



Pilot results - Kyoto University

23 March 2020

Pilot overview

- Date launched: **14 February**
- Number of learners: **175**
- Activation rate: **100%**
- Average active lessons time: **~2 hours**
- Average session length: **12 minutes**





Key Performance Indicators

50+

Certificates earned

8,300+

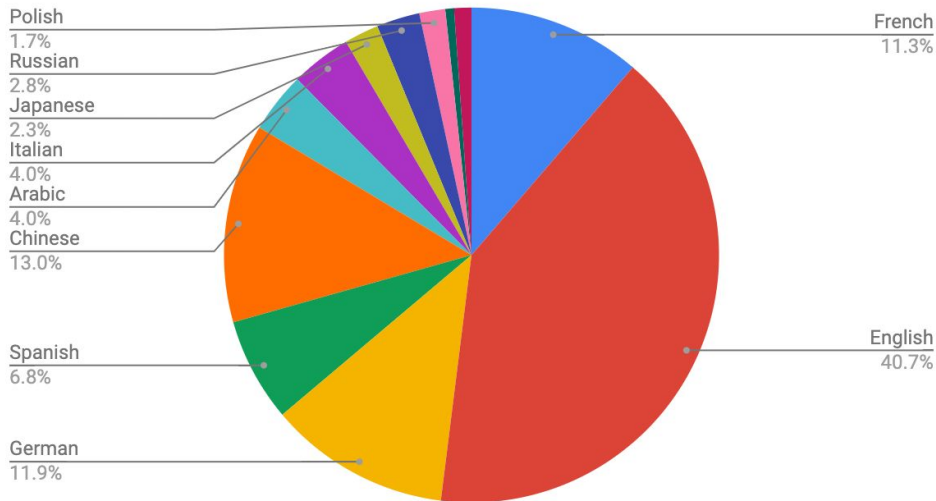
Activities completed

350h+

Total active learning
time

Most students were learning English followed by Chinese and German

Count of Language



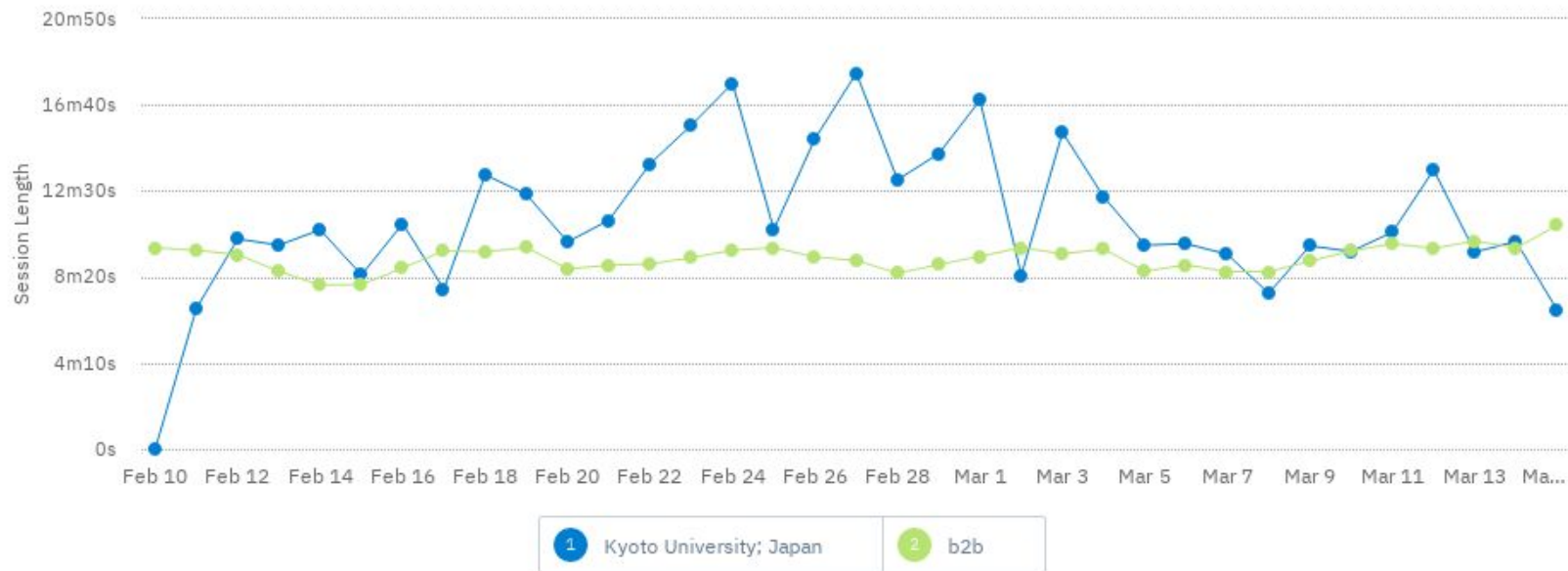


Close to 70% of all students are active on Busuu on a daily basis





Students spent on average more time learning than average B2B users

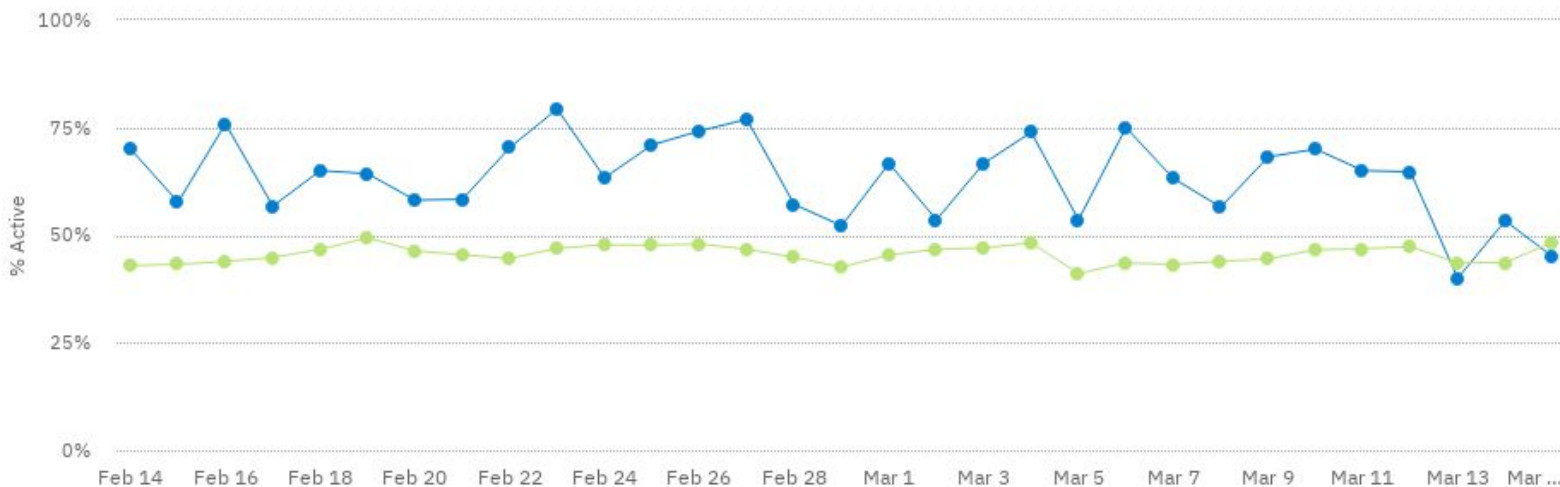




Students start and complete more activities than average B2B users

Kyoto University vs B2B, activity finished

🔗 Event Segmentation | Daily, Feb 14th to Mar 15th | busuu Production

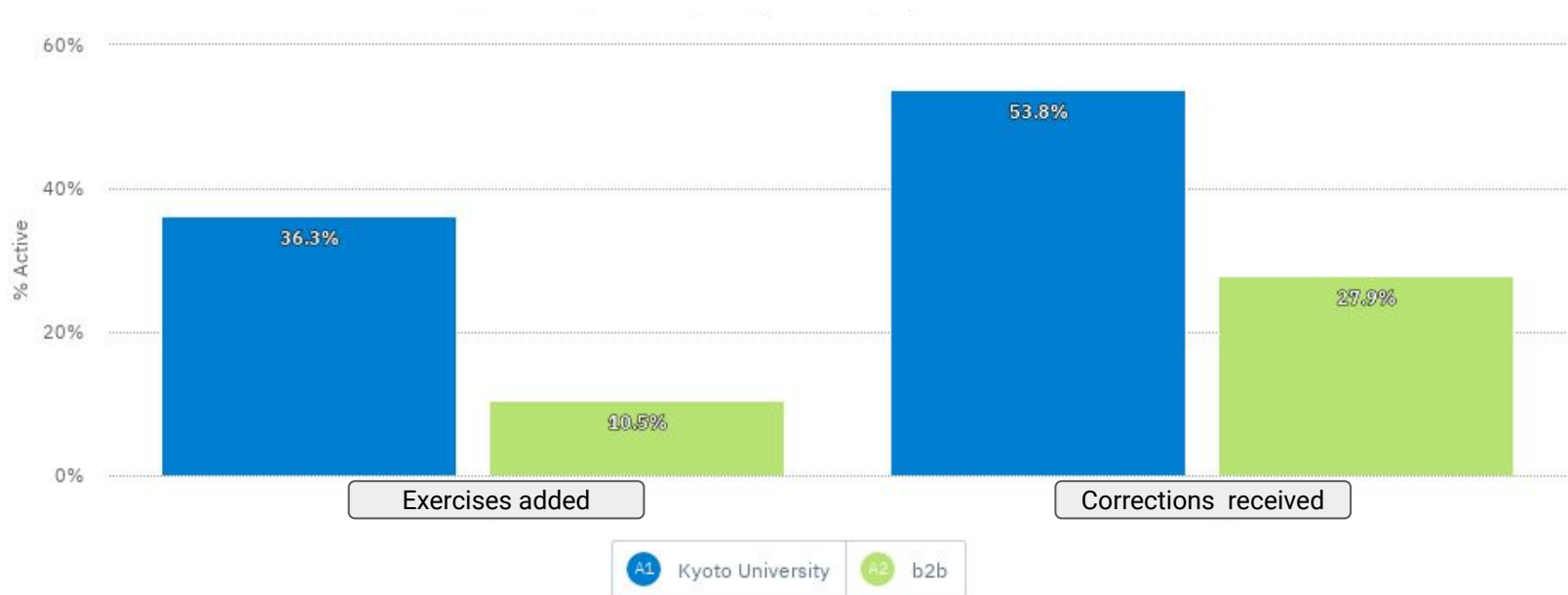


1 Kyoto University

2 b2b



Students are highly engaged in the Busuu community





Summary

- Kyoto University students are highly engaged **with Busuu**
- Students engage with **Busuu community** to practice spoken and written skills
- Students are **committed** to learning and spend on average more than the recommended 10 minutes a day on Busuu