



GLEETECH.

# CASE STUDY

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**90%** accuracy was achieved for predicting student outcomes for an educational institute.

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## OVERVIEW

An educational institute with more than 30,000/- students enrolling on annual basis were faced with significant student attrition rate which heavily impacted their loss of revenue and their funding.

GleeTech developed a predictive model with **90% accuracy** for the educational institute to predict the educational outcomes and forecasting model for the predicting student engagement score which resulted in reducing the student attrition rate.



## SOLUTION

GleeTech provided the initial consultation, mentorship, training, AI solution and integration solutions.

The initial consultation, mentorship and training were provided to the clients strategic and Insight team in order for them to understand how AI can be applied in their organization. GleeTech also proposed a specific business case and a solution for developing predictive model for student success.

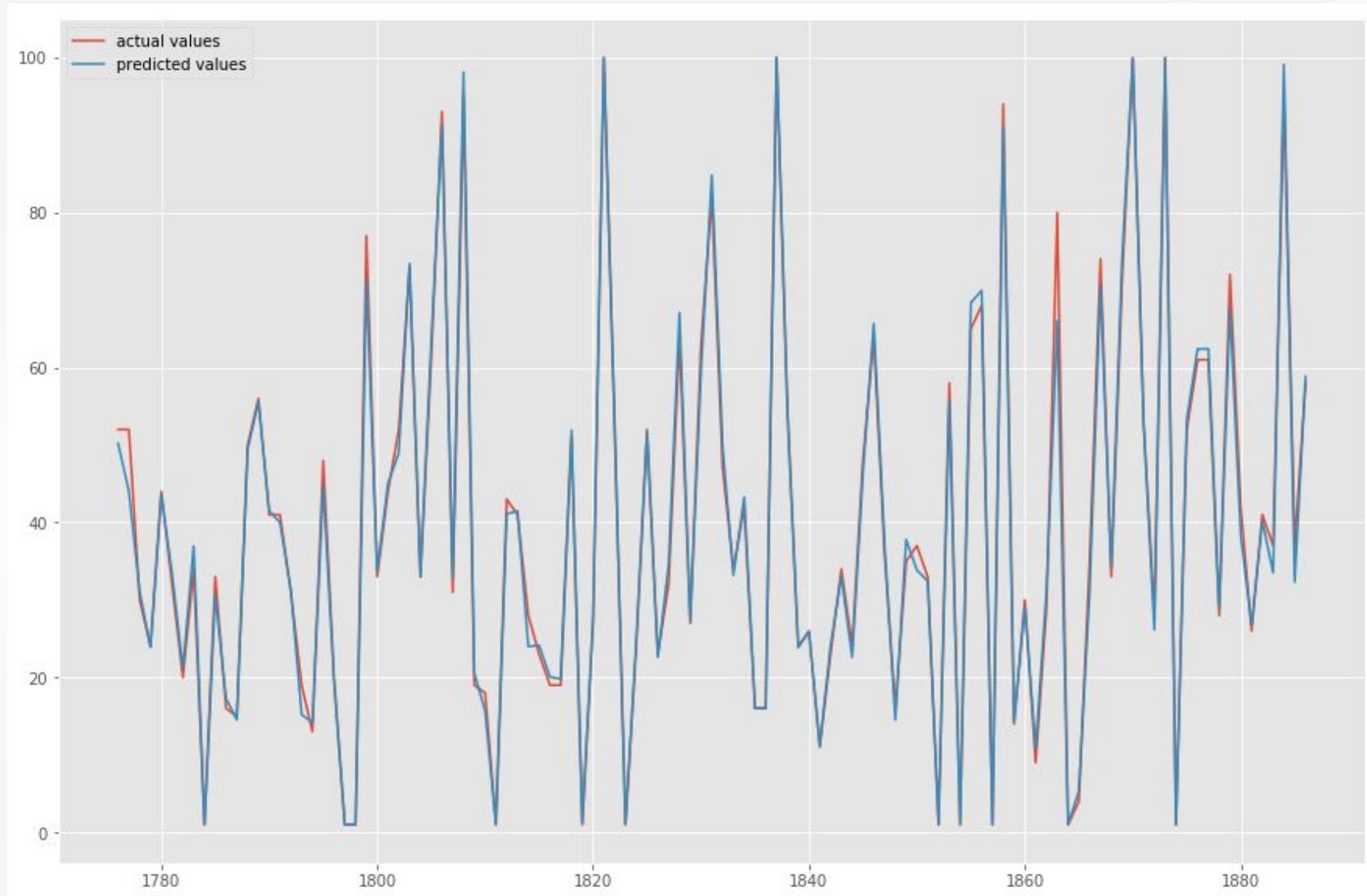
The solution was based on predictive model and was developed using existing data of the student.

## SOLUTION - Cont

The solution was based on predictive model and was developed using existing data of the student. The data used was the student characteristics and behavior data from their existing system along with the data from the content engagement and social engagement activities.

The scores were calculated from the data using normalized weighted sums of discrete LMS (Learning Management Software) activities and pre-enrolment data.

Once the AI solutions was developed and tested, GleeTech integrated the AI solutions with their existing database and automated the process for feeding more data to the AI solution on weekly basis.



The above figure shows the actual score (in red) and estimated score (in blue) for different students. The maximum score is 100% which means the student is highly engaged. The error rate for the model is 0.02.

# RESULTS

1. The internal team gained the knowledge of how AI can be applied into the business.
2. The predictive model was able to predict student success rate with **90% accuracy**.
3. The forecasting model to estimate the score had around **0.02 error rate**.





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