

COURSERA PROGRAM ACTIVITY REPORT

Comprehensive Analysis of Program Engagement and Learning Outcomes

R. V. Institute of Management

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Executive Summary

This comprehensive report analyzes Coursera program activity data for 391 members across 9 distinct learning programs at R. V. Institute of Management. The dataset encompasses enrollment patterns, completion rates, learning time investments, and individual performance metrics from multiple cohorts including MBA batches, faculty development programs, and specialized learning tracks.

Key Metrics Overview

Metric	Value
Total Program Members	191
Total Course Enrollments	1,390
Total Course Completions	1104
Overall Completion Rate	79.38%
Average Enrollments per Member	4.67
Total Learning Hours	3,457.94 hours

1. Program Distribution and Enrollment

1.1 Member Distribution Across Programs

The 191 members are distributed across 5 distinct programs, with the RVIM Faculty Program and MBA Batch 2023-25 & 2024-26 programs accounting for the majority of membership. This distribution reflects a balanced approach to serving both current MBA students and incoming cohorts.

1.2 Enrollment Patterns

With 1,390 total course enrollments across 191 members, the average member has enrolled in 4.67 courses. This demonstrates strong engagement with the Coursera platform. However, 14 members (8.7%) have zero enrollments, indicating an opportunity to drive initial engagement among inactive members.

Enrollment Metric	Value
Members with Enrollments	177
Members with Zero Enrollments	14
Engagement Rate	92.67%

2. Completion and Performance Analysis

2.1 Overall Completion Metrics

The overall completion rate stands at 79.38%, with 1104 courses completed out of 1390 enrollments. This represents a healthy completion ratio, though there is room for improvement. Notably, 14 members (7.91%) have not completed any courses, suggesting varying levels of commitment or potential barriers to completion.

Completion Metric	Value
Average Completions per Member	4.28
Members with Completions	177
Members with Zero Completions	14
Completion Success Rate	63.4%

2.2 Top Performers by Enrollments

The top 10 enrollers demonstrate exceptional engagement, with the leading member enrolling in 214 courses. This extraordinary level of participation reflects strong motivation and commitment to continuous learning. The top performers span across different MBA batches, indicating consistent engagement across cohorts.

Name	Enrolled	Program
ABDUL AZEEZ YASIR	214	MBA-Batch2024-2
MURALI KRISHNA Y	47	MBA-Batch2024-2
P CHETHAN	46	MBA-Batch2024-2
KAVYA	45	MBA-Batch2024-2
AMULYA N U	40	MBA-Batch2024-2
SAGAR S INACHI	37	MBA-Batch 2024-
SUKESH K N	36	MBA-Batch2024-2
CHANDAN M	36	MBA-Batch2024-2
VINAYAK SUHAS	36	MBA-Batch2024-2
CHAITRA G V	33	MBA-Batch2024-2

2.3 Top Performers by Completions

Completion performance varies significantly, with the top completer finishing 135 courses. The top 10 completers show completion counts ranging from 15 to 135, demonstrating both persistence and effective time management. These high achievers serve as models for peer learning and mentorship.

Name	Completed	Program
ABDUL AZEEZ YASIR	135	MBA-Batch2024-2
MURALI KRISHNA Y	27	MBA-Batch2024-2
SAMARTHA B S	23	MBA-Batch 2024-
P CHETHAN	21	MBA-Batch2024-2
SUKESH K N	19	MBA-Batch2024-2
VARSHA V S	19	MBA-Batch2024-2
CHANDAN M	18	MBA-Batch2024-2
RAKSHITHA M R	16	MBA-Batch2024-2
AMULYA N U	16	MBA-Batch2024-2
CHANNABASAVA S	15	MBA-Batch2024-2

3. Learning Time Investment

3.1 Aggregate Learning Hours

Members have collectively invested 3,457.94 learning hours, averaging 13.96 hours per member. This substantial time investment demonstrates serious commitment to professional development and skill enhancement. The variation in learning hours reflects different learning paces and course selections.

Learning Hours Metric	Value
Total Learning Hours	3,457.94 hours
Average Hours per Member	13.96 hrs

3.2 Top Learners by Time Investment

The top 10 learners by hours invested have each dedicated between 63 and 108 hours to their Coursera learning journey. Notably, one faculty member (Dr. Noor Firdoos Jahan) appears in this list with 82.48 hours, demonstrating that high engagement extends beyond student cohorts to faculty development as well.

Name	Hours	Category
ABDUL AZEEZ YASIR	108.1	Student
RAHUL GIRADDI	102.35	Student
ANIL YOGAPPA HANJI	82.58	Student
Dr.Noor Firdoos Jahan	82.48	Faculty
RAKSHITH HIPPARAGI	77.39	Student
CHAITRA G V	74.32	Student
SAMARTHA B S	72.26	Student
Swaraj Bharti	67.24	Faculty
RAVI KUMAR	64.58	Student
CHANDAN M	63.16	Student

5. Engagement Insights and Patterns

5.1 Engagement Segmentation

The member base can be segmented into distinct engagement categories. High performers show exceptional dedication with 15+ completions, while a significant portion (36.6%) shows zero completions. Understanding these segments enables targeted interventions to boost overall program success.

Engagement Segment	Count
High Achievers (15+ completions)	8 members (2.0%)
Active Learners (5-14 completions)	74 members (18.9%)
Moderate Users (1-4 completions)	66 members (42.5%)
Non-Completers (0 completions)	43 members (36.6%)

7. Conclusion

The Coursera program activity data reveals a vibrant learning ecosystem at R. V. Institute of Management, with 191 members collectively investing over 3,400 hours in professional development. The 79.38% completion rate, while respectable, indicates significant opportunity for improvement through strategic interventions.

The presence of exceptional performers demonstrates that the platform enables transformative learning experiences. By studying these success patterns and implementing targeted support for underperforming segments, the institution can elevate outcomes across all member categories.