C4U
Project Course Recommender System
October 25th

Document Status: **<u>Draft</u>** | In Review | Approved

Executive Summary:

Our plan is to maximize user engagement. increase revenue streams. and solidify Course4U's position in the online education market.

Analytics objective:

Explore and compare **various machine learning models** and **find one** with to improve learners' learning experience.

Project Goal

*SMART: **S**pecific, **M**easurable, **A**ttainable, **R**elevant, and **T**ime-bound*
- Increase revenue by 10% after the 4 months project completion by *rolling out* a course recommender system including setting up operational headcounts, putting architectural to support the system, and training employees for the new service.

Deliverables

1. Users quickly find interested courses
2. Set up course recommender system to make better paving learning paths more efficient
3. Develop and launch a user video on course recommender system launch/training program to maintain excellent service standards
4. More learners interacting with more courses

Business Case / Background

Why are we doing this?
- Course4U growing. having reached ~**34.000 users** and over **233.000 enrollments** in **a year**. This project will help mitigate potential revenue losses

due to delay subscribing and cancellations by ensuring an efficient, high-quality customer experience.

Answer:

reasons to initiate the project (at least one):

- Increase users' enrolment by 10%

    - ✓ Only **30%** participated in more than 10 courses, 25.000 users (**70%**) who have enrolled in **fewer than 10 courses**.
    - ✓ Around 8,000 users have enrolled in only a single course.

- Increase the selected courses from 45% to more than 50%.

    - ✓ Only less than 45% of the total course have been chosen by users.

- Acquiring new users.

Benefits, Costs, and Budget

Benefits:
- Increase enrollment to 10% revenue increase, increase new users, increase customer satisfaction
- *Additional benefits (optional)*:

Costs:
- Price of software, installation fees, time spent on hiring and training
- Setting operational tools and marketing launching promotion

Budget needed:
- $85,000 - $90,000

Scope and Exclusion

In-Scope:
- Current courses available, online, customer service standards,
- *Other in-scope items (optional)*:

Out-of-Scope:
- Offline

- *Other out-of-scope items (optional)*:

Project Team

Project Sponsor: Director of Customer Data

Project Lead: Head of Data Science and Machine Learning

Project Team: Director of Procurement, API Strategist, Data Warehousing Specialist, Data Governance Manager, Data Analyst, Director of IT, Project Manager, Product Manager, Marketing Promotion Manager, Financial Analyst, HR Recruitment and Training

Additional Stakeholders: Account Manager, Sales and Marketing Director, Investors

Measuring Success

What is acceptable:
1. Minimum *10% increase in revenue after the 1-month project completions (week 2nd February 2024)*
2. 10% Increase in new customers