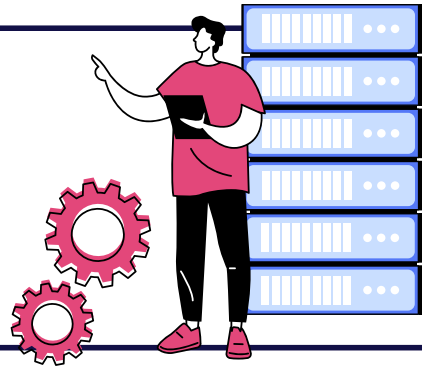**mCourser**
Adaptive Learning Platform

BIG DATA FOR EDUCATIONAL PUBLISHERS

Employ the digital power to analyze all interactions between LMS users and your eContent. Recognize their precise needs and expectations with multiple small-scale case studies. Use this powerful knowledge to increase client satisfaction, loyalty, and openness to your offerings.

> *Use Big Data analytics and strengthen the integration between your business model and pedagogical mission.*

THE BIG DATA FUNCTIONALITY GIVES YOU NEW POSSIBILITIES:

☑ FINE-TUNE YOUR ECONTENT

Analyze the interactions and behavior patterns of teachers, students, school administrators, and other users in your eLearning environment.

Assess whether the concepts and ideas in your digital learning resources are clear and straightforward.

Test and verify the effectiveness of your eContent with detailed reports on students' actions and results- from a single activity to the entire course.

Compare your methods and **identify** the most effective pedagogy.

Provide adaptive learning opportunities and ensure equal chances for students with different backgrounds, skills, abilities, and disabilities.

☑ LEVERAGE YOUR STRENGTHS

Recognize your customers' preferences in the context of, e.g., region, educational level, and even gender.

Correct and improve your digital courses in real-time and instantly check their effectiveness. No more waiting for a reprint!

Segment customers, **adjust** your methods, and deliver solutions they desire.

Rationalize production and put your effort into the most profitable solutions.

Build strategic marketing communication and **increase** your sales.

☑ EASY COLLECT AND EASY PRESENT

Many LMS platforms on the market can't capture Big Data - but mCourser can! It is stored in the Google BigQuery database, fully accessible by most programs (e.g., Google Data Studio).

Use Big Data to make Big Decisions. Expand your knowledge, present your data through informative visualizations, increase your market impact and **always stay in control.**

CHECK OTHER FEATURES OF mCOURSER:

→ **VIRTUAL SCHOOL**

→ **TOOLS FOR TEACHERS**

→ **VIRTUAL CLASSROOM**

→ **WHITE-LABEL**

→ **REPORTS**

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