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5 parametrs to measure the success of e-learning

The five key factors to measure the success of eLearning courses through the analysis of data

Here are 5 questions you often ask yourself about evaluating the performance of eLearning courses. But where to look for objective answers? In data analysis, clearly.

1. Are Your Users Hooked?

To assess whether **your e-Learning is engaging and useful for students** you need to understand if they are connected on an ongoing basis. Then, check to what extent users return to the course content even after first use, paying particular attention to the number of users and active sessions.

2. Are Learners Completing Your Content?

Basically, if students leave your course before it is complete, it is not a good sign, but the "**completion rate**" is not always the best metric for assessing the interest aroused by the course in learners. For example, some contents, such as those related to performance support, can be experienced by students as a non-linear experience, which they themselves can choose to investigate immediately, bypass or postpone to another time.
When it comes to content where completion is basic (such as a mandatory compliance form) it is clearly necessary to keep track of the completion rate: if this is low, it is useful to collect data on the passage where you are losing students, so you can devise the best ways to hold them back.

3. How Many Learners Are You Reaching?

Measure the number of unique users against the target number of users to see if your eLearning course meets the goals you set during the planning phase.
If you want to deepen, track the students according to the different locations, in this way you can identify any trends or identify geographic areas that are not active. All this information will be useful to develop a strategy of expansion of your current market and to plan information campaigns on the launch of your next courses.

4. What Devices Are Your Learners Using?

Finding out which devices are most popular among your students gives you the power to change your courses in order to **give your learner the best possible experience** on their favorite device. For example, if most of your students connect from mobile, it is crucial that your courses are optimized for mobile use.

5. What's The Average User Session?

Knowing the average duration of a user session is essential. This data not only gives you a measure of the involvement and interest aroused by your content, but also helps you to understand **what could be the ideal length for each topic** and therefore is a valuable help to design better courses in the future and make improvements. at current courses.

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