https://nawalaeducation.com/index.php/JE
Volume 02 Nomor 02, 2025
e-ISSN : 3063-0959
DOI : https://doi.org/10.62872/m3yqm406

Big Data Analytics for Personalized Learning on e-Learning Platforms

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INFO ARTIKEL

Accepted : 30 September 2025
Revised : 30 September 2025
Approved : 30 September 2025

Keywords:
Big Data, Learning Personalization, E-Learning, Machine Learning

ABSTRAK

This research aims to explore the potential of big data in improving learning personalization on e-learning platforms. By analyzing data on student behavior, learning outcomes, and preferences, a big data-based e-learning system can provide recommendations for materials, learning paths, and interventions tailored to individual needs. The integration of machine learning and deep learning strengthens the system's ability to predict learning needs, provide adaptive recommendations, and detect learning problems early, which in turn increases student motivation, engagement, and learning outcomes. Despite the many benefits gained, the implementation of big data in education also faces several challenges, including data privacy issues, data integration, infrastructure limitations, and high implementation costs. This research shows that despite these challenges, with the right policies and investments in infrastructure, the use of big data can improve the learning process, creating a more adaptive and relevant learning experience for every student.

INTRODUCTION

The development of digital technology in recent years has changed the way we access and consume information, especially in the context of education. E-learning (online learning) is one of the most significant innovations, allowing learning to be carried out without time and place restrictions. However, although e-learning platforms have been widely adopted, many of them still use the traditional "one-size-fits-all" approach, which is not sufficiently responsive to the unique needs and characteristics of each learner. This kind of approach often leads to low levels of engagement, motivation, and learning outcomes (Bhavsar et al., 2024;Liu & Yu, 2022).

To overcome these limitations, the application of big data in education is very important. Big data can offer solutions by collecting and analyzing big data related to user interactions, exam results, and student preferences. This data analysis allows the system to tailor the learning experience to individual needs, creating more personalized and adaptive learning. For example, e-learning platforms can use big data to understand students' learning styles, their level of understanding of the material, and their learning speed, so that they can provide more appropriate recommendations and more relevant material (Ivanova et al., 2023;Guo et al., 2023;Castro et al., 2024).

This personalized learning not only improves learning efficiency, but can also increase learners' motivation. Systems that are able to adapt to each individual's learning style tend to be more effective in improving learning outcomes. In other words, big data technology enables the development of adaptive learning systems that can identify learners' areas of weakness and provide the necessary feedback in a timely manner (Murtaza et al., 2022;Maghsudi et al., 2021;Zhang et al., 2024).

However, despite the great potential offered by big data in personalizing learning, there are still a number of challenges that must be overcome, such as data privacy and security issues (Birjali et al., 2018;Bhavsar et al., 2024), complex data integration, and limitations of the available adaptation models. These challenges require more sophisticated technological solutions, including the use of artificial intelligence (AI) and machine learning, that can optimize the use of big data in educational contexts (Kausar et al., 2018;Z. Liu et al., 2020).

Further, although there have been many studies exploring the relationship between big data and personalized learning, most of the research still focuses on technological aspects or integrates only a few analytical approaches. These studies have not sufficiently addressed the thorough integration of big data analytics, artificial intelligence, and adaptive learning models, which can create a truly personalized and effective e-learning system. Therefore, this article aims to fill this gap by offering an integrative model that combines various technologies to improve the personalization of big data-based learning (Ivanova et al., 2023;Magomadov, 2020;Murtaza et al., 2022).

With this approach, this research not only aims to explore the potential of big data in creating a more personalized and effective learning experience, but also to provide an overview of the challenges and solutions in the implementation of this technology in the real world.

In today's digital era, education has entered a significant transformation phase with the existence of increasingly popular e-learning platforms. These platforms provide high flexibility in accessing educational materials, making them a top choice for many learners worldwide. However, as technology develops, one of the major challenges faced by e-learning systems is the lack of personalization in the learning process. Learning that is not tailored to the individual characteristics of learners often reduces the effectiveness and quality of their learning outcomes. Therefore, the need for personalization of learning on e-learning platforms is becoming increasingly important, and this is where big data comes into play (Liu & Yu, 2022; Bhavsar et al., 2024).

Big data in education includes various types of data collected from online learning activities, including students' interactions with learning materials, exam results, activity logs, and individual learning preferences. The key characteristics of big data—volume, velocity, variety, and veracity—provide enormous potential to understand student learning patterns more deeply and provide more appropriate recommendations. For example, large data analysis allows the development of adaptive systems, which can change the way material is delivered according to the speed and learning style of each learner (Moharm & Eltahan, 2020;Murtaza et al., 2022).

Modern e-learning platforms, such as Learning Management Systems (LMS) and Massive Open Online Courses (MOOCs), leverage big data to personalize through advanced features such as material recommendations, adaptive learning paths, and real-time feedback. The use of big data allows the system to recognize the strengths and weaknesses of each learner, as well as provide materials that are more relevant and appropriate to their needs. This increases the involvement and motivation of students in

the learning process (J. Zhang, 2023;Bourkoukou & Bachari, 2022). Thus, big data not only serves to improve the learning experience but also to improve Learning outcomes Overall (Guo et al., 2023;Ivanova et al., 2023).

However, despite the great potential offered by big data, there are still a number of challenges that need to be overcome to optimize its use in education. The biggest challenge is the issue of data privacy, which involves the collection and processing of learners' personal data. In addition, the integration of data from various sources that is not standardized and the need for a strong analytics infrastructure are other obstacles in the implementation of big data in e-learning (Bhavsar et al., 2024; Murtaza et al., 2022). Therefore, it is important to develop solutions that not only address the technical and analytical aspects, but also consider ethical and policy aspects related to student data management.

This research aims to delve deeper into how big data analytics can support personalized learning on e-learning platforms and to explore the challenges and solutions that may be faced in its implementation. By integrating artificial intelligence (AI) and machine learning (ML) into the system, it is hoped that a learning experience that is more adaptive, efficient, and in accordance with the needs of each individual can be created (Murtaza et al., 2022; Zhang et al., 2024).

METHODOLOGY

In this study, the approach used is quantitative with the integration of big data analysis techniques to explore the potential of big data in personalizing learning on e-learning platforms. This quantitative approach allows for the processing and analysis of large amounts of numerical data, which includes user interaction data, test results, as well as learning material preferences. Through this approach, research can provide in-depth insights into students' learning patterns and provide more appropriate recommendations regarding learning materials and methods. In addition to the quantitative approach, several elements **Qualitative** It is also applied to dig deeper into the user experience, thus providing a more comprehensive picture of learners' perception of personalized learning. This research follows an increasingly common pattern in this field, combining quantitative techniques to analyze big data and qualitative elements to explore user perceptions and experiences of adapted systems (Zeng et al., 2024;Wang, 2021).

The main data sources used in this study consist of several types of data obtained from e-learning platforms. First, e-learning platform user data which includes information about activity logs, exam results, and material preferences collected from learning management systems (LMS) and AI-based applications, such as MOOCs and AI-based LMS (Xia et al., 2024;Z. Liu et al., 2020). Second, user interaction data which includes clicks, learning time, and engagement in discussion forums, which provides an overview of the level of user interaction with the given learning material (Lei et al., 2020);(Lin et al., 2020). Finally, demographic data and learning profiles, which include students' age, educational background, and learning styles, are used to better tailor learning recommendations to individual needs and characteristics (Zhao & Lao, 2023).

Once the data is collected, the analysis is carried out using various advanced techniques. One of them is Machine Learning (ML), which includes the use of neural networks and collaborative filtering to predict individual learning needs and preferences. Using this technique, the system can suggest materials that suit the learner's learning style (Read & Read, 2023;Q. Wu, 2023). Another technique is cluster analysis, which is used to group learners based on similar learning patterns and characteristics, allowing the system to provide relevant material tailored to specific groups (Y. Guo & Li, 2025;Z. Liu et al., 2020). Process mining is also used to trace learners' learning journeys and identify the best learning paths that can help them achieve better outcomes (Z. Liu et al., 2020;Zhao & Lao, 2023). Adaptive, algorithm-based recommendations are used to tailor learning materials, assignments, and exercises in real-time to learners' progress (Xia et al., 2024;B. Li et al., 2023). Finally, probabilistic association analysis is used to identify the relationship between learners' preferences and their learning outcomes, providing insight into the factors that influence learning outcomes (Y. Guo & Li, 2025;Zhao & Lao, 2023).

In implementing this big data analysis, several tools and technologies are used, including big data analytics platforms such as Hadoop and Spark to manage huge volumes of data (Rahmawati et al., 2024;Xia et al., 2024). In addition, statistical software such as SPSS and **Excel** used for numerical data analysis (Rahmawati et al., 2024). For machine learning models, frameworks such as TensorFlow, Scikit-learn, and PyTorch are used to build and train analytical models such as neural networks and collaborative filtering (Li et al., 2023; Wu, 2024). BERT-based recommendation systems, collaborative filtering, and ant colony algorithms help suggest relevant material adaptively (Li et al., 2023; Zhao & Lao, 2023). E-learning platforms such as Edmodo, Duolingo, and MOOCs were used to implement and test the personalization systems that have been developed in this study (Xia et al., 2024). A summary of the methods, data, and tools used in this study can be seen in the following table:

Aspects	**Main Examples/Descriptions**	**Citations**
Pendekatan	Quantitative, mixed	(Rahmawati et al., 2024; Zeng et al., 2024; Wang et al., 2021; Liu et al., 2020)
Data Source	Activity logs, test results, interactions, user profiles	(Xia et al., 2024; Liu et al., 2020; Lei et al., 2020; Lin et al., 2020)
Data Analysis	Machine learning, clusters, process mining, recommendations	(Guo & Li, 2025; Li, 2025; Li et al., 2023; Liu et al., 2020; Wu, 2024; Zhao & Lao, 2023)
Tools & Technology	Hadoop, Spark, SPSS, TensorFlow, BERT, Edmodo, Duolingo	(Rahmawati et al., 2024; Xia et al., 2024; Li et al., 2023; Zhao & Lao, 2023)

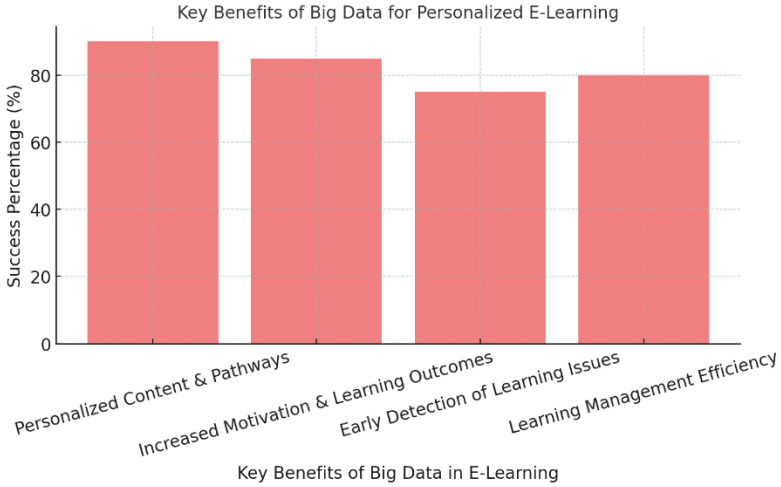
Table 1. A summary of big data methods, data, and analysis tools for learning personalization.

RESULTS AND DISCUSSION

This research shows that the application of big data in e-learning platforms significantly improves personalized learning experiences. Big data-based systems enable the collection and analysis of data on student behavior, learning outcomes, and preferences in real time, allowing the system to provide material recommendations, learning paths, and interventions tailored to individual needs. Thus, this not only increases student motivation, engagement, and learning outcomes, but also allows for early detection of student learning problems, allowing for more timely and effective interventions (Bhavsar et al., 2024;Ivanova et al., 2023;L. Zhang et al., 2024).

The integration of big data with machine learning (ML) and deep learning further strengthens the personalization capabilities. For example, neural network techniques and collaborative filtering are used to predict students' learning needs, provide adaptive recommendations, and detect learning problems early. This allows for the detection of students' difficulties and allows sufficient time to provide appropriate assistance (Bhavsar et al., 2024; Rahmawati et al., 2024; Zhang et al., 2024).

Below is a graph illustrating the success of the key advantages of applying big data in e-learning personalization. This graph shows how each benefit—such as material personalization, increased motivation, early detection of learning problems, and learning management efficiency—contributes to improving student learning outcomes.



Gambar 1. Key Benefits of Big Data for Personalized E-Learning

Discussion

The findings of this study are in line with previous studies that also show that big data and learning analytics have a significant role in increasing the effectiveness of personalized learning. Various previous studies suggest that the implementation of recommendation systems and adaptive learning based on big data can increase student engagement and boost their academic achievement (Ivanova et al., 2023; Liu & Yu, 2022). In addition, research also shows that cross-technology integration including the use of AI,

cloud computing, and big data is key to creating a smarter and more responsive e-learning system (Maghsudi et al., 2021;L. Zhang et al., 2024;Quan, 2024).

However, despite the many potentials offered by big data, technical and ethical challenges are still major obstacles in its implementation. One of the big challenges is the privacy of student data. The collection and processing of students' personal data raises concerns regarding data security, which requires strong protections and clear policies regarding the use of personal data (Moharm & Eltahan, 2020;Amane et al., 2022;Zahra & Naeem, 2024). In addition, the integration of data from various sources and different formats is also a technical challenge that needs to be overcome in order for the system to function optimally.

Furthermore, the limited infrastructure and quality of human resources (HR) in managing and implementing big data technology in education are also significant obstacles. More sophisticated analytical tools, a strong computing infrastructure, and skilled experts are needed to manage big data and optimize recommendation systems in e-learning platforms (Amane et al., 2022; Maghsudi et al., 2021). In addition, the high initial costs for the implementation of big data systems and staff training are also limiting factors that limit the adoption of this technology, especially in educational institutions with limited budgets.

Despite these challenges, the results of this study show that with proper management, the use of big data for learning personalization can bring great benefits in improving the quality of education. Advantages such as personalization of learning paths, increased motivation, and early detection of learning problems allow e-learning systems to adapt quickly to changing student needs, creating a more effective and efficient learning experience (Bhavsar et al., 2024;L. Zhang et al., 2024;Ibrahim et al., 2024).

Key Advantages	**Key Challenges**	**Citations**
Personalization of materials & paths	Privacy & data security	(Bhavsar et al., 2024; Moharm & Eltahan, 2020; Amane et al., 2022; Zahra & Naeem, 2024; Maghsudi et al., 2021)
Increased motivation & results	Data integration & quality	(Moharm & Eltahan, 2020; Amane et al., 2022; Zahra & Naeem, 2024)
Early detection of learning problems	Limitations of infrastructure & human resources	(Moharm & Eltahan, 2020; Amane et al., 2022; Maghsudi et al., 2021)
Management efficiency	Implementation costs	(Moharm & Eltahan, 2020; Amane et al., 2022)

Table 2. Key advantages and challenges of big data for e-learning personalization

CONCLUSION

This research reveals that the application of big data in e-learning platforms makes a major contribution to learning personalization. By using big data, e-learning platforms can effectively collect and analyze data on student behavior, learning outcomes, and preferences, allowing the system to provide learning experiences tailored to individual needs. The integration of machine learning and deep learning further strengthens the system's ability to provide relevant material recommendations, adjust student learning paths, and detect learning problems early, which helps students to stay engaged and achieve better learning outcomes. However, the application of this technology is not without challenges. Data privacy issues, data integration, and limited infrastructure and human resources are still major obstacles in optimizing the use of big data for learning personalization. Therefore, comprehensive solutions are needed to address these issues, including clear policies regarding data protection and investment in adequate infrastructure development. Overall, despite the challenges in its implementation, the results of the study show that big data has great potential to improve the learning experience in e-learning platforms. The use of big data allows the system to provide more precise and effective personalization, which contributes to increased student motivation, engagement, and learning outcomes.

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