

Sample University

U.S. Air Force

Corporate Recruiter

DevOps Engineer

Data

Senior Analyst

Social Media

STUDENT PLATFORM USERS AND ACTIVITY

November 2020

Information sourced from Steppingblocks | steppingblocks.com

New User Stats

November 2020



1,691 Total Number of Active Users

3,911 Total Number of Web Sessions

1,614 Total Number of New Accounts

2,678 Total Number of New Web sessions

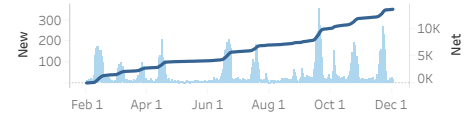
YTD User Stats

14,035 Total Number of Active Users

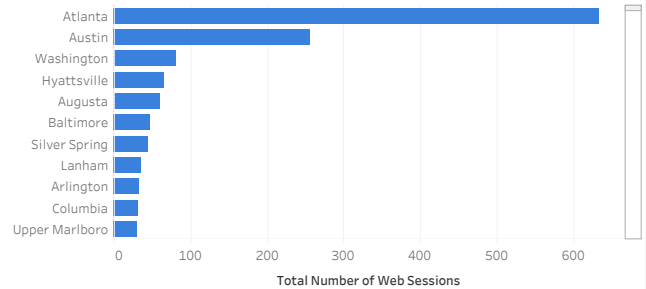
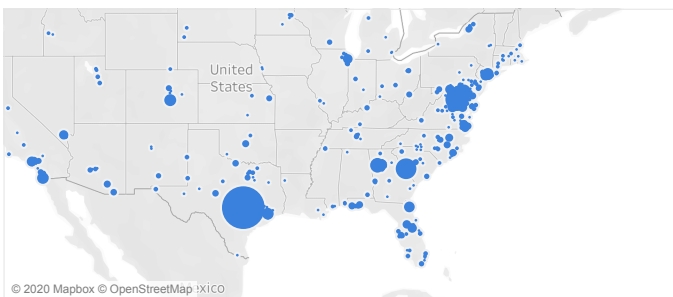
26,056 Total Number of Web Sessions

41.4% Student Platform Re-Engagement Rate

12 Avg. Number of Days to Return

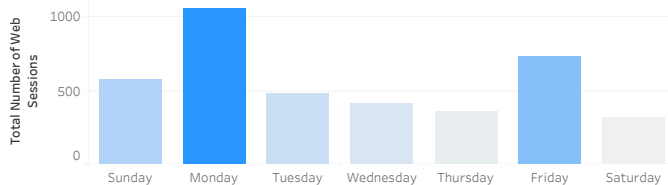


Student Sessions by Location and City

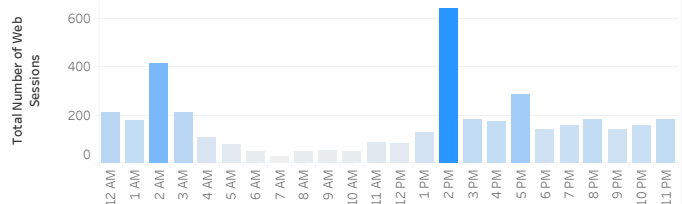


When are Students Most Active?

What Day?



When do they Sign Up?



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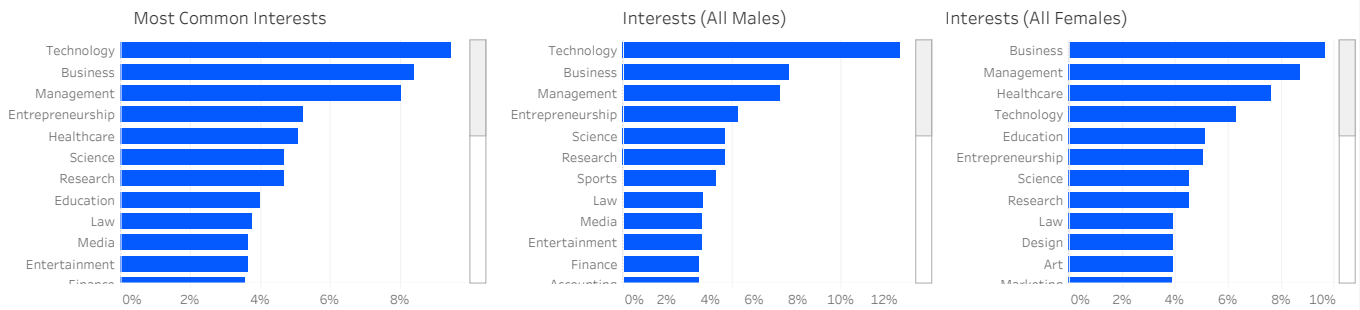
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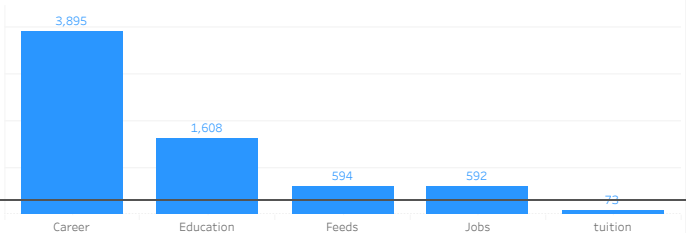
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Interests by Gender

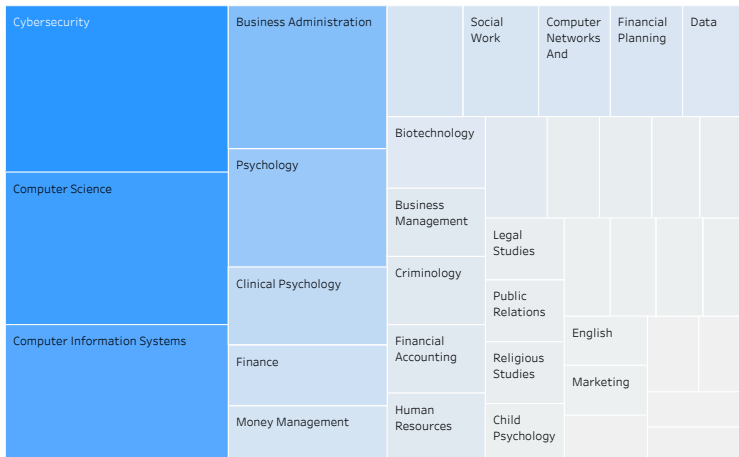


Student Platform Activity

Modules



Majors Searched



Career Searches



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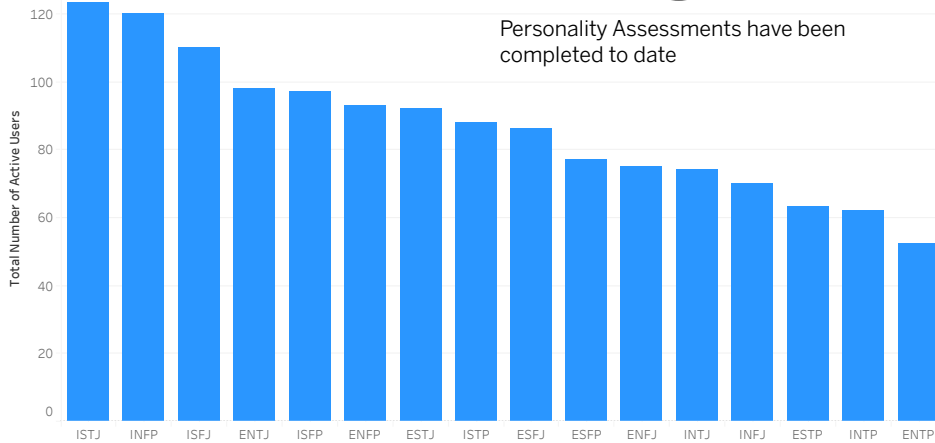
Information sourced from Steppingblocks | steppingblocks.com

Top Personality Types

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

1,380

Personality Assessments have been completed to date



Student Platform Activity

Career Searches by Top Personalities

Personality
■ INFP
■ ISFJ
■ ISTJ



Top 360 Searches

Systems Analyst	4.90%
Cybersecurity	4.82%
Computer Science	4.10%
Technical Specialist	3.38%
Computer Information System..	3.30%
Business Administration	2.47%
Psychology	2.28%
Clinical Psychology	1.33%
Finance	1.10%
Accounting	1.06%
Social Work	0.95%
Money Management	0.95%
Human Resources	0.95%
Computer Networks And Cybersecurity	0.91%
Financial Planning	0.87%
Biotechnology	0.83%
Teacher	