Analyse User Engagement on an Online Learning Platform

Mukkisa Indhu

AGENDA

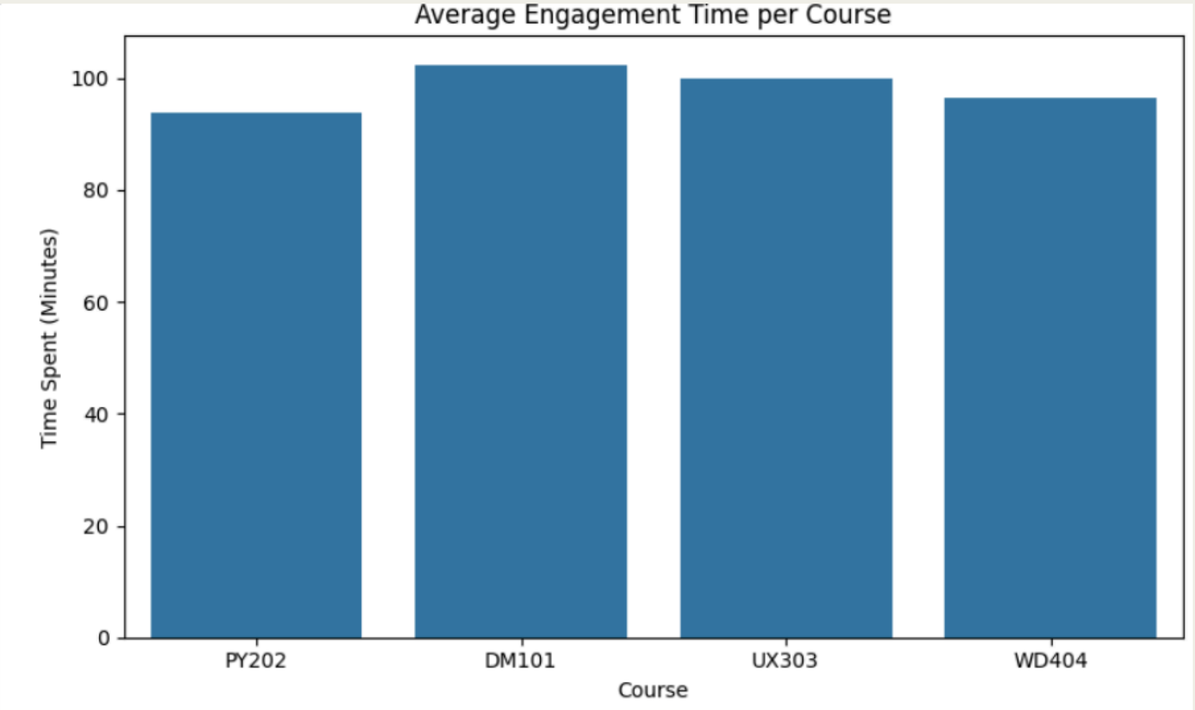
- Executive Summary
- Insights
- Actionable Insights and strategies

EXECUTIVE SUMMARY

- **Objective:** Analyze student engagement and satisfaction across courses.
- **Data Sources:** Student demographics, course activity, feedback ratings.
- **Tools Used:** Python (Pandas, Seaborn), visualization, descriptive analytics, Google colab, Power BI
- **Goal:** Identify patterns and suggest actionable improvements.

INSIGHTS

- **Moderate Completion Rate:** Average course completion is 54.78%.
- **Course Engagement Variation:** DM101 has the highest engagement (102.43 mins), while PY202 has the lowest (93.90 mins).
- **Younger Students Engage More:** Students aged 20–25 engage the most (~102 mins), with a decline in older groups.
- **Location Affects Engagement:** Kolkata (104.38 mins) and Delhi (103.30 mins) have the highest engagement, while Chennai has the lowest (~90.95 mins).
- **Low Correlation Between Completion and Satisfaction:** Completion rate and satisfaction have a weak correlation (-0.05).



ACTIONABLE INSIGHTS & STRATEGY

- **Support for Low-Engagement Courses:** Improve instructional design for PY202 and similar low-engagement courses.
- **Age-Specific Strategies:** Tailor course content and interactions to different age groups, focusing on re-engaging older learners.
- **Regional Engagement Programs:** Replicate successful engagement strategies from Delhi and Kolkata in lower-performing areas like Chennai.

Thank you!