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



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This audit sorts dashboard metrics into vanity and actionable and checks what the player must emit. Our seven-volume handbook covers the video stack those events come from; start with Volume 3 for players and QoE monitoring, then Volume 1 for encoding and Volume 4 for captions and audio.

WHAT YOU WILL FIND INSIDE

- Players, watch-time and QoE monitoring (Vol. 3)
- Captions and accessible audio (Vol. 4)
- Encoding ladders for lesson video (Vol. 1)

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Vol. 1 · Video Encoding — pixels and color to H.264, HEVC, AV1, quality metrics and AI
Vol. 2 · Video Streaming I — network transport, contribution and ingest, HLS, MPEG-DASH, CMAF
Vol. 3 · Video Streaming II — ABR, CDNs, players, WebRTC, DRM and the economics of delivery
Vol. 4 · Audio for Video I — PCM, codecs, loudness, accessibility, real-time voice processing
Vol. 5 · Audio for Video II — jitter buffers, lip sync, Atmos, quality metrics, neural codecs
Vol. 6 · AI for Video I — models and inference, computer vision, speech, search, generative video
Vol. 7 · AI for Video II — real-time pipelines, agents, serving, cost, compliance, verticals

Is your learning dashboard full of numbers nobody acts on?

We will audit your metrics, define the events your player must emit and rebuild the dashboard around decisions. 250+ video products shipped since 2005.

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