**Data Collection Strategy**

**C4 Projects**

**\* What all information to scrap or take from the website –**

**1. Blog**

* Analyze which writer’s blogs are getting more reads, more upvotes, feedbacks etc.
* Visualize the trends – identify the leading blogger – promote the blogs of that author as well as the courses offered by that mentor (if any).
* Time spent by a particular user on the blog forum.
* Blogs of which ‘Tag’ read the most – which ‘Author’ or ‘Mentor’ – to refer more related blogs.
* Blogs are read fully or left in between – find whether time required to be spent in a particular blog to understand is given by the reader or not – as on Medium, it is highlighted as 4 min or 5 min read etc.
* To know the nature of the reader, insist them on selecting the genre and the field they’re interested in etc.
* After reading the blog, ask them to give feedback in the form of comments and star ratings and likewise rate the blogs based on the ratings.

**2.** **Mentorship**

* From the search results, find out whether the person is searching for a particular mentor, a particular course or searching for a course in a particular domain in general – analyze accordingly and follow the results to rank the mentor as well as the courses recommendations.
* No. of courses enrolled of a particular mentor; course having maximum enrolments; feedback of the course as well as the mentors etc.
* **Add to Cart** – Check the courses added in cart the most - increase the ranking of those courses as well as that mentor.
* **Add to Wishlist** – similar to Add to Cart.
* Check how many mentees wish to buy any course i.e. courses are there in the cart but they have been there for a long time and mentees are not buying that. Try to find out the reason that why a course is there in the cart since months but the person isn’t buying out.

**3.** **Forums**

Find out –

* The frequently asked questions.
* The person asking the doubts regularly; the person answering the doubts the most no. of times.
* People frequently involving in the discussions.
* Suggest courses to the person according to the questions asked – like recommending them to try a course based on their doubts raised.
* Also, the person involving in solving the doubts on the forums, to lure that person to become a mentor on the platform if he/she thinks that they can help more no. of people by teaching that topic well.
* Analyze the content of the comments and suggest courses accordingly.

**4.** **User Registration**

* Basic details include Name, Email Id.
* Phone number – to give updates through SMS regarding their subscription, webinars etc.
* Birth date – optional, to give special discounts on birthday.
* Location – this will enable to analyze the reach of C4 by region – which region has more users and which has less – to find trends etc. – so in regions where it has lesser reach, more affiliates can be put to work etc.

**5. Content uploaded by mentors**

* The log of videos uploaded can be used to track the amount spent by user.
* The data of when a student is completing a video by just forwarding it, or what parts of the video has been skipped by a student (or many) can be used to give insights to the mentors about their videos and they can work on that part more.

**6. Notes section**

For each video uploaded, every student should have the ability to write a note related for that video, which they can download it later on. This note can be viewed by the mentor and to now better what a student is learning from his videos.

Similarly, other trends and patterns can be found out from the data generated by the website.

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