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# Online Edtech Class Analysis Report Description

#### 1. Suggested Class Timings & Time Zones (For Maximum Attendance)

- Top Performing Time Zones:
  - o **EST** and **MST** time zones have the highest attendance counts.
  - o **Afternoon** sessions dominate in attendance across all zones.
- Best Time Slots (PST):
  - o **Top time slots** for average attendance:
    - Highest attendance was seen between 11:00 AM to 1:30 PM PST.
  - Weekdays, especially Monday to Friday, have better engagement than weekends.

#### Recommendation:

Schedule majority of launch classes:

- In Afternoon sessions
- Between 11 AM to 1:30 PM PST
- Focus on Weekdays, especially Monday to Friday
- Prioritize EST and MST zones when creating campaigns

### 2. Class Curation (Which Teachers Should Teach What)

- Top Teachers Based on Student Engagement:
  - Nicole D. has the highest average across all metrics—highly engaging and impactful.
  - o Moksha P., Meghana R., and Dan Taylor also consistently score well.

#### Recommendation:

• Retain and prioritize these teachers for launch: Nicole D., Moksha P., Meghana R., Dan Taylor

From the **class-level table**, **Aaron Potsick** shows good performance in:

- "The Art of Argument" 80% attendance, 6.63 feedback
- "The Baxter Creek Murder Mystery Game" 75% attendance, 8.17 feedback

#### → Recommendation:

- Curate classes based on both teacher performance and content interest:
  - o Continue offering classes like:
    - Art of Argument
    - Murder Mystery Game
    - Mind Gym (has good attendance)

#### 3. Popular Topics (For Enrollment Focus)

- Most Enrolled Subjects:
  - o Life Skills
  - Math
  - Speaking
  - o Science
  - o Logic
- Engaged Age Groups:

Multiple topics (like Logic, Math, Science) attract students aged **9–12** most.

#### Recommendation:

- Offer more classes around:
  - o Life Skills (e.g., confidence, communication)
  - Math & Logic (puzzles, real-world problem-solving)
  - o Public Speaking & Critical Thinking
- Focus age range: 9 to 12 years

#### 4. Class Attendance Health

- Only ~46% of enrolments attended classes.
- ~32% marked as "Not Attended", and a significant chunk is "Not Applicable", "Unenrolled", or "Duplicate entry".

#### Recommendation:

- Follow up with enrolled but absent users
- Clean the data pipeline to reduce duplicate/extra entries
- Investigate and address friction points in class joining or timing

## Summary: Launch Plan Suggestions

Focus Area Recommendation

**Timings** Weekdays, 11:00 AM–1:30 PM PST, especially Mon–Fri

**Time Zones** Prioritize EST and MST

Best Teachers Nicole D., Moksha P., Meghana R., Dan Taylor

**Top Topics** Life Skills, Math, Speaking, Logic, Science

**Target Ages** 9–12 years

Operational Fix Reduce duplicate/invalid enrollments; improve engagement nudges