

# Case: Optimizing Online Course Descriptions



## Challenge:

- Millions of unstructured user feedback every month (just like on AMAZON, EBAY etc.). Manual coding is prohibitive and still, will not give right answers.
- Instructors are looking for guidance how to grow its business, just like every merchant or brand on Amazon.

## What we did:

- Scraping rating and consumer feedback from website
- Trained an AI to categorize all unstructured data and ran a Causal AI to understand impact of topics. Predictive power exceeded those of traditional quant-based KDA's by large.

## Key Learnings:

- Impress audience with inspirations and your experience. Build an instructor brand – your reputation is key.
- Expectation management is key. If it feels too basic or if it is not simple enough both will destroy your ratings.