

Analysing causes of unenrollments

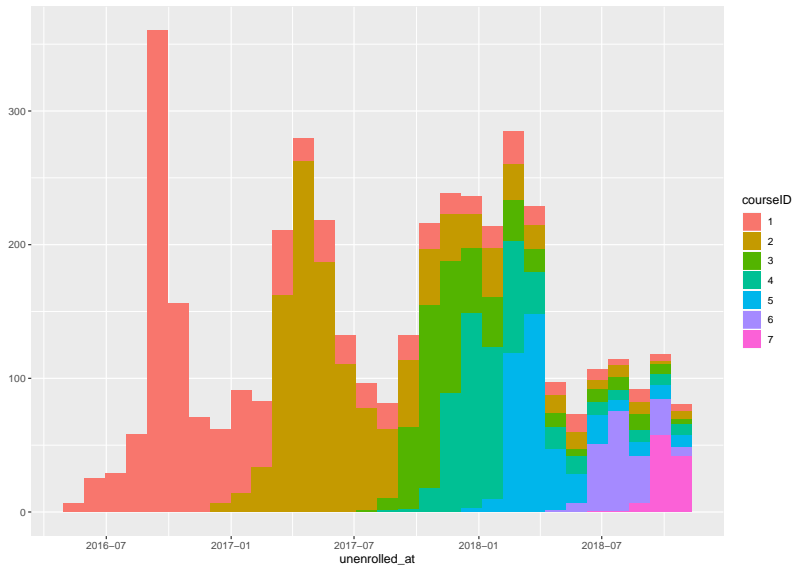
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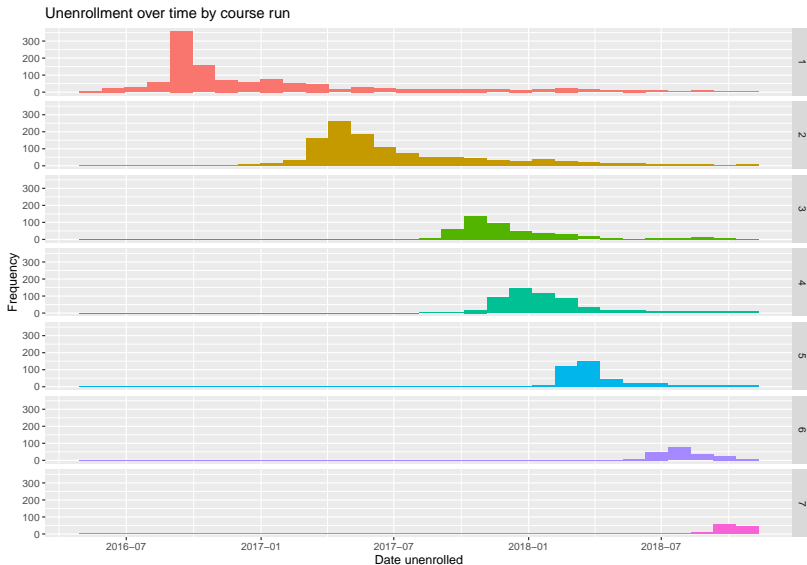
Aims

- ▶ Identify a trend in data relating to unenrollment.
- ▶ Identify and assess the reasons students unroll from the course.
- ▶ Recommendations in light of data.

Initial exploration



Breaking down unenrollment by course run



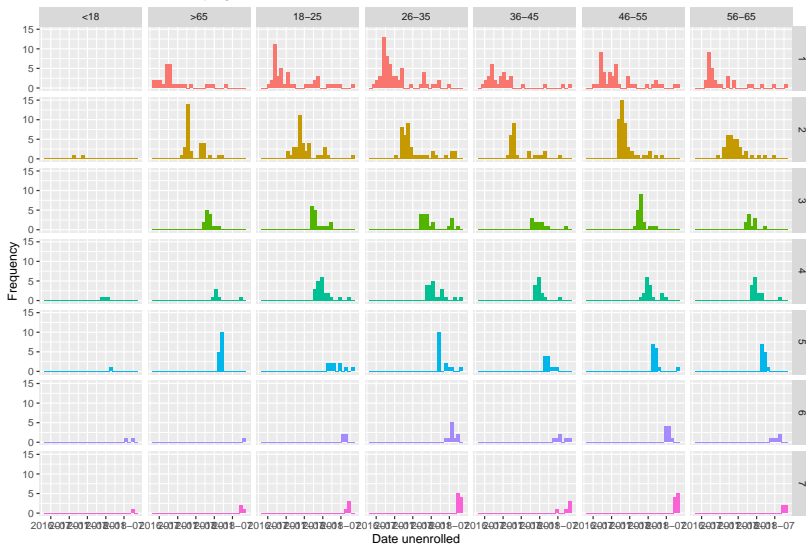
Explanations?

The pattern seemed to be maintained across

- ▶ Age ranges
- ▶ Gender
- ▶ Employment sector
- ▶ Personality archetype
- ▶ etc.

Age ranges

Unenrollment over time by age bracket and course run

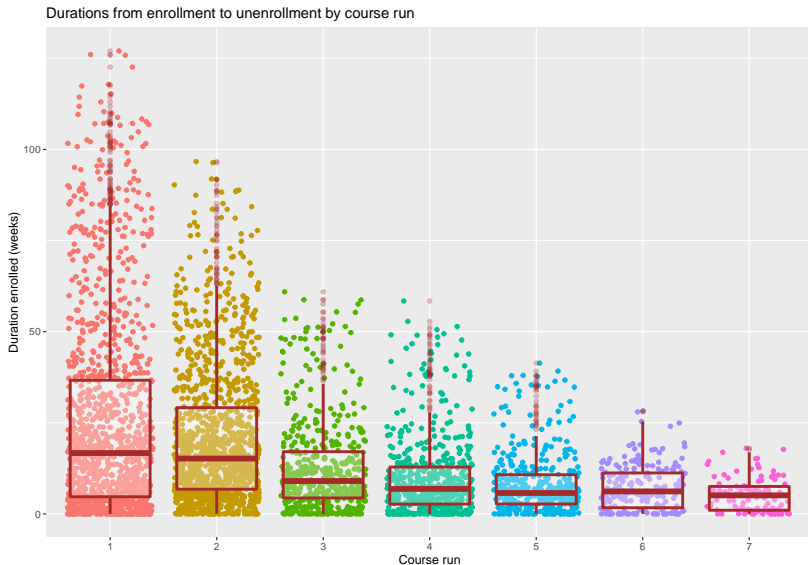


Gender

Unenrollment over time by gender and course run

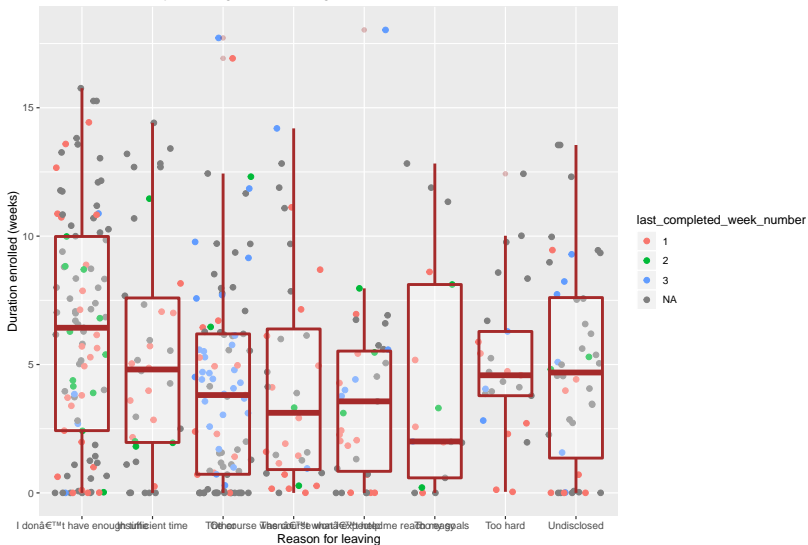


New theory: A particular part of the course?

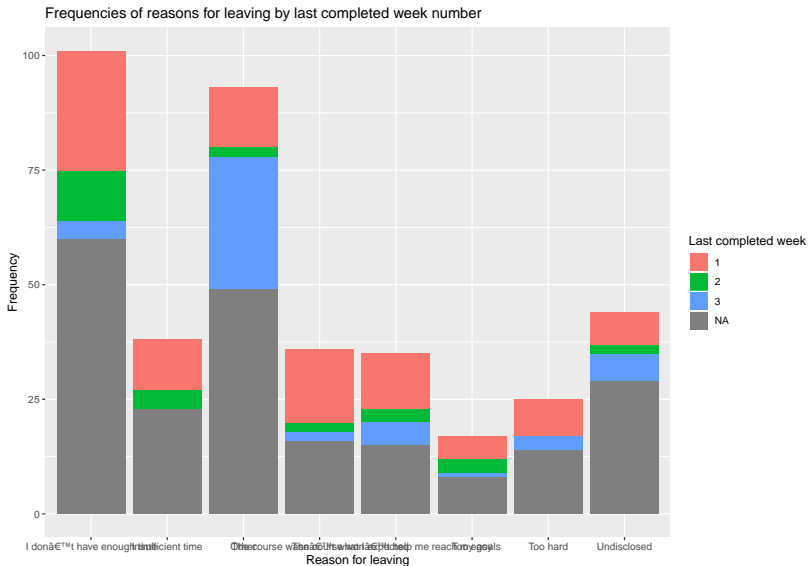


Digging deeper: leaving survey data

Duration enrolled by reason given for leaving



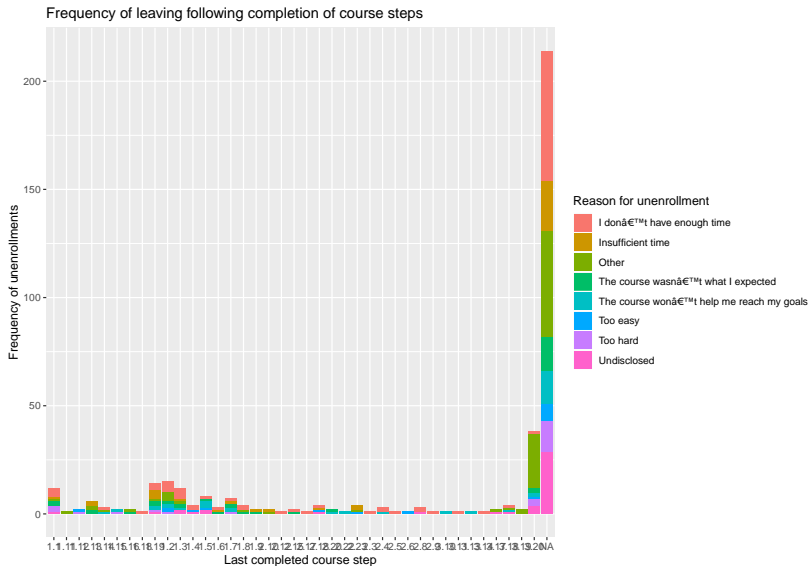
Completed weeks of the course



Breaking down by course run



Completed steps



Recommendations

- ▶ **Prompts and reminders:** prompt those enrolled to complete bite-sized chunks of the course on a regular basis.
- ▶ **Increase quantity of leaving survey data:** offer some money back provided that the leaving survey questionnaire is completed.