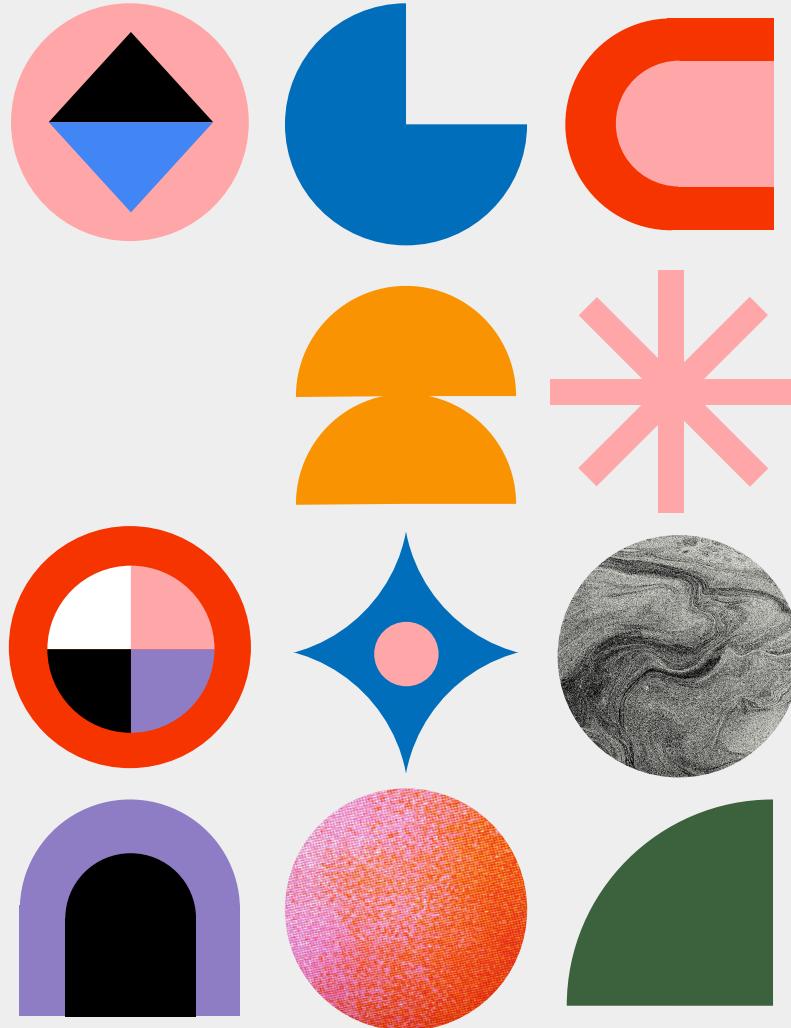


Zylentrix User Engagement Analysis

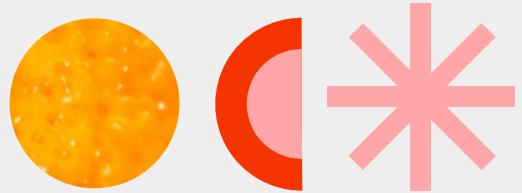
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1. Introduction

- This report analyzes user engagement on Zylentrix's online learning platform.
- Data was sourced from students, course activity, and feedback records.
- Goals: Understand engagement patterns, evaluate feedback, and suggest improvements.



2. Key Metrics & Visual Insights

1st

Highest engagement course: DM101 (102.4 mins); Lowest: PY202 (93.9 mins).

2nd

Top engaged regions: Kolkata, Delhi, Bangalore.

3rd

Feedback Rating Leader: PY202.

4th

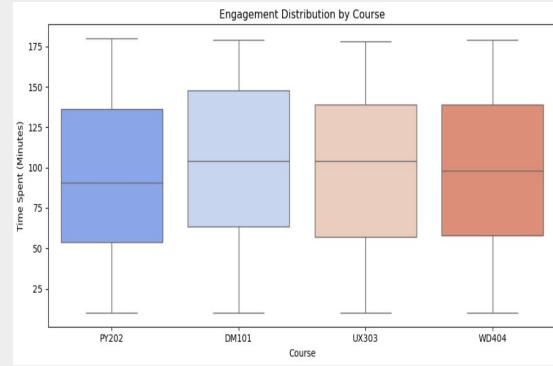
Young users (<20 & 21-30) spend more time learning online

3. Core Findings

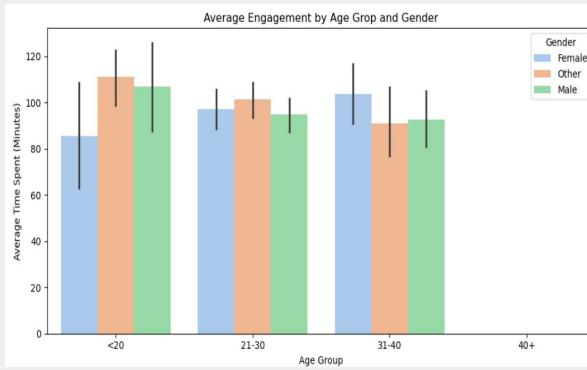
1. Younger learners (<30) are most engaged.
2. Kolkata and Delhi lead in average time spent.
3. PY202 received the highest feedback rating.
4. Weak correlation between completion % and ratings (-0.05).
5. op segments: 21-30 in Bangalore, 31-40 in Delhi, <20 in Kolkata.

Visualizations

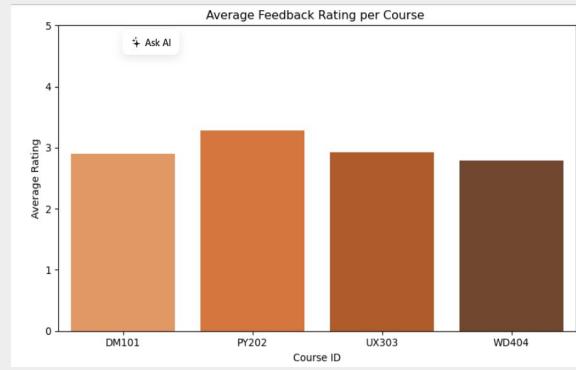
Engagement by Course



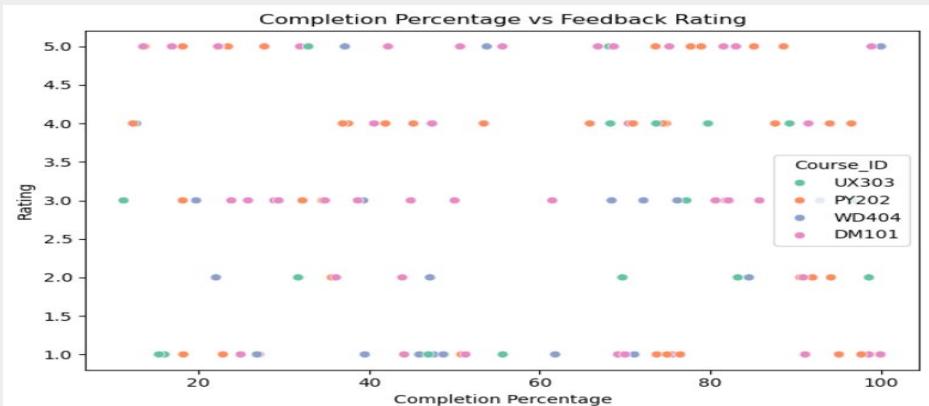
Engagement by Age Group and Gender



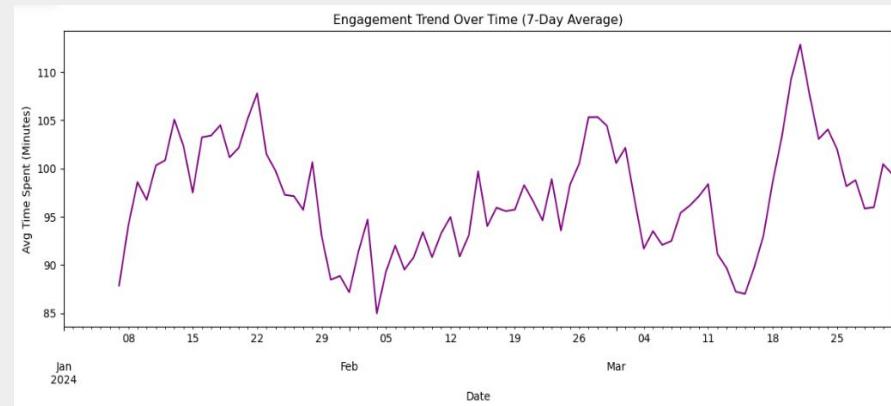
Feedback Ratings per Course



Completion vs Rating (Correlation Scatter)



Engagement Trend Over Time

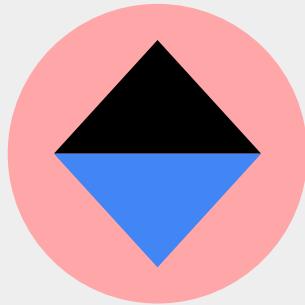
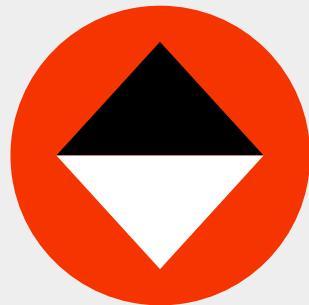
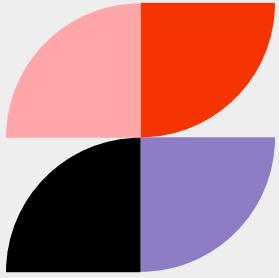


4. Recommendations

- Focus campaigns and live sessions in high engagement regions (Kolkata, Delhi).
- Tailor new tech content for 21-30 year olds.
- Improve low-performing courses like WD404 and UX303 using student feedback.

5. Next Steps

- Implement feedback loops for course improvements.
- Launch A/B tests for revised content and layouts.
- Collect qualitative data through follow-up surveys for deeper insights.



THANK YOU!

