

Descriptions

Loyalty

Very Little To No Activity
Very Low Returns, Very Short Return Interval
Low Returns, Very High Return Interval
Low to Medium Returns, Medium Return Interval
High Returns, Medium Return Interval
Medium Returns, High Return Interval

loyalty	Month 1		Thresholds	
	learners	%	Time to Return	Count of Returns
Cluster 0	9320	28.00%	0 - 0	0 - 0
Cluster 1	19195	57.68%	0 - 2	1 - 4
Cluster 2	264	0.79%	18 - 30	1 - 1
Cluster 3	2592	7.79%	1.5 - 7.7	1 - 5
Cluster 4	899	2.70%	0.8 - 5	5 - 30
Cluster 5	1010	3.03%	8 - 17	1 - 3
Grand Total	33280	100.00%		

Month 2

learners	%	Thresholds	
		Time to Return	Count of Returns
31501	94.65%	0 - 0	0 - 0
353	1.06%	15 - 28	2 - 3
38	0.11%	2.3 - 6	10 - 25
647	1.94%	28.5 - 43	1 - 2
474	1.42%	44 - 60	1 - 1
267	0.80%	4.6 - 15	3 - 9
33280	100.00%		

Month 3

learners	%	Thresholds	
		Time to Return	Count of Returns
32182	96.70%	0 - 0	0 - 0
722	2.17%	60 - 90	1 - 1
134	0.40%	9.9 - 27.3	3 - 7
213	0.64%	27.7 - 45	2 - 3
22	0.07%	5.9 - 11.1	8 - 14
7	0.02%	3.8 - 6	15 - 23
33280	100.00%		

Month 4

learners	%	Thresholds	
		Time to Return	Count of Returns
32410	97.39%	0 - 0	0 - 0
591	1.78%	90 - 120	1 - 1
135	0.41%	45.5 - 60	2 - 2
94	0.28%	23.5 - 39.7	3 - 5
40	0.12%	11.8 - 22.8	5 - 10
10	0.03%	5.9 - 10.5	11 - 20
33280	100.00%		

Engagement

No Engagement
No Completions, Low To Very High Initial Engagement, Low To Very High Engagement
Low To Medium Completions, Low Initial Engagement, Low To Very High Returning Engagement
Low Completions, Medium Initial Engagement, Low To Very High Returning Engagement
Medium Completions, Medium Initial Engagement, Low To Very High Returning Engagement

engagement	learners	%	Num of Completions	1st Day Topics	1st Week Topics
Cluster 0	10644	31.98%	0 - 0	0 - 0	0 - 0
Cluster 1	19750	59.34%	0 - 0	0 - 674	0 - 931
Cluster 2	2549	7.66%	1 - 17	0 - 36	0 - 389
Cluster 3	134	0.40%	1 - 61	109 - 393	0 - 97
Cluster 4	203	0.61%	1 - 62	23 - 113	0 - 136
Grand Total	33280	100.00%			

learners	%	Num of Completions	1st Day Topics	1st Week Topics
31501	95.42%	0 - 0	0 - 0	0 - 0
353	1.07%	0 - 0	0 - 674	0 - 931
38	0.12%	1 - 23	0 - 392	0 - 47
647	1.96%	1 - 2	0 - 56	87 - 114
474	1.44%	1 - 1	0 - 10	125 - 160
33013	100.00%			

learners	%	Num of Completions	1st Day Topics	1st Week Topics
10968	32.96%	0 - 0	0 - 0	0 - 0
22167	66.61%	0 - 0	0 - 674	0 - 931
134	0.40%	1 - 9	0 - 90	0 - 3
5	0.02%	10 - 21	2 - 113	0 - 7
6	0.02%	1 - 3	2 - 21	11 - 25
33280	100.00%			

learners	%	Num of Completions	1st Day Topics	1st Week Topics
10974	32.97%	0 - 0	0 - 0	0 - 0
22186	66.66%	0 - 0	0 - 674	0 - 931
116	0.35%	1 - 8	0 - 43	0 - 87
2	0.01%	12 - 24	56 - 113	0 - 7
2	0.01%	2 - 4	90 - 99	0 - 0
33280	100.00%			

Interest

No Interest
Narrow Focus, Low to Medium Cert Users, Low Diploma Users
Narrow Focus, Low To Medium Cert Users, Low Diploma Users
Broad Focus,Low to medium Cert Users, Low Diploma Users
Broad Focus, Low to High Cert Users, Low To Medium Diploma Users
Very Broad Focus, Very High Cert Users, High Diploma Users

interest	learners	%	Cert Course Enrols	Diploma Course Enrols	Distinct Category Enrols
Cluster 0	2708	8.14%	0 - 0	0 - 0	0 - 0
Cluster 1	18878	56.72%	1 - 26	0 - 1	1 - 4
Cluster 2	9933	29.85%	0 - 16	1 - 3	1 - 3
Cluster 3	1591	4.78%	0 - 21	0 - 5	2 - 11
Cluster 4	164	0.49%	0 - 66	0 - 16	5 - 32
Cluster 5	6	0.02%	22 - 248	17 - 41	21 - 73
Grand Total	33280	100.00%			

learners	%	Cert Course Enrols	Diploma Course Enrols	Distinct Category Enrols
31501	94.65%	0 - 0	0 - 0	0 - 0
353	1.06%	0 - 7	0 - 3	1 - 3
38	0.11%	0 - 17	0 - 7	2 - 11
647	1.94%	15 - 37	0 - 9	10 - 15
474	1.42%	9 - 15	8 - 11	12 - 22
267	0.80%	6 - 20	15 - 21	16 - 20
33280	100.00%			

learners	%	Cert Course Enrols	Diploma Course Enrols	Distinct Category Enrols
32365	97.25%	0 - 0	0 - 0	0 - 0
18	0.05%	3 - 24	0 - 9	5 - 12
793	2.38%	0 - 5	0 - 2	1 - 2
102	0.31%	0 - 8	0 - 4	2 - 7
1	0.00%	50 - 50	24 - 24	33 - 33
1	0.00%	44 - 44	0 - 0	25 - 25
33280	100.00%			

learners	%	Cert Course Enrols	Diploma Course Enrols	Distinct Category Enrols
32542	97.78%	0 - 0	0 - 0	0 - 0
108	0.32%	0 - 11	0 - 4	2 - 7
623	1.87%	0 - 3	0 - 3	1 - 2
2	0.01%	15 - 16	9 - 11	14 - 18
3	0.01%	11 - 21	1 - 3	8 - 11
2	0.01%	6 - 7	5 - 6	8 - 10
33280	100.00%			

Value

No Propensity To Spend
High Propensity To Spend, No Purchases
High Propensity To Spend, medium Purchasers
No Propensity To Spend,Very Low Purchases
High Purchasers

value	learners	%	Cart Abandonments	Purchases
Cluster 0	32026	96.23%	0 - 0	0 - 0
Cluster 1	996	2.99%	1 - 4	0 - 0
Cluster 2	46	0.14%	1 - 4	1 - 3
Cluster 3	184	0.55%	0 - 0	1 - 1
Cluster 4	28	0.08%	0 - 0	2 - 4
Grand Total	33280	100.00%		

learners	%	Cart Abandonments	Purchases
31501	95.42%	0 - 0	0 - 0
353	1.07%	1 - 6	0 - 0
38	0.12%	1 - 1	1 - 2
647	1.96%	0 - 0	1 - 1
474	1.44%	0 - 0	2 - 2
33013	100.00%		

learners	%	Cart Abandonments	Purchases
33227	99.84%	0 - 0	0 - 0
23	0.07%	1 - 1	0 - 0
1	0.00%	1 - 1	1 - 1
28	0.08%	0 - 0	1 - 1
1	0.00%	0 - 0	2 - 2
33280	100.00%		

learners	%	Cart Abandonments	Purchases
33225	99.83%	0 - 0	0 - 0
27	0.08%	1 - 2	0 - 0
5	0.02%	1 - 1	1 - 1
20	0.06%	0 - 0	1 - 1
3	0.01%	0 - 0	2 - 2
33280	100.00%		