acumenAI

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!

ASSOCIATION ANALYTICS

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.