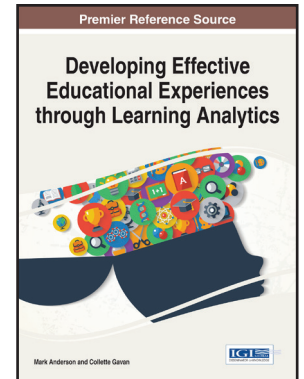


# Developing Effective Educational Experiences through Learning Analytics

Part of the Advances in Educational Marketing, Administration, and Leadership (AEMAL) Book Series

Mark Anderson (Edge Hill University, UK) and Collette Gavan (Edge Hill University, UK)



## Description:

The quality of students' learning experiences is a critical concern for all higher education institutions. With the assistance of modern technological advances, educational establishments have the capability to better understand the strengths and weaknesses of their learning programs.

**Developing Effective Educational Experiences through Learning Analytics** is a pivotal reference source that focuses on the adoption of data mining and analysis techniques in academic institutions, examining how this collected information is utilized to improve the outcome of student learning.

## Readers:

Highlighting the relevance of data analytics to current educational practices, this book is ideally designed for researchers, practitioners, and professionals actively involved in higher education settings.

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