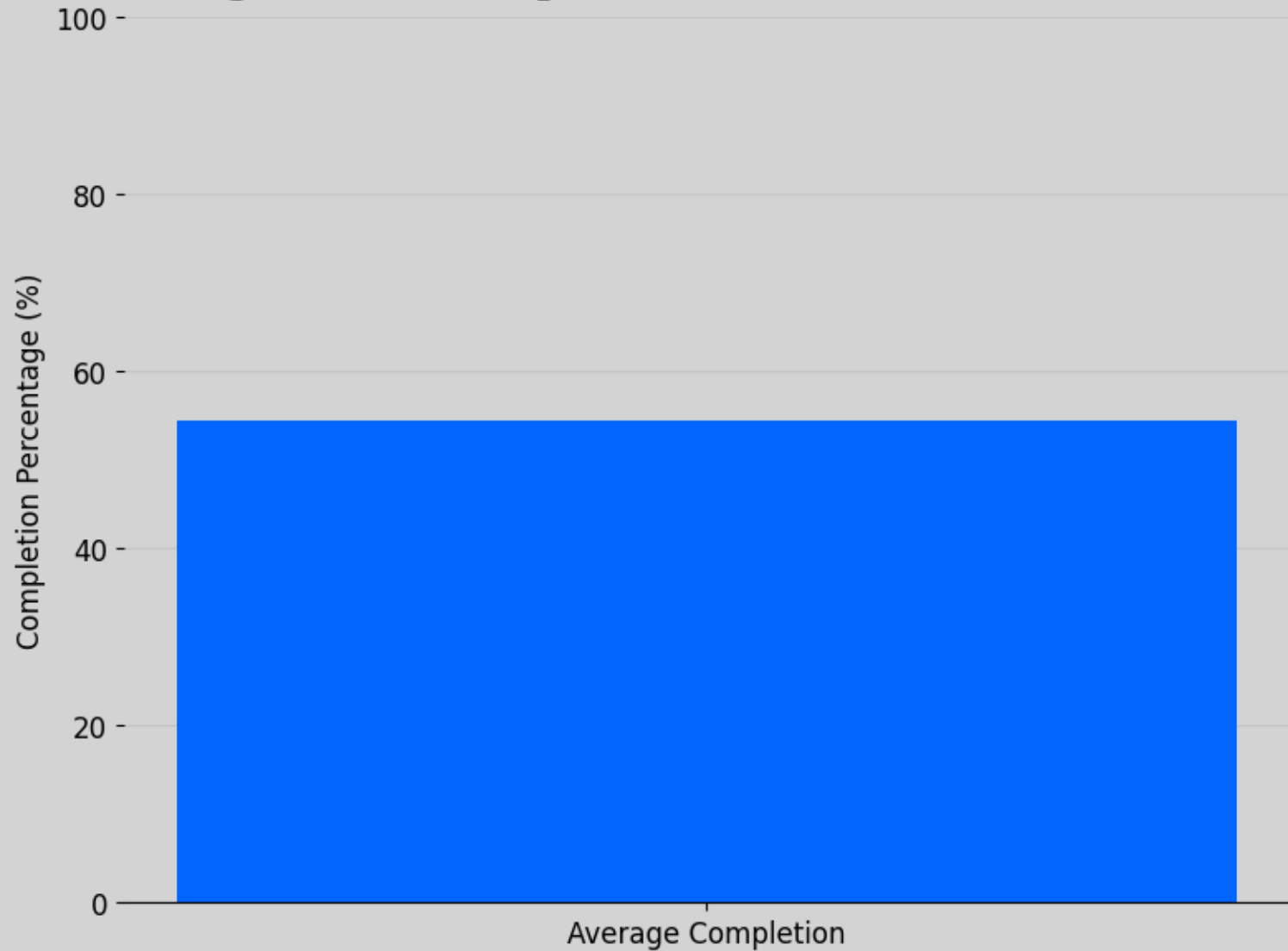


Overall Average Completion

Average Course Completion



Insights:



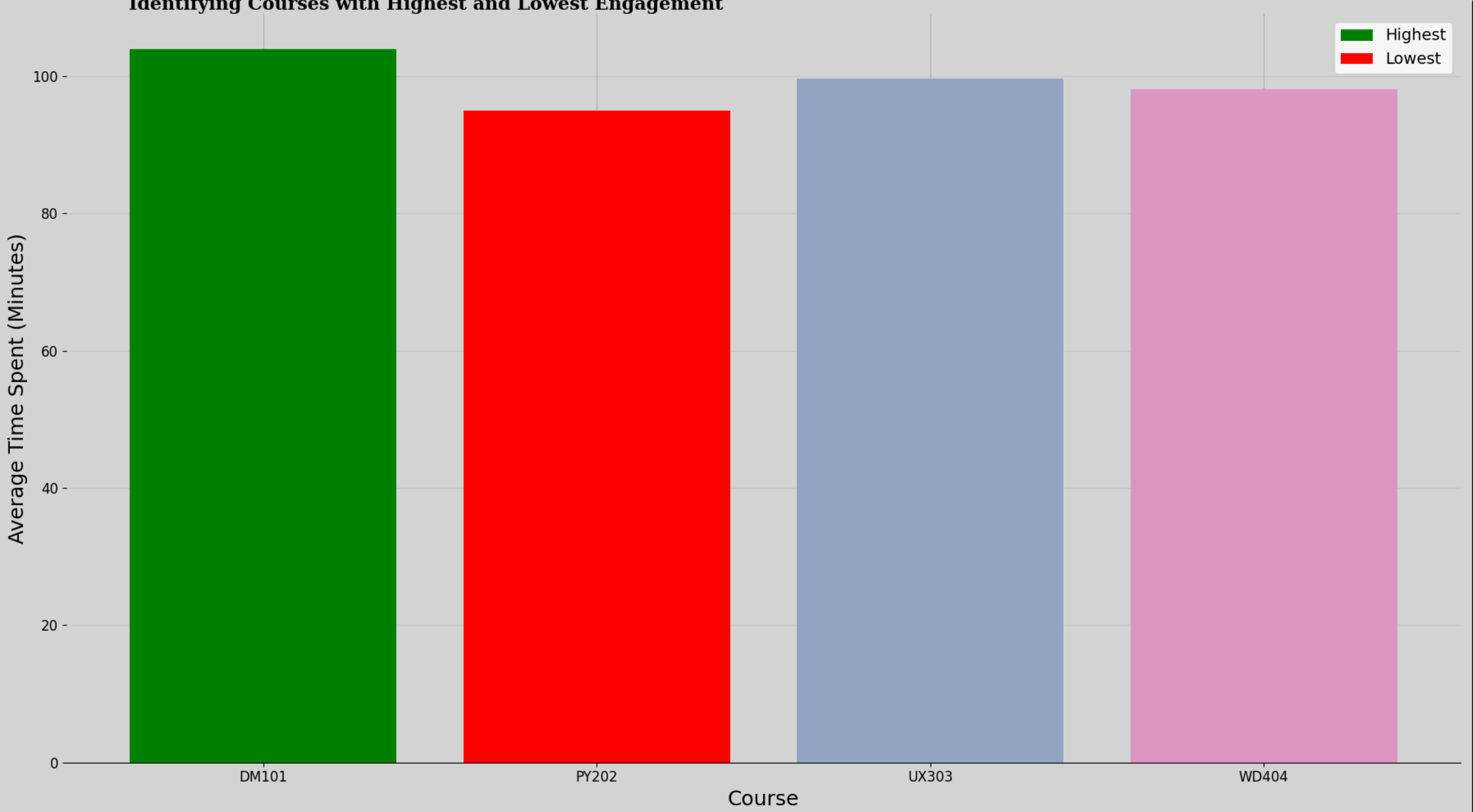
Only 55% of learners complete their courses, showing a clear drop in engagement.

Business Impact:

- > **Opportunity to boost completion through better course design, reminders, or support.**
- > **Risk of losing users if engagement doesn't improve.**

Average Engagement Time per Course

Identifying Courses with Highest and Lowest Engagement



Insights:

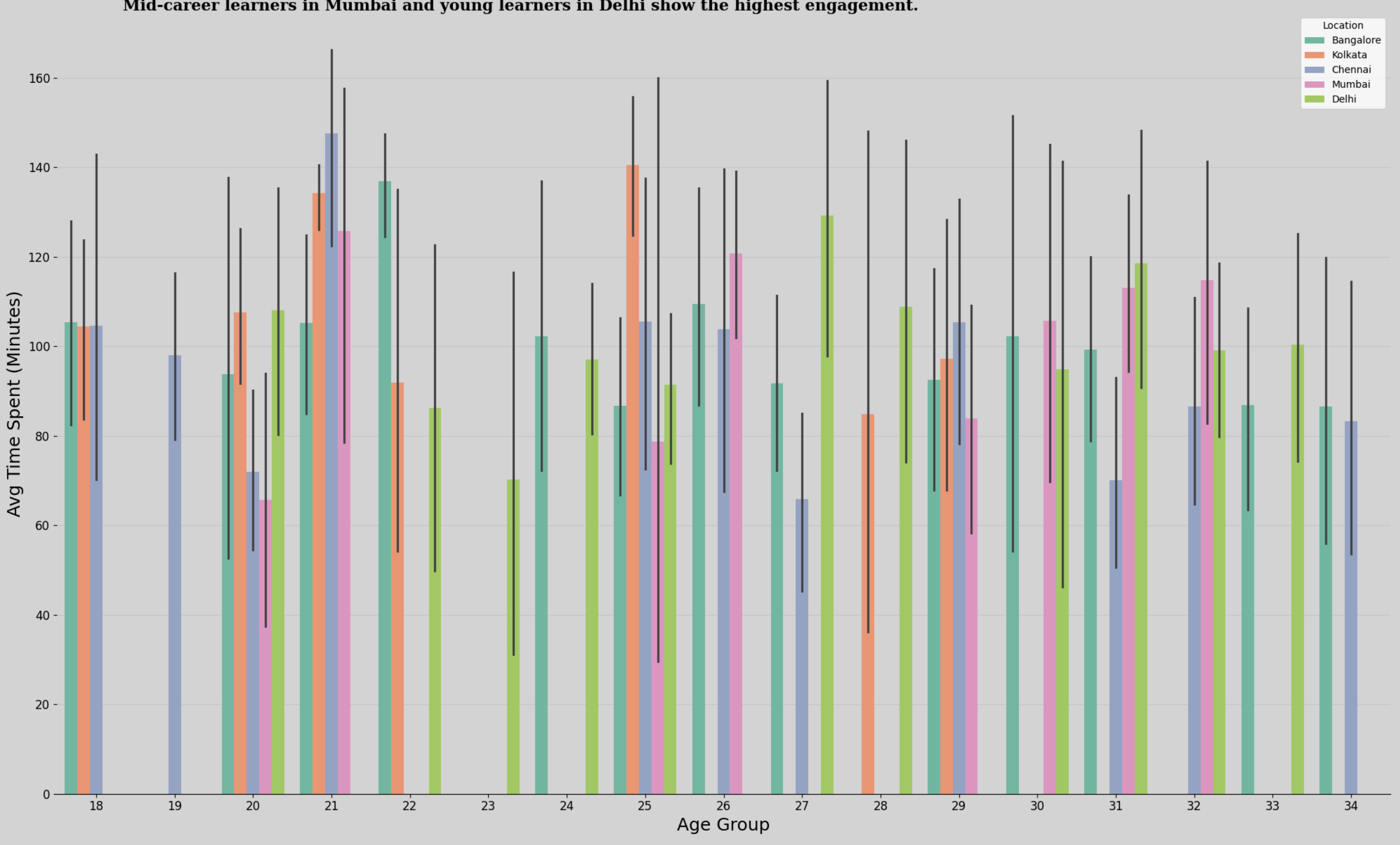


The bar chart highlights that "DM101" has the highest average engagement time, while "PY202" has the lowest. This suggests that "DM101" is effectively capturing student interest, possibly due to engaging content or teaching methods.

Conversely, "PY202" may need content enhancements or improved delivery to boost engagement. Focusing on these areas can help balance engagement across courses and improve overall learner satisfaction.

Average Time Spent by Age Group & Location

Mid-career learners in Mumbai and young learners in Delhi show the highest engagement.



Insights:

> User Engagement Highlights:

- 1) Young Learners in Delhi & Mumbai Lead the Chart
- 2) Mid-Career Learners in Mumbai Show High Commitment
- 3) Low Usage from Age 32+ — Flexibility Needed
- 4) Chennai & Kolkata Lag Behind — Room for Growth

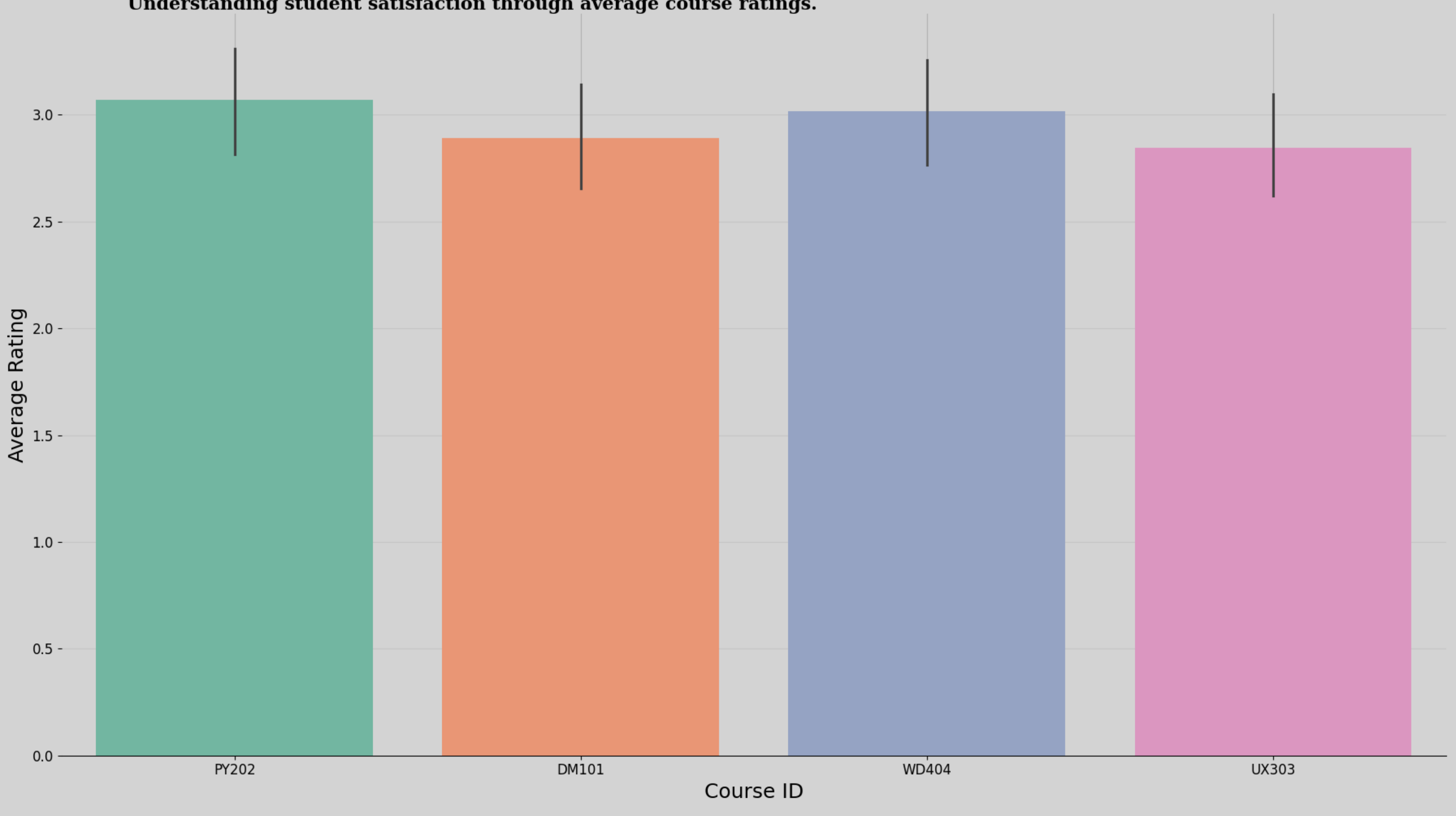
> Recommended Actions:

- .Target Youth in Delhi & Mumbai with beginner-friendly campaigns.
- .Offer Career-Boost Courses for Mumbai’s professionals.
- .Design Flexible Learning Paths for older users.
- .Strengthen Local Strategy for Chennai & Kolkata.



Average Feedback Rating Per Course

Understanding student satisfaction through average course ratings.



Insights:



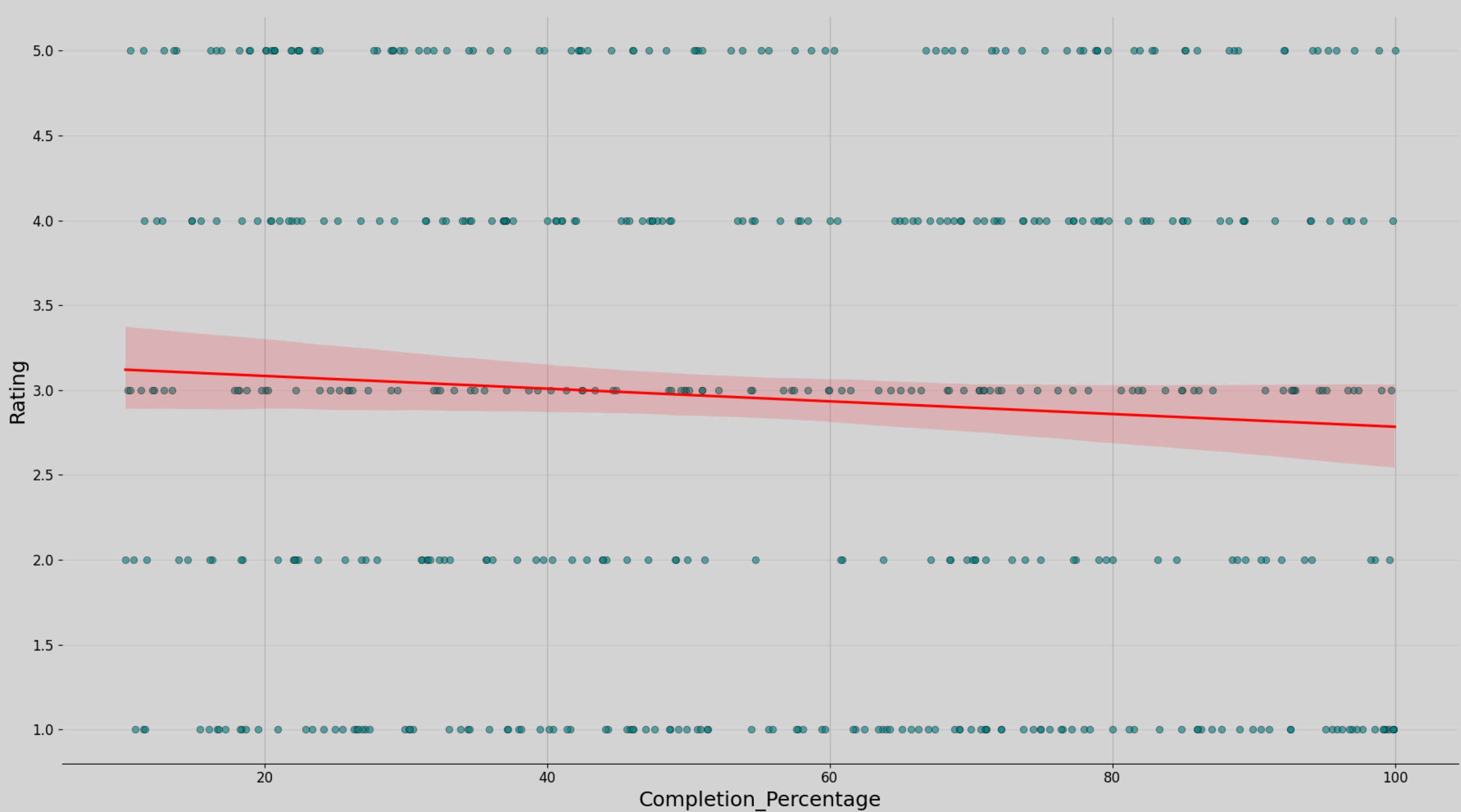
Course Feedback Summary:

- 1) Best Rated: PY202 (Avg. Rating: 3.17) - Students liked it the most.
- 2) Needs Improvement: WD404 (Avg. Rating: 2.79) - Got the lowest ratings.

Average Performers:

- 1) DM101 and UX303 - Ratings around 2.9.
- 2) Improve WD404 by checking what students didn't like.
- 3) Learn from PY202's success to improve other courses.

Scatter Plot: Completion Percentage VS Feedback Rating



Insights:



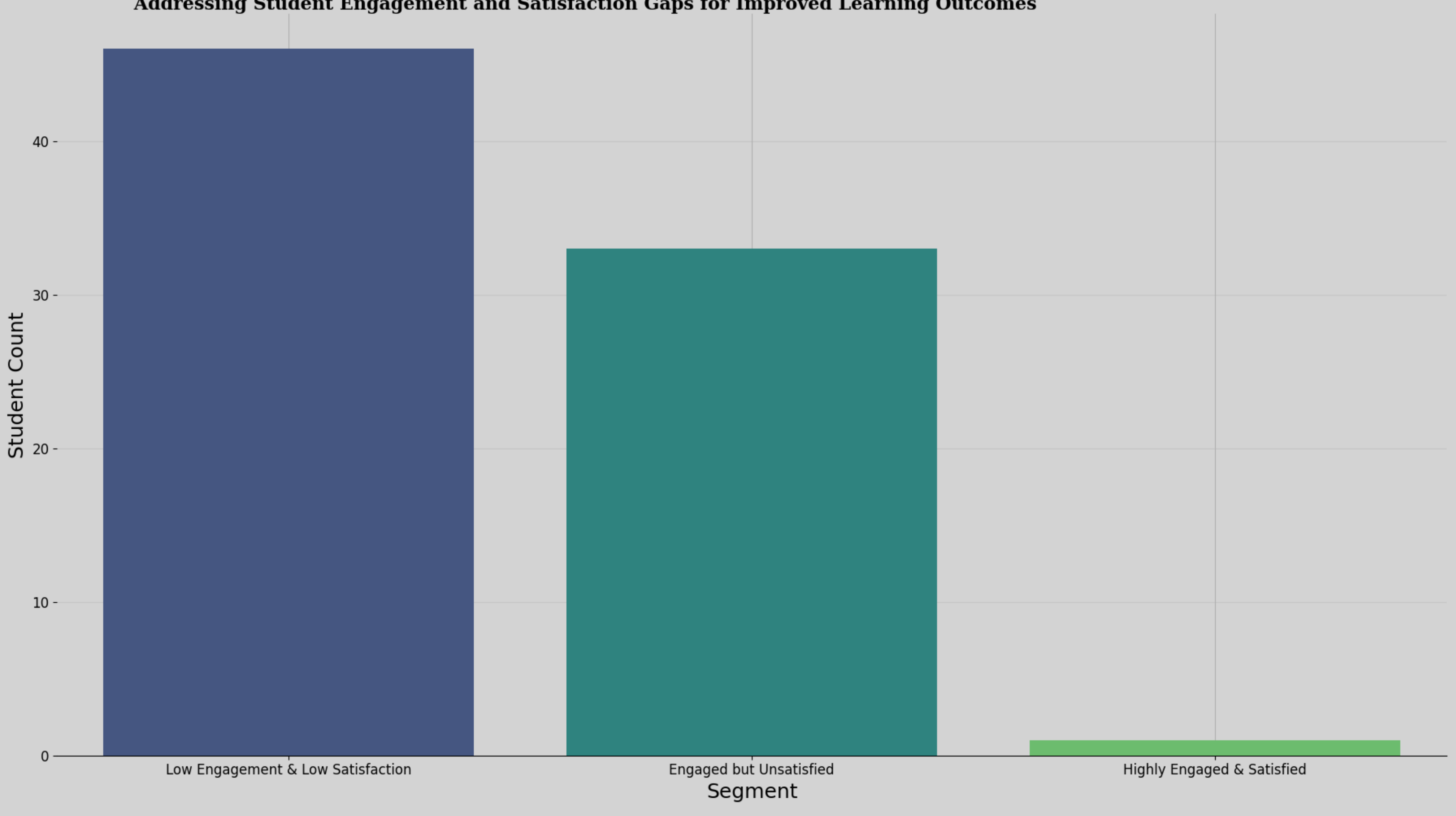
- 1) The points are widely scattered, showing no clear upward or downward trend.
- 2) The regression line is nearly flat, with a very weak negative correlation.
- 3) This tells us that as completion percentage increases, ratings do not consistently increase or decrease.

Conclusion:
There's no strong relationship—some students complete courses and give low ratings, others complete little and still give high ratings. Completion doesn't predict satisfaction.

Student Segmentation by Engagement & Satisfaction

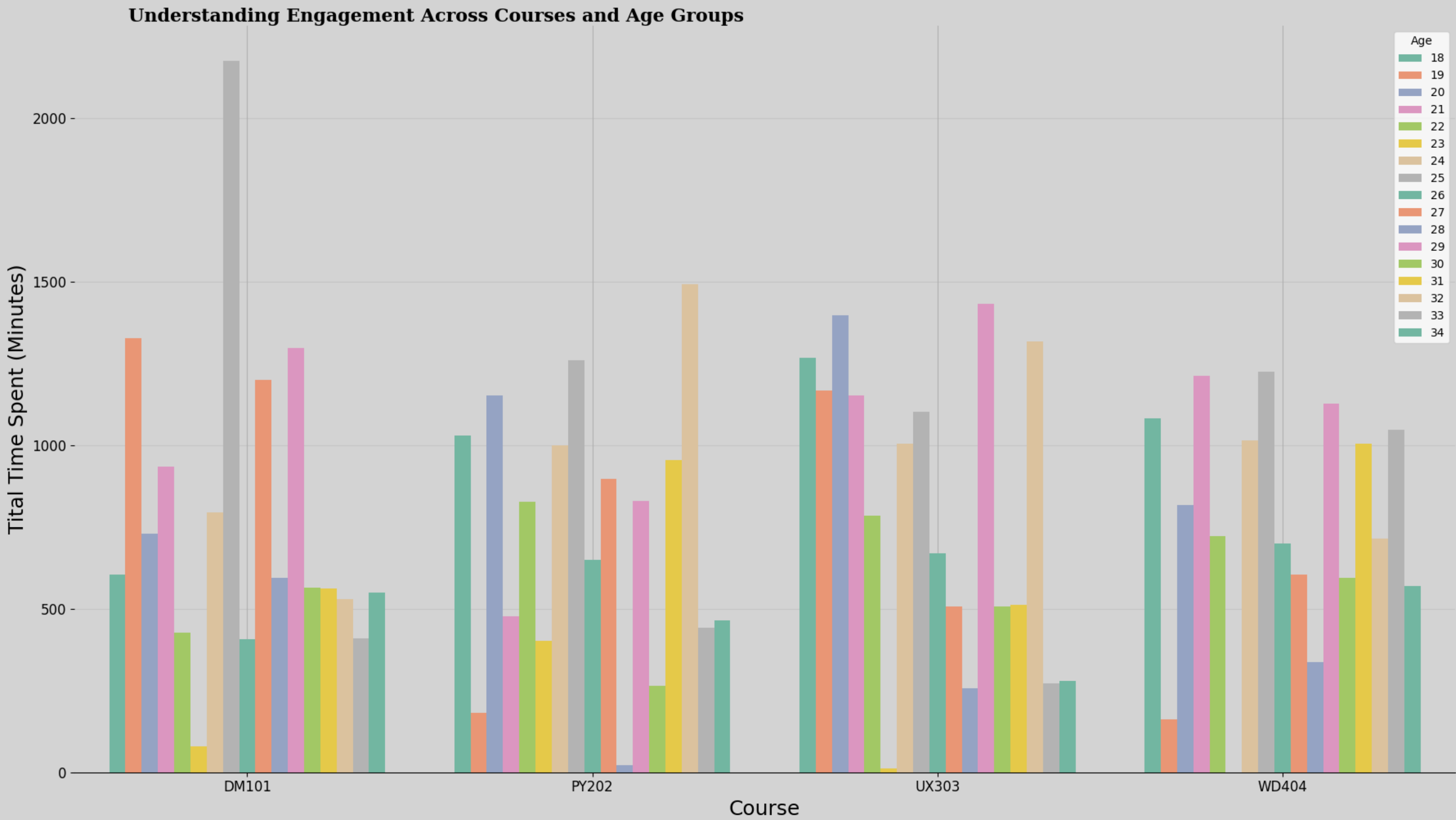
Insights:

Addressing Student Engagement and Satisfaction Gaps for Improved Learning Outcomes



- > **Majority of Students:** Are neither engaged nor satisfied. This is a critical area needing attention.
- > **Few Students:** Are both engaged and satisfied, indicating room for significant improvement.
- > **Action Needed:** Focus on strategies to increase both engagement and satisfaction to improve overall student experience.

Engagement Patterns by Course and Demographic



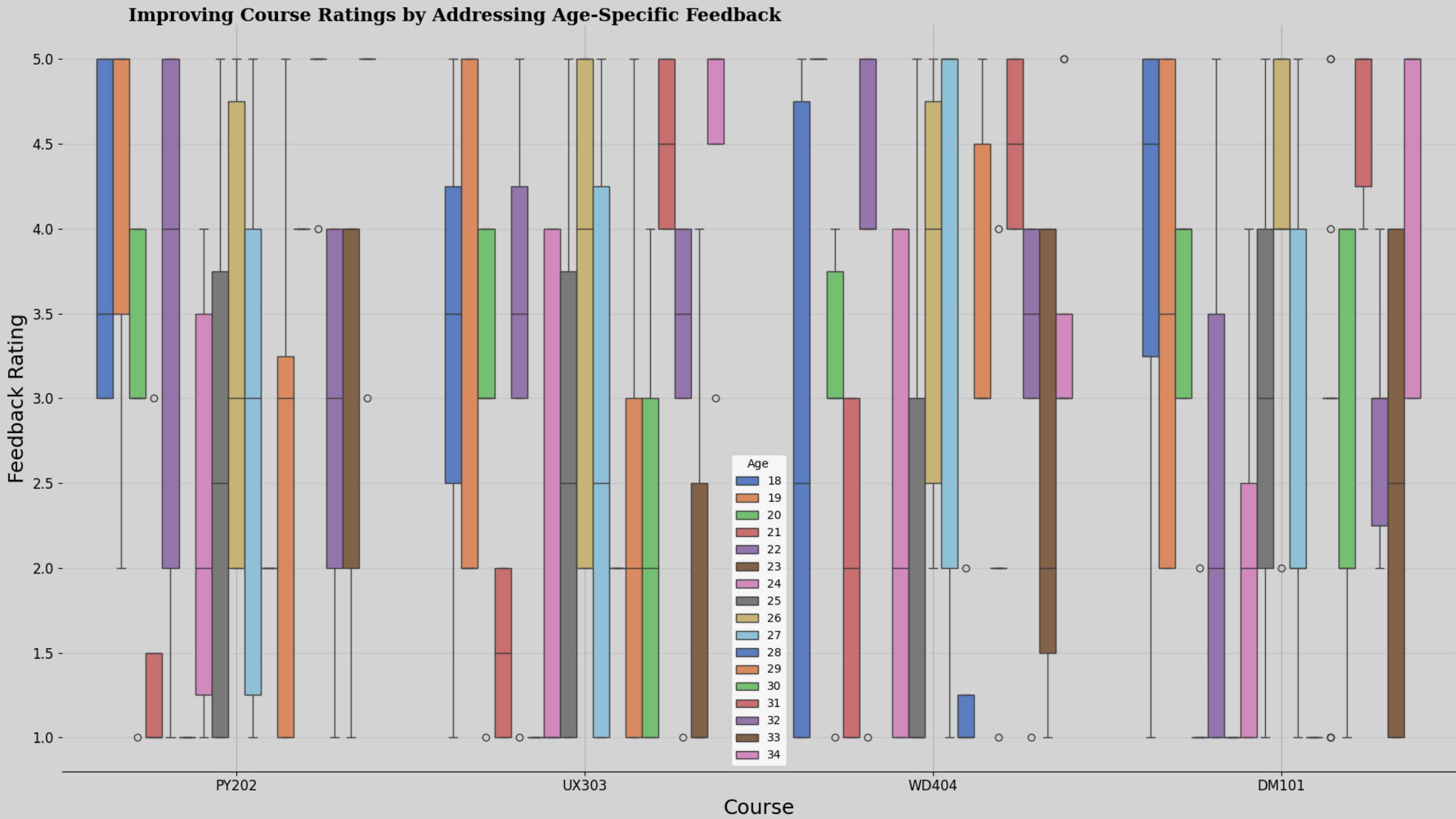
Insights:



The graph highlights distinct engagement patterns across age groups and courses. Younger audiences (18-22)Age are most engaged with "DM101," whereas older participants (30-34)Age show a preference for "WD404." By aligning course offerings and marketing efforts with these preferences, businesses can significantly boost engagement and optimize educational impact.

Feedback Ratings Comparison by Course and Demographic

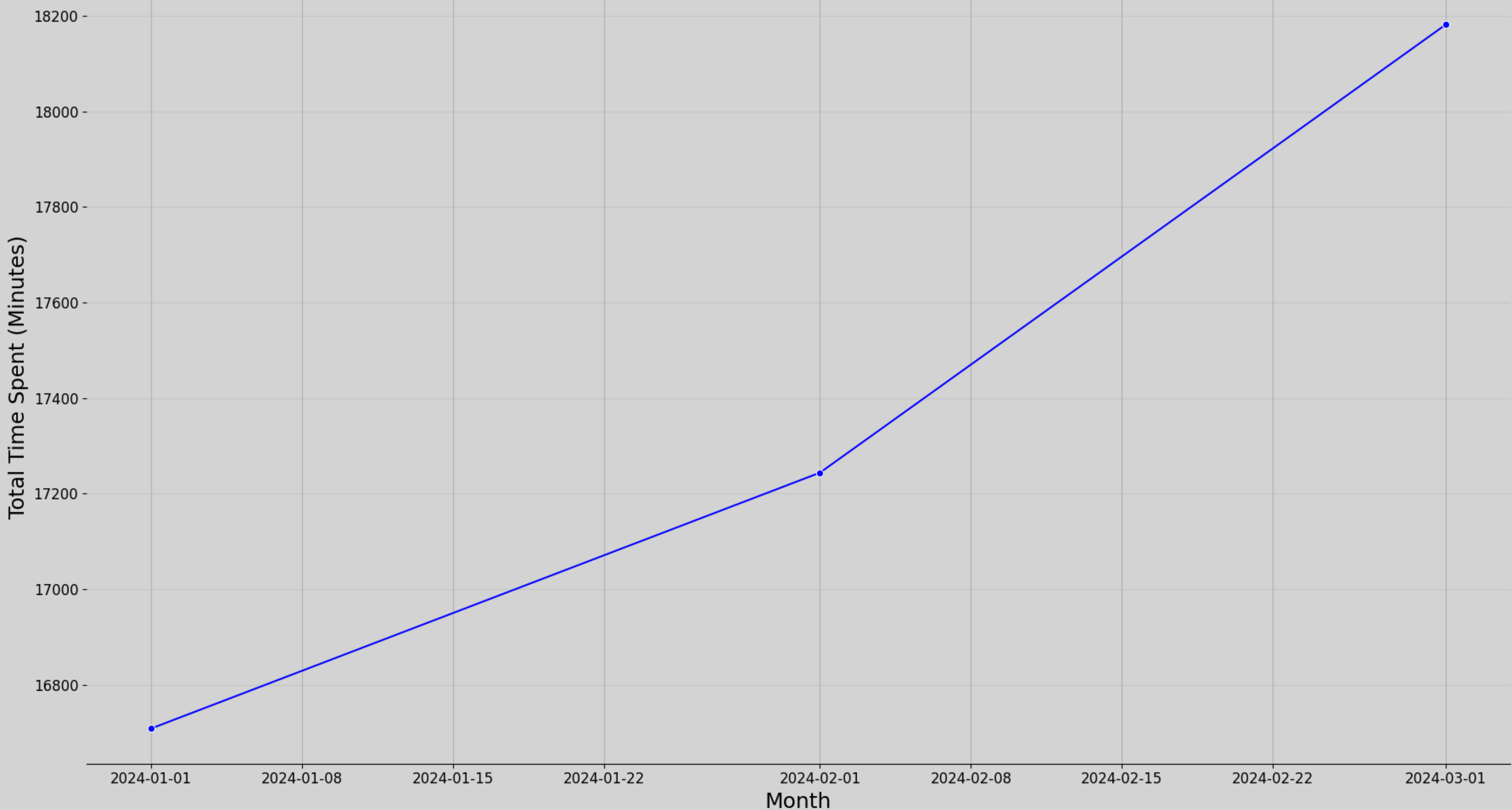
Insights:



The graph reveals that younger learners rate "PY202" and "UX303" lower, indicating a need for targeted enhancements. By refining course content and delivery specifically for these age groups, businesses can significantly boost satisfaction, increase engagement, and improve overall course effectiveness. This approach not only addresses current feedback but also positions the courses to better meet future learner expectations.

Trends in Time Spent Over Time

Sustaining Growth in User Engagement



Insights:



The graph indicates a consistent rise in time spent from January to March 2024, reflecting increased user engagement. This trend suggests that current initiatives are resonating well with users. To maintain and boost this growth, businesses should focus on expanding successful strategies, such as introducing new interactive elements or personalized content, to keep users engaged and invested.