

Getting Started With Learning Analytics

Gather

Start by **collecting data** in one place and in a common format for easy access. Then, make a plan to catalog and aggregate data.

STEP
01



STEP
02

Familiarize

Evaluate if the available data is clean and well structured. Then, identify **additional data to collect**.

Operationalize

Now that you have a solid foundation, it's time to put it to use. Start by defining and monitoring new benchmarks and **KPIs from your data**.

STEP
03



STEP
04

Explore

Dig deeper and identify outliers, such as positive and negative deviations from the norm. **Consider why** these events happened.

Experiment

Experimenting is the best way to achieve **desired outcomes**. Develop hypotheses and use A/B testing to validate them.

STEP
05



Bonus Step: Show Off

You're armed with the knowledge you need to show the world—and your boss—the power of education!