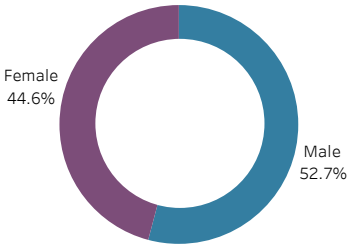
SAMPLE UNIVERSITY

STUDENT PLATFORM USERS AND ACTIVITY

January February March

Information sourced from Steppingblocks | steppingblocks.com



All User Stats

January 2020, February 2020, March 2020

2,327 Total Number of Active Student Users

5,314 Total Number of Web sessions

2,268 Total Number of New Accounts

4,266 Total Number of New Web sessions

All User Stats at A Glance

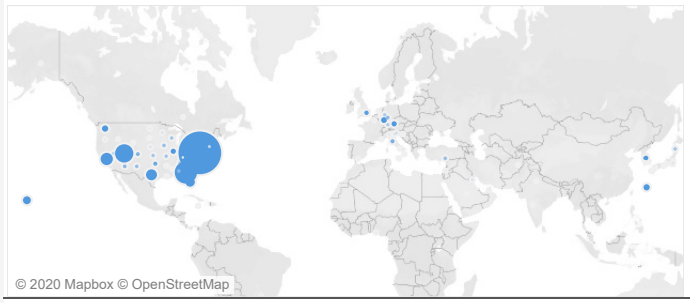
6,797 Total Number of Active Student Users

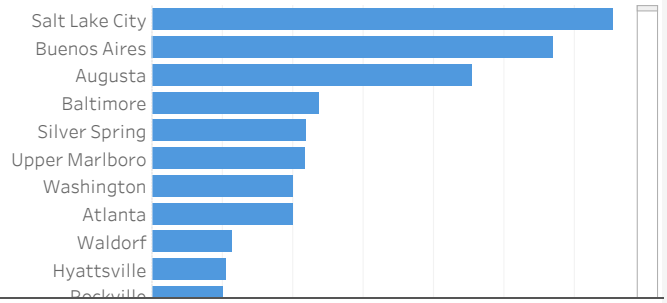
14,069 Total Number of Web sessions

42.2% Student Platform Re-Engagement Rate

12.5 Avg. Number of Days to Return

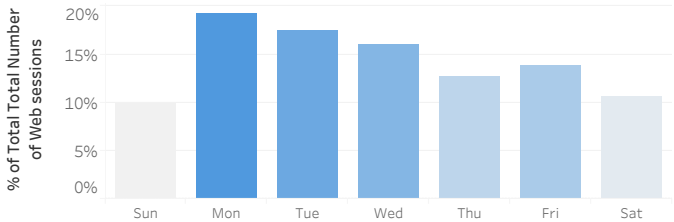
Student Sessions by Location and City



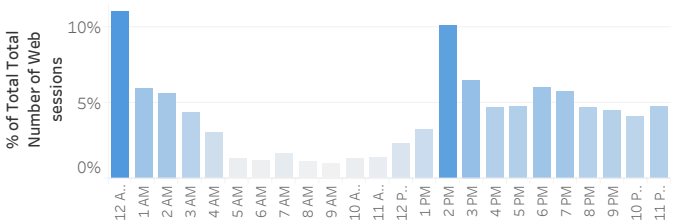


When are Students Most Active?

What Day?



When do they Sign Up?



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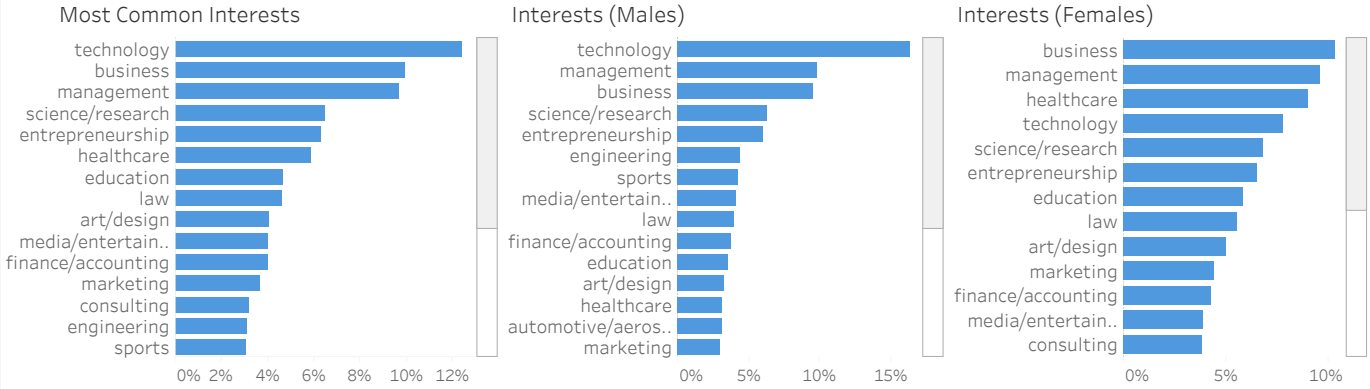
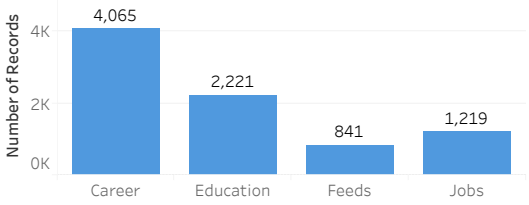
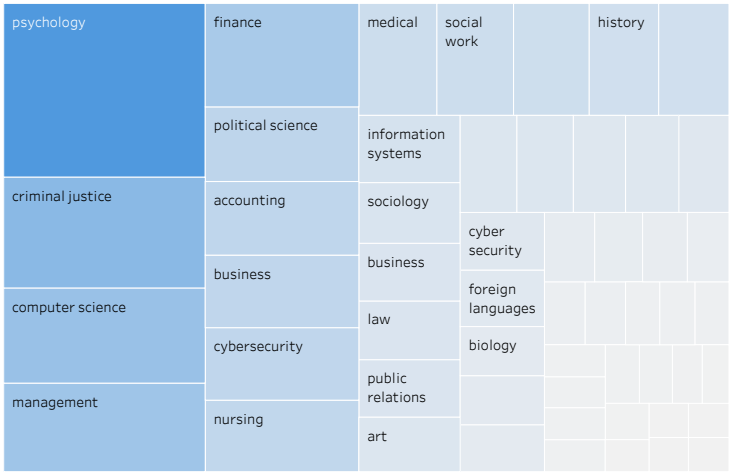
Interests by Gender



Student Platform Activity



Majors Searched



Careers Searched

SAMPLE UNIVERSITY

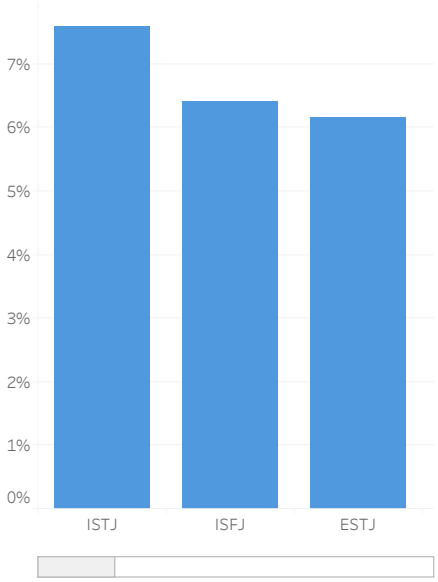
STUDENT PLATFORM USERS AND ACTIVITY

All Periods All Periods All Periods

Information sourced from Steppingblocks | steppingblocks.com

Top Personality Types

ISTJ, ISFJ, ESTJ are the top results for personality assessments taken by All students



5,003

Personality Assessments have been completed to date

Top Searches 360

business	888
computer science	621
psychology	497
finance	347
systems analyst	334
sity	290
data scientist	251
analyst	250
web developer	241
graphic designer	239
nursing	238
criminal justice	228
cybersecurity	223
software engineer	222
technical specialist	219
management	216
human resources manager	216
	206
accounting	205
human resources	204
marketing	200
business analyst	200
project manager	176
engineer	168
law	150

Student Platform Activity

Career searches made by ESTJ, ISFJ, ISTJ personality types.

business computer science psychology finance systems analyst data scientist analyst web developer graphic designer nursing criminal justice cybersecurity software engineer technical specialist human resources manager management accounting human resources business analyst marketing project manager engineer law accountant consultant business management cyber security information security analyst real estate software developer -