Coursera Digital Transformation Strategy

IEEE-Style Project Documentation and Case Study

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Figure 1. Project visual identity used in the portfolio website.

Abstract

Coursera Digital Transformation Strategy is documented as a professional portfolio case study by Muhammad Haider Abbas. The project demonstrates practical capability in Academic Projects through a structured problem-solution design, implementation direction, testing plan and future development roadmap. The report explains the business or academic motivation, system requirements, architecture, workflow, quality considerations and expected professional value of the project. It is prepared for use as downloadable portfolio evidence for recruiters, clients and academic reviewers.

Keywords: Academic Projects, Academic Project, Research Analyst, Digital Strategy, AI, Cloud, EdTech

I. Project Profile

Field	Details
Project Title	Coursera Digital Transformation Strategy
Category	Academic Projects
Year	2026
Role	Research Analyst
Status	Academic Project
Tools	Research, Strategy, Presentation, Data analysis
Portfolio Slug	coursera-digital-transformation-strategy

II. Introduction and Problem Context

This document presents the technical and professional documentation for Coursera Digital Transformation Strategy. The project is positioned as a academic project in the Academic Projects category. The work highlights the author's ability to combine technical implementation, documentation discipline and outcome-focused project thinking. The project summary is: A digital transformation strategy analysis for Coursera covering AI, data analytics, cloud and EdTech maturity.

A. Problem Statement

EdTech platforms must adapt to learner expectations, AI personalisation and scalable infrastructure.

B. Proposed Solution

The strategy reviews AI, big data, learner analytics, cloud systems and recommendation concepts.

III. Aim and Objectives

To analyse Coursera as a digitally mature EdTech platform and propose a data-driven digital transformation strategy.

- Review digital maturity, platform business model and technology alignment.
- Identify datasets and analytical prototypes for learner behaviour and course demand.
- Propose AI recommendations, learner segmentation and cloud-supported improvement areas.
- Connect strategy with business value and transformation KPIs.

IV. Requirements Analysis

ID	Requirement	Type	Priority
FR-01	Digital maturity analysis	Functional / project requirement	Required
FR-02	Business/technology alignment	Functional / project requirement	Required
FR-03	Dataset identification	Functional / project requirement	Required
FR-04	AI recommendation model concept	Functional / project requirement	Required
FR-05	Student segmentation model concept	Functional / project requirement	Required
FR-06	Strategy roadmap	Functional / project requirement	Required
NFR-01	Usability and clear portfolio presentation	Non-functional	Required
NFR-02	Maintainability and future extensibility	Non-functional	Required
NFR-03	Professional documentation and evidence quality	Non-functional	Required

V. System Architecture

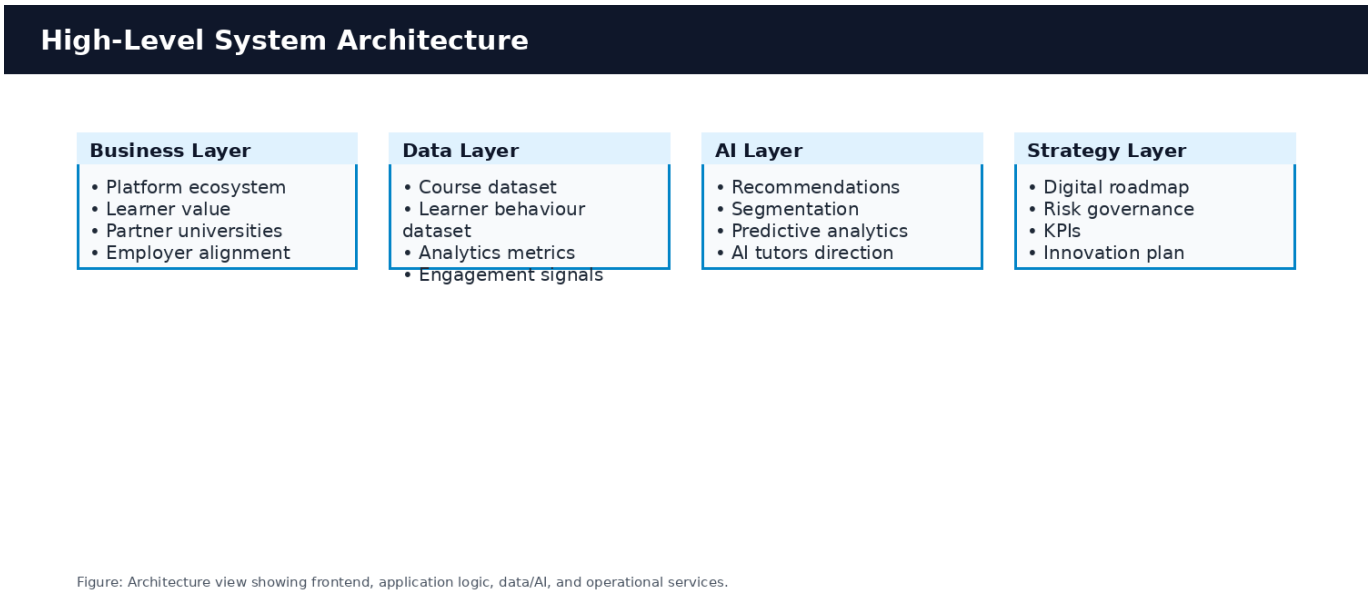


Figure 2. High-level architecture or production pipeline for the project.

The architecture separates user-facing presentation, project logic, data or model processing, and operational output. This structure makes the project easier to explain, test and extend inside a professional portfolio environment.

VI. Workflow Design

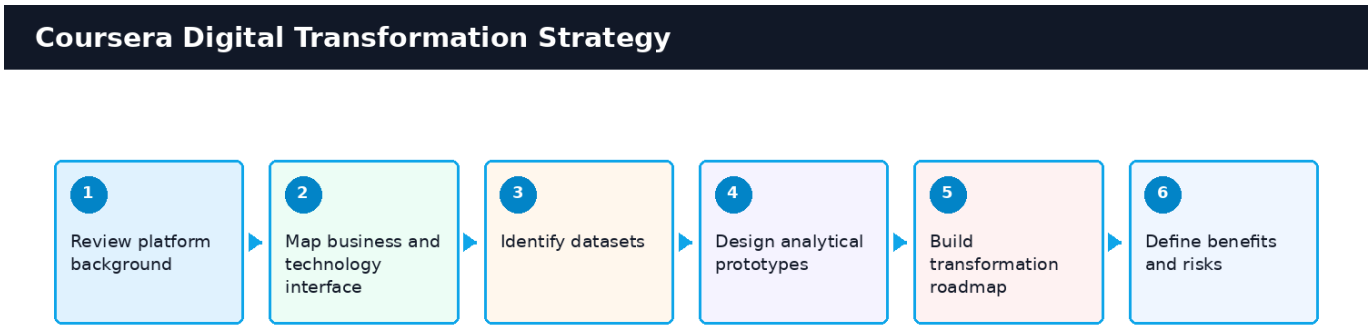


Figure: Generated project workflow / architecture artefact for portfolio documentation.

Figure 3. Project workflow from input or user action to final output.

VII. Data, Components and Implementation View

Component	Layer	Responsibilities	Notes
C-01	Business Layer	Platform ecosystem, Learner value, Partner universities, Employer alignment	Core component group
C-02	Data Layer	Course dataset, Learner behaviour dataset, Analytics metrics, Engagement signals	Core component group
C-03	AI Layer	Recommendations, Segmentation, Predictive analytics, AI tutors direction	Core component group
C-04	Strategy Layer	Digital roadmap, Risk governance, KPIs, Innovation plan	Core component group

Implementation should be documented through screenshots, code snippets, database schema extracts, test outputs or demonstration media when available. For deployed or live systems, screenshots and logs should be attached as appendices to increase evidence strength.

VIII. Testing and Validation Strategy

Test Area	Test Method	Expected Result
Framework coverage	Check strategy sections	All required themes covered
Dataset relevance	Map dataset fields to aims	Datasets support analysis
Prototype logic	Review recommendation/segmentation workflow	Models match business need
Reflection	Connect feedback to final report	Improvement actions clear

The testing strategy focuses on validating the main user or system journey, confirming that core requirements behave as expected, and recording limitations clearly. This supports honest portfolio evidence and avoids overclaiming features that are still prototypes.

IX. Security, Ethics and Professional Considerations

- Use transparent data sources.
- Clearly separate evidence from assumptions.

- Maintain professional documentation quality.

X. Results, Outcome and Future Work

A. Outcome

A professional academic strategy project suitable for demonstrating business and technical analysis.

B. Future Enhancements

Add interactive strategy dashboard and competitor benchmarking.

Roadmap Stage	Enhancement Direction
Short term	Add missing screenshots, demo links and downloadable supporting files.
Medium term	Connect live/source URLs and replace placeholder evidence with real artefacts.
Long term	Use analytics, user feedback or formal evaluation results to strengthen the project case study.

XI. References

[1] Muhammad Haider Abbas, "Digital Transformation Strategy for Coursera," uploaded presentation artefact, 2026.

[2] Coursera, "About Coursera," https://about.coursera.org/

[3] Coursera, "Global Skills Report," https://www.coursera.org/skills-reports/global

Appendix A. Portfolio Download Mapping

Item	Value
Recommended PDF path	docs/coursera-digital-transformation-strategy-project-documentation.pdf
Recommended Word path	docs/coursera-digital-transformation-strategy-project-documentation.docx
Admin field: Documentation	docs/coursera-digital-transformation-strategy-project-documentation.pdf
Admin field: Extra Project File	docs/coursera-digital-transformation-strategy-project-documentation.docx