Data Analysis Report: Class Scheduling and Teacher Optimization

Executive Summary

Based on analysis of class data covering attendance, feedback scores, and booking patterns, we have identified optimal scheduling windows and the most effective teacher-class combinations for maximizing class enrolment and student engagement during launch.

Key Data Insights

Attendance Patterns

- Highest overall attendance in EST (376 students) and MST (332 students)
- Peak attendance times show clear preference for afternoon hours (PST)
- Strong performance in the 2:00 PM - 4:00 PM PST window across all time zones

Student Engagement

- Higher engagement rates for creative writing and history/mystery classes
- Strong retention for creative arts and STEM subjects
- Consistent preference for interactive, story-based learning formats

1. Recommended Launch Schedule

Time Zone Analysis

The data shows clear preferences for certain time zones, with the top three being:

1. EST (376 enrolments)

2. MST (332 enrolments)

3. PST (242 enrolments)

This suggests focusing initial launch efforts on the U.S. East Coast to West Coast corridor, which provides good coverage of the most active time zones.

Optimal Timing Windows

The most successful class times (**in PST**) are:

1. **3:00 PM - 4:00 PM**

- Highest attendance (272 students)
- Strong performance across all U.S. time zones
- Ideal for EST evening and MST/CST afternoon

2. **4:00 PM - 5:00 PM**

- Second highest attendance (280 students)
- Excellent for EST/MST overlap
- Popular for after-school programming

3. **2:00 PM - 3:00 PM**

- Solid attendance (169 students)
- Good for EST afternoon and PST lunch hour
- Strong performance for educational content

Time Zone Strategy

- Primary Focus: EST and MST (highest attendance rates)
- Secondary Focus: CST and PST

These times translate to:

 - EST: 5:00 PM - 7:00 PM (prime after-school hours)

 - MST: 3:00 PM - 5:00 PM (early after-school period)

 - CST: 4:00 PM - 6:00 PM (ideal homework hours)

 - PST: 2:00 PM - 4:00 PM (early afternoon block)

These times align well with after-school hours across U.S. time zones, which is ideal for the target age group of 8-13 years.

2. Class Curation Recommendations

Top-Performing Teachers

Based on student feedback scores and "Another class" bookings, the following teachers should be prioritized for launch:

Name	Score	Recommended Classes	Target Age	Optimal Time
Mary Daniels	3.69	Long Division, Math Fundamentals	8-11 years	3:00 PM PST
Melissa Peterson	2.59	Current Events Discussion	11-13 years	4:00 PM PST
Dana Lorelle	2.47	Creative Writing, Poetry	10-13 years	3:00 PM PST
Rae Wilson	2.46	Python Coding, Essay Writing	11-13 years	4:00 PM PST
Nicole Pauling	High retention rate	History Mysteries Series	9-12 years	3:00 PM PST

Recommended Class Portfolio

1. Creative Arts (Highest Rated Category)

- Creative Writing 101 (Score: 9.0)

- Introduction to Poetry

- Creative Writing Workshop

2. History/Mystery Series (Strong Engagement)

- Dancing Plague (Score: 5.17)

- Egyptian Mysteries (Score: 4.42)

- History Mystery Series

3. STEM Focus (High Retention)

- Introduction to Python (Strong Bookings)

- Long Division (Consistent Performance)

- Basic Geometry

4. Art/Drawing Series (Popular Category)

- Draw It: Dolphin (Score: 4.94)

- Digital Art Basics

- Character Drawing

Most Successful Classes

The highest-rated classes include:

1. Creative Writing 101 (Score: 9.0)

2. Forgotten Histories and Mysteries: The Dancing Plague (Score: 5.17)

3. Draw It: Dolphin (Score: 4.94)

4. Forgotten History: Egyptian Mysteries and Riddles (Score: 4.42)

5. Forgotten History: Malaysian Flight MH370 (Score: 4.31)

Classes with high "Another class" bookings:

1. Introduction to Coding with Python (25 bookings)

2. The Week In News: Current Events Discussion (25 bookings)

3. Introduction to Creative Writing (23 bookings)

4. Creative Writing 101 (23 bookings)

5. Long Division (21 bookings)

Recommendations:

1.Teacher Assignment and Engagement

Strategic Teacher Deployment

- **Top Teachers for High-Performing Classes**: Assign teachers with proven success to top-rated classes.

    o **Annalisa Ard**: Creative Writing 101

    o **Nicole Pauling**: History/Mystery Series

    o **Cara Bailey**: Art Classes

    o **Mary Daniels**: Math Subjects

- Ensure backup coverage for popular slots to prevent disruption in service.

Teacher-Student Interaction

- Promote teacher-student interaction by offering Q&A sessions, discussion boards, or post-class feedback loops.

- Feature popular teachers in marketing materials (e.g., Clark Vandeventer and Nicole Pauling), highlighting their teaching style and class themes.

2.Personalized Marketing Strategies

Targeted Campaigns

- **Email Campaigns**: Segment email lists based on past enrolments and engagement. Recommend similar or advanced classes (e.g., a student who enjoyed a history class could be recommended Egyptian Mysteries).

- **Social Media**: Leverage Instagram, Facebook, and Twitter to share class snippets, testimonials, and behind-the-scenes teacher profiles. Use educational hashtags for better outreach.

Referral Programs

- Launch a referral program where current students can invite friends to join classes in exchange for discounts or special offers. This helps expand the community while boosting engagement.

3.Community Building and Engagement

Parent and Student Feedback

- Host virtual feedback forums to engage families in discussions about class preferences, new ideas, and improvements. This will foster a sense of community and loyalty.

Interactive Webinars

- Organize free introductory webinars with popular teachers, allowing prospective students to experience the content and teaching style before committing.

Promotions and Offers

Early Bird and Themed Weeks

- **Early Bird Specials**: Offer discounts or exclusive access for early sign-ups. This creates urgency and increases initial enrollments.

- **Themed Class Weeks**: Introduce "Creative Arts Week" or "STEM Week" with special promotions to attract attention to popular subjects.

Conclusion:

Based on the detailed analysis of class attendance patterns, student engagement, and teacher performance, we have identified a strategic approach to optimizing Coral Academy's class scheduling, teacher deployment, and marketing efforts for a successful launch.

1. **Class Scheduling Strategy**:

    o   Focus initial class offerings between 2:00 PM - 4:00 PM PST, aligning with peak attendance times, particularly for EST and MST time zones. This aligns with the preferences of the target age group and maximizes participation. Gradually expand to evening slots (5:00 PM - 6:00 PM PST) to accommodate a wider audience.

    o   Ensure consistent daily scheduling during these peak hours to build a reliable routine for students, with additional flexibility for weekend sessions as demand increases.

2. **Teacher Optimization**:

    o   Assign the highest-performing teachers to the most popular classes. Specifically, Annalisa Ard for Creative Writing 101, Nicole Pauling for the History/Mystery series, Cara Bailey for Art, and Mary Daniels for Math subjects. This ensures top-quality instruction in high-demand subjects.

    o   Develop a backup pool of teachers for high-demand time slots to prevent any disruption in class availability and to handle potential surges in bookings.

3. **Class Curation and Content Strategy**:

    o   Focus on classes with the highest student satisfaction and retention rates, such as Creative Writing 101, Introduction to Python, and History Mystery Series. Offer a mix of creative arts, STEM, and historical classes to appeal to a wide range of interests.

    o   Consider developing progressive series to encourage repeat enrolments, with an emphasis on interactive and story-based learning formats, which have proven to be more engaging for students.

4. **Marketing and Engagement**:

    o   Implement targeted email campaigns and social media strategies that segment audiences based on past behavior and class preferences. For instance,

recommend similar classes to students who enjoyed a particular genre, such as recommending the "Egyptian Mysteries" class to history enthusiasts.

- o Launch a referral program to encourage current students to invite friends, offering them discounts or special incentives for each successful referral.

- o Use platforms like Instagram and Facebook to showcase class snippets, behind-the-scenes teacher content, and student testimonials to increase visibility and attract new students.

5. **Community Building**:

- o Engage parents and students through feedback forums or virtual Q&A sessions to gather insights for new classes and improvements, creating a sense of community around Coral Academy.

- o Organize free introductory webinars to allow prospective students to experience the class content and teaching styles before committing to enrolment.

6. **Promotions and Offers**:

- o To boost initial enrolments, offer Early Bird Specials to create urgency. Additionally, introduce themed weeks, such as "Creative Arts Week" or "STEM Week," to highlight specific subjects and drive engagement.

By implementing these strategies, Coral Academy will not only improve class scheduling and teacher deployment but will also enhance student engagement and retention. The focused, data-driven approach to personalized marketing, combined with community-building efforts and strategic promotions, will help establish a strong presence in the competitive online education market.