Top 5 Insights

High Engagement ≠ High Satisfaction (Always)

One student segment spent considerable time on the platform but reported very low satisfaction (avg rating ~1.36), indicating that more time doesn't always mean a better experience.

Top Performing Segment

Segment 0 showed both high engagement (138 min avg) and high satisfaction (4.27 rating) — these students are your most successful users.

Age Matters in Engagement

The 21–25 age group was the most engaged, followed by 26–30. Older students (31+) showed a drop in time spent.

Course & Location Influence Usage

Engagement varied significantly across locations — some regions consistently spent less time across all courses.

A few courses drew high engagement but lower ratings, hinting at possible content quality or delivery issues.

Engagement is Time-Dependent

Engagement levels changed over time, with noticeable spikes during specific dates — likely related to deadlines, exams, or live sessions. 3 Data-Driven Recommendations

Data-Driven Recommendations:

Targeted Course Improvements

Focus on courses with high engagement but low ratings. These may need content restructuring, better pacing, or more interactivity.

Personalized Support for Low-Satisfaction Segments

Provide tailored support or follow-ups for students in the low-rating segment. Use nudges, surveys, or feedback loops to understand their pain points.

Optimize for Age & Region

Consider creating age-specific learning paths or formats (e.g., shorter content for older learners).

For low-engagement regions, investigate barriers like internet access, cultural relevance, or time zones.