1. **Basic Course Details**

**~~Title~~**~~: Name of the course (used for displaying recommendations and matching to user queries).~~

* **Provider/Instructor**: Information about the course provider or instructor to personalize recommendations.
* **~~Description~~**~~: A short overview of what the course covers.~~
* **~~URL/Link~~**~~: The direct link to the course so users can access it easily.~~

**2. Course Metadata**

* **Rating**: Average user rating (important for filtering and ranking recommendations).
* **Difficulty Level**: Beginner, Intermediate, or Advanced. This is critical for recommending courses based on the user's current skill level.
* **Duration**: Estimated time to complete (number of hours, weeks, or months). This helps to suggest courses that fit into the user's schedule or available time.
* **Enrollment Count**: How many people have enrolled (used to indicate popularity and provide social proof).
* **Completion Rate/Success Rate**: If available, completion rate can indicate how accessible the course is.

**3. Skills & Keywords**

* **Skills Learned**: The key skills that users will acquire (e.g., machine learning, data visualization). This is essential for matching the course with the user’s learning goals.
* **Tags or Keywords**: Keywords associated with the course, such as specific tools or technologies (e.g., Python, TensorFlow). These help match user queries with courses.

**4. Course Structure & Content**

* **Modules/Lessons**: Names and descriptions of course modules or lessons. If your chatbot offers personalized roadmaps, this helps break down the learning into smaller milestones.
* **Course Projects**: If the course has hands-on projects, they can be valuable selling points for a practical learning experience.
* **Prerequisites**: Information on whether the course has prerequisites, ensuring the recommendations are aligned with the user’s existing knowledge.

**5. Target Audience**

* **Target Demographic**: Whether the course is for beginners, professionals, or specific groups (e.g., data scientists, business analysts).
* **Job Alignment**: If available, details on how the course aligns with specific job roles or certifications (e.g., Data Scientist, Full Stack Developer).

**6. Certification**

* **Certification Offered**: Whether a course provides a certificate upon completion (important for users who seek credentials).
* **Type of Certificate**: Clarify if it’s an industry-recognized certificate or just a course completion certificate.

**7. Career Outcomes**

* **Career Pathways**: Some courses might mention career opportunities related to the skills taught (e.g., Machine Learning Engineer, UX Designer). This helps users map their learning to real-world outcomes.
* **Salary Data/Job Titles**: If available, data on the average salary or roles the course can lead to. This is useful for users who want to gauge the ROI of learning.

**8. User Reviews and Feedback**

* **User Reviews**: Extracting user reviews helps provide social proof and can give insights into whether the course is a good fit for a user’s learning style.
* **User Feedback on Strengths/Weaknesses**: Categorize reviews that mention strengths (e.g., great projects, good explanations) and weaknesses (e.g., too basic, poor support).

**9. Recommended Courses**

* **Related Courses**: Crawling the section where Coursera recommends related courses. This can help you understand the connections between different topics and build your chatbot’s roadmap suggestions.

**10. Languages**

* **Languages Offered**: Courses might be available in multiple languages, which can be useful if your chatbot supports users in non-English languages.

**11. Course Costs**

* **Pricing**: Whether the course is free, requires a subscription, or has a one-time fee. You can use this information to filter recommendations based on the user’s budget.
* **~~Financial Aid~~**~~: If financial aid is available, that can be a valuable piece of information for users who need assistance.~~