Watershed Model™ of Learning Analytics

Learning analytics don't have to be complicated, as long as you stay organized. Start with the basic categories and complexities that comprise learning analytics and work your way outward, using the illustrations on the right as a guide.

When these categories and complexities are combined, they form the matrix—or pyramid—of learning analytics. Many organizations master the lowest level of complexity within a specific category and then work their ways outward. And some organizations may reach high levels in one category, but reach lower levels in other categories.

As long as you identify where you fall within the learning analytics pyramid, you'll know where you're going—which helps you set goals, determine metrics, and evaluate the maturity of your program.

COMPLEXITY

MEASUREMENT
The most basic form of analytics is measurement, or the simple act of tracking things and recording values.

DATA EVALUATION
Evaluation is the process of trying to create meaning out of the data you've measured. And what does the data mean?

ADVANCED EVALUATION
Advanced evaluation techniques—such as exploratory and inferential analytics—search for relationships within your data and discover powerful insights.

PREDICTIVE &PRESCRIPTIVE
The first three levels help you understand what's already happened. Predictive and prescriptive analytics help you understand what will happen in the future.

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CATEGORIES

Learning experience analytics seek to help you understand more about a particular learning experience or set of learning experiences.

LEARNING EXPERIENCE ANALYTICS

Learner analytics seek to understand more about a specific person or group of people engaged in activities where learning is one of the outputs.

LEARNER ANALYTICS

Learning program analytics seek to understand how an overall learning program is performing.

LEARNING PROGRAM ANALYTICS

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LEARNING EXPERIENCE ANALYTICS

LEARNER ANALYTICS

PREDICTIVE AND PRESCRIPTIVE ANALYTICS
ADVANCED EVALUATION
DATA EVALUATION
MEASUREMENT

LEARNING PROGRAM ANALYTICS

Watershed

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