

Learning Analytics Metric Audit

Run every metric on your dashboard through the four-question test. Keep the ones that earn a decision; demote the rest.

A. The four-question actionability test

- Tied to a decision - name the action you take when it moves
- Segmentable - it breaks down by cohort, module, week, or learner
- Leading + lagging - pairs an early signal with a real outcome
- Reproducible - a written rule and denominator anyone can re-apply

B. Vanity metrics to demote

- Total video views or plays (counts replays and muted tabs)
- Logins and time-on-platform (activity is not achievement)
- "Watched 100%" wired straight to course completed
- Average score quoted without its distribution

C. Actionable metrics to promote

- Defensible completion: modules to threshold + final passed
- Per-module drop-off and watch-time curve
- First-attempt assessment pass rate, by module
- Mastery, and where cost allows, on-the-job behavior change

D. Before you ship the dashboard

- Every chart names the segment, likely cause, and next action
- Player emits rich events from day one - you cannot backfill
- Standard fits the metric: per-second video needs xAPI or Caliper
- Learner-data privacy reviewed - collect the minimum, set retention