

Zylentrix User Engagement Analysis

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.

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2. Key Metrics & Visual Insights

- Highest engagement course: DM101 (102.4 mins); Lowest: PY202 (93.9 mins).
- Top engaged regions: Kolkata, Delhi, Bangalore.
- Feedback Rating Leader: PY202.
- Young users (<20 & 21-30) spend more time learning online.

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3. Core Findings

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

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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.

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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.