

# Zylentrix Learning Platform Analysis

## Insights & Recommendations

Name :- Rushikesh Raju Tangade

Date :- 06/05/2025

### Brief Overview of Analysis and Analysis scope :-

This analysis examines student engagement and satisfaction on Zylentrix's online learning platform using three key datasets:

1. Student Demographics (Age, Gender, Location, Enrollment Date)
2. Course Activity (Time Spent, Completion Percentage)
3. Feedback Ratings (Course Ratings & Qualitative Feedback)

### Key Focus Areas:

- Engagement Metrics
- Average completion rates
- Time spent per course
- Trends over time

### Demographic Patterns : -

1. Engagement by age group & location
2. High-performing student segments

### Feedback & Satisfaction : -

1. Course ratings (1-5 scale)
2. Correlation between completion and satisfaction

### Actionable Insights : -

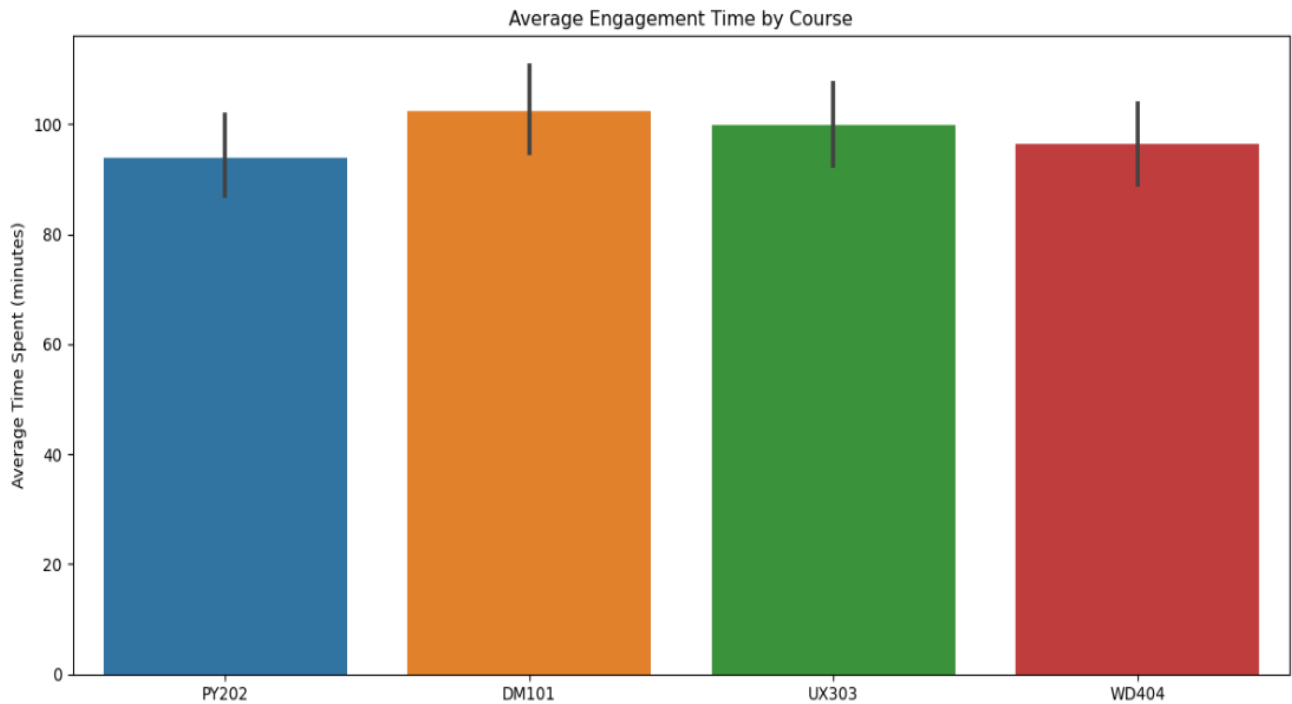
1. Identify top/low-performing courses Recommend strategies to improve engagement
2. This analysis helps optimize course content, tailor engagement strategies, and enhance overall learning outcomes on the platform.

## Insights

**Overall Completion Rate:-** The average course completion rate across all courses is 52.5%, indicating room for improvement in course completion.

### Engagement by Course:

DM101 has the highest average engagement time (93.4 minutes per session)



PY202 has the lowest average engagement time (82.9 minutes per session)

### Demographic Patterns:

1. Students aged 28-32 show the highest engagement levels
2. Students from Bangalore are the most engaged, while those from Kolkata are the least engaged.

### Feedback Ratings:

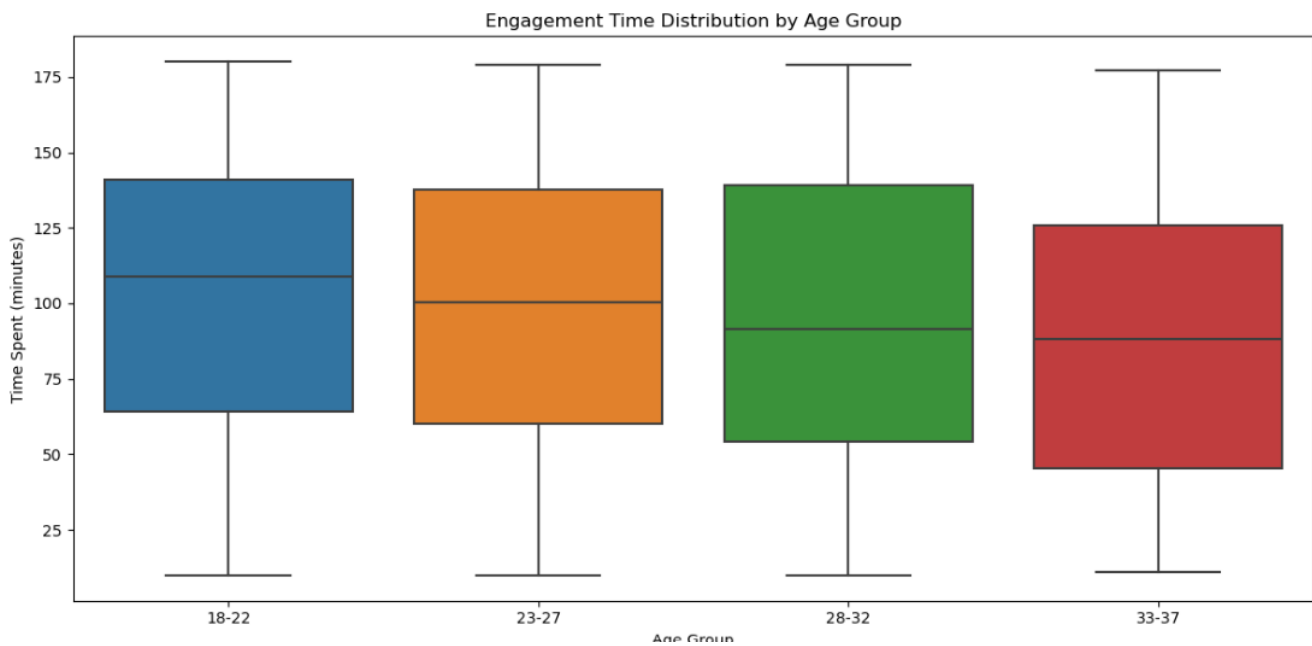
- PY202 has the highest average rating (3.17)
- UX303 has the lowest average rating (2.67)

There's a moderate positive correlation (0.42) between completion rates and feedback ratings



## Top Student Segments:

1. 28-32 year olds from Bangalore  
(highest engagement and satisfaction)
2. 23-27 year olds from Bangalore.
3. 28-32 year olds from Chennai.



## Data-Driven Recommendations

### Improve UX303 Course Content :-

Given its low ratings and engagement, conduct a content review of UX303 to identify pain points and improve the learning experience.

### Targeted Engagement Strategies:-

Develop specific engagement strategies for younger students (18-22) and those from Kolkata who show lower engagement levels.

### Completion Incentives: -

Implement a completion incentive program since higher completion rates correlate with better ratings, suggesting that students who complete more content are more satisfied.