

# Data Insights for Education Leaders

Get insights exactly when you need them

- Identify Trends in Learner Behavior
- Track Learner Sentiment for Courses
- Understand Impact on Overall Engagement
- Track Key Learning KPIs
- And much more!





### Find Prospective Learners Based on Behavior and Demographics

Identify which combination of age, gender, organization type, and job function typically enroll in a specific courses so you can target prospective learners with similar characteristics.



### Measure the Effectiveness of Programs by Viewing Learner Sentiment

Make informed decisions about course improvements, instructor selection, and program enhancement by analyzing positive and negative sentiment from course evaluations.



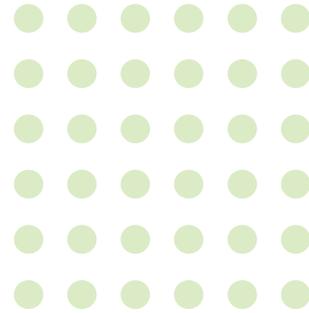
### Discover How Learning Contributes to Overall Member Engagement

Uncover trends that may impact your learning initiatives by viewing your course activity, learner behaviors and demographics in a single, easy-to-use dashboard.



### Make Decisions that Impact Enrollment and Satisfaction

Use performance metrics to inform tactics, strategies, and investments that impact course enrollment and satisfaction



#### WHAT IF YOU KNEW?

**What would you do if you knew non-members bring in just as much revenue as members?**

*Hint: Adjust your marketing strategy to focus equally on both.*

**What would you do if you knew members who are active in your community tend to purchase more courses?**

*Hint: Cross promote your community in your LMS and vice-versa.*

