



Case Study

Stanford University

eLearning platform usage analysis

Client Profile:

Stanford University is one of the world's most prestigious educational institutions. It is a leading teaching and research university in USA, dedicated to preparing students for leadership in a complex world. Its areas of excellence range from the humanities to social sciences to engineering and the sciences.

Tecnology Used:

MySQL and Tableau

Business Situation:

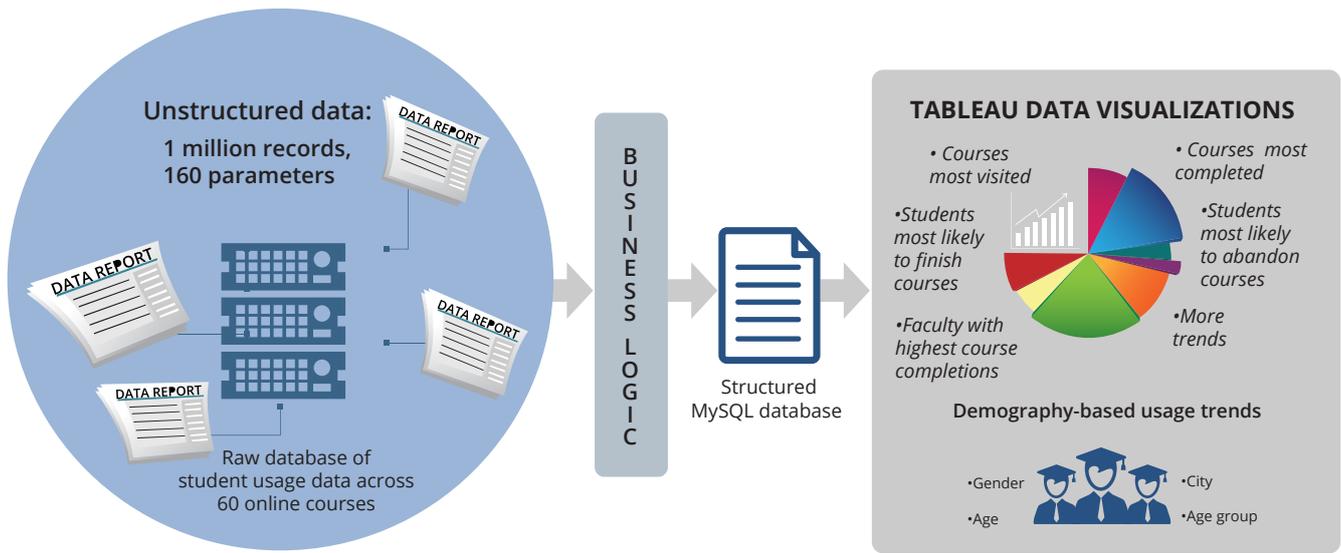
Stanford University offers online learning experiences through Stanford Online on subjects ranging from Mathematics to Quantum Mechanics for a wide audience that includes students and working professionals. Stanford Online was looking for ways to improve their online offerings/services. Towards this end, they wanted a means to analyze and understand online course usage pattern across their students.

Solution Approach:

Compassites developed a business solution that involved converting Stanford's massive unstructured data from surveys, assessments, quizzes, exams, assignments, peer-graded assessments and timestamped logs of student activities such as lecture watching, assignment submission, and forum behavior from across multiple sources into one coherent database. Compassites could now perform data manipulation and statistical analysis on this database. Through these activities, we could provide a demography-based trend analysis that would help Stanford evaluate the effectiveness of its online courses. Our analysis showed us trends, repetitions, cycles, clusters and gaps. This data was then represented in graphs, tables and other data visualization formats.

Benefits & Results:

- ❑ Students who received regular communication and timely feedback on their progress were more likely to complete their courses successfully.
- ❑ Astute insights provided on faculties who had a better student fan-following.
- ❑ Assignments and activities that are adapted for a certain branch of science take more time to complete, so these assignments and course content had to be managed differently.
- ❑ Students or professionals with Masters or higher degrees were more



likely to complete the courses that are in line with their current specialization.

Between 2009 and 2016, the overall number of bachelor's degree holders who enrolled for a program/course within 8 months of completing their undergraduate studies increased from 34 to 40 percent.