Learning in corporate America looks markedly different in the 21st century than it ever has before. To drive better business outcomes, organizations are shifting from traditional methods of educating their workforce with countless hours of instructor-led training to self-directed learning packed with how-to videos, pre-recorded webinars, and process manuals (Deloitte, 2023). With these new self-directed platforms, performance improvement is increased by well-designed learning analytics. Learning Employment Platforms are transparent, pertinent, reasonable, confidential, and flexible, platforms that integrate with other technologies communicating different components (Cardenas-Navia, & Jyotishi, 2021). Learning analytics helps get to the bottom of equipping an organization's workforce with the correct talent acquisition and delivering the correct employee skill set (Poquet et al., 2022). Proactively teaching and retraining people is crucial (Glinda et al., 2019).

Supporting employees on the job is vital for the success of the employee and reaching the intended goal of the task. Improved tools, training, and management are three strategies of productivity (Connelly, 2024). In the United States, the mobile learning market is worth an estimated 40.16 billion dollars in 2023 reaching 45 billion in 2024 and 95.55 billion by 2030 (Market Research.com, 2024). If learning employment records (LERs) are fully implemented, they can not only lower hiring expenses for employers but also spark innovation in significant and revolutionary ways (Cardenas-Navia, & Jyotishi, 2021). Learning analytics addresses applying known knowledge and theories to answer questions affecting learners and organization systems(Bieinkowski, 2012). New developments in content creation and technology and improvements in learning analytics and data analysis enable the utilization of detailed information about how users interact with online courses, helping to better understand and enhance online teaching and learning experiences (Emmons et al., 2017; Glinda et al., 2019).

Underutilized learning analytics can hinder decisions in organizations and education. Careful design of learning employment records (LER) is crucial to ensure fair and beneficial outcomes for all, without exacerbating existing inequalities or favoring specific groups unfairly (Cardenas-Navia, & Jyotishi, 2021). Learning analytics and visual representations allow for assessing and conveying how engaged learners are, how well they're doing, and where they're headed in online courses. This helps institutions and organizations evaluate and improve course design to better meet learners' needs (Glinda et al., 2019). Learning analytics holds promise for all-inclusive content creation across formal and informal learning activities (Johnson et al., 2011). Organizations are collaborating to establish shared data standards for Learning Education Records (LERs), ensuring they can easily exchange information on qualifications and skills, which is vital for fair and widespread adoption (Cardenas-Navia, & Jyotishi, 2021). Clarity and credibility are the key requirements for the ethical use of learning analytics for the trustworthiness of big data(Gedrimiene et al., 2023). This multi-disciplinary approach based on data processing, learning technology, and data mining visualizes predictive models upholding information translating into processes or steps for improving the workforce and education (Scheffel et al., 2014, Avella et al. 2016).

Despite the benefits, the data provided by learning analytics is not currently applied correctly in the corporate sector. Even with various learning analytic tools in the market supporting on-the-job training, corporate use by L&D departments is limited (Poquet et al., 2022). Research shows that performance metrics, not learning analytics, are more prominent for success as a solution to incorporating technology in learning (Poquet et al., 2022). Challenges with learning analytics can skew the data, causing misrepresentation of the findings (Avella et al., 2016)

Learning in corporate settings and educational institutions faces similar perils with the development of content and how it is to be delivered. Learning analytics attempts to bridge gaps providing data-driven information to improve business forecasts and outcomes. The apprehension of promoting learning analytics will be ultimately detrimental, causing an even smaller workforce over time and the loss of desire for education.

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