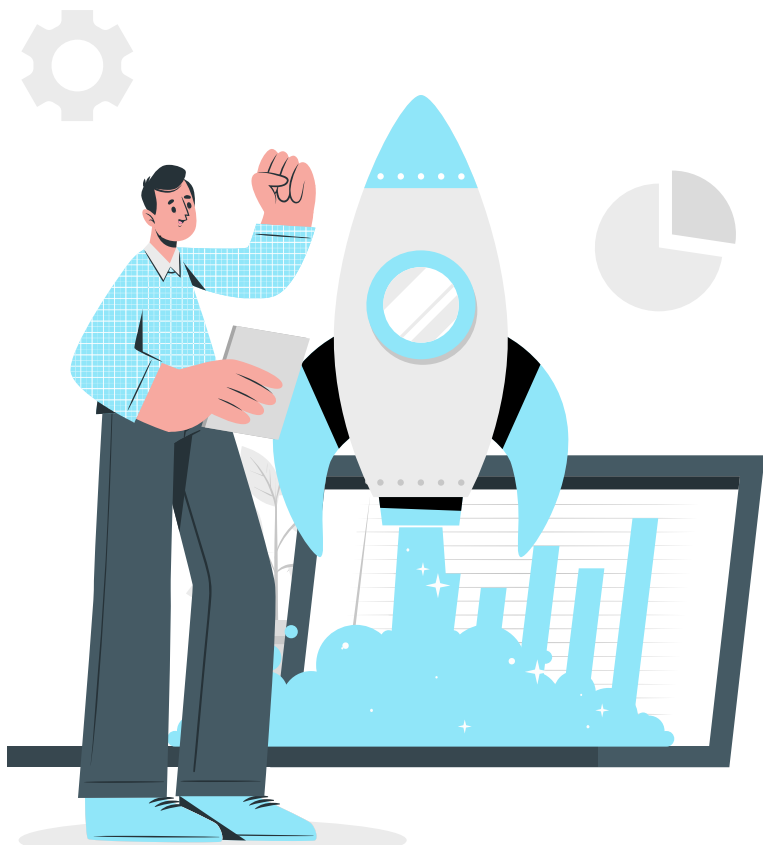




Analysis of WhatsApp

By Ananth D





Contents

- 01 What is it?**
- 02 Who uses it?**
- 03 Types of users**
- 04 Why is it so popular?**



What is it?

WhatsApp is a social media platform that provides a *simple, fast, and secure* messaging while also being able to make calls over the internet for *free*.

Who uses it?

There are mainly 2 types of users:



Regular
users



WhatsApp
Business

Types of users:

- Regular users use **WhatsApp** to send files, message others, and video call with friends and family.
- Businesses use **WhatsApp** to sell their products on **WhatsApp** and make it convenient for users to order for their products directly without the use of a separate platform

Fact: **Whatsapp** was founded in 2009 and was later acquired by **Facebook** in 2014

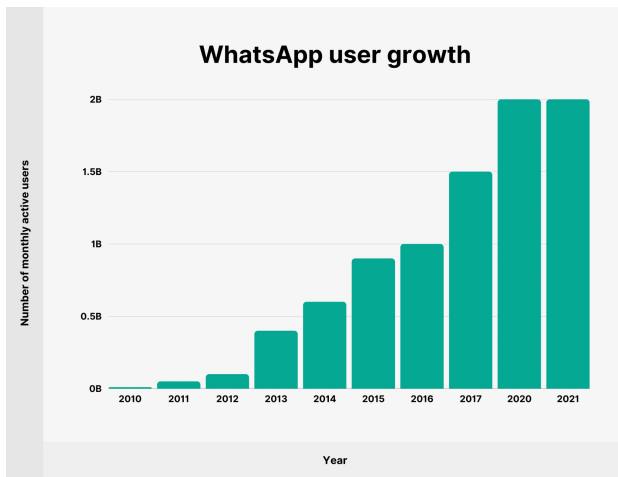


Why is it so popular?



It is popular because of the following reasons:

- Secure
- Simplicity in design
- Convenient
- Voice and Video calls
- WhatsApp Pay



Source

Stats

- WhatsApp had **2 Bil** users as of 2021.
- India contributes to **390 Mil** users of their total users.



Fact: To message an unknown number on WhatsApp, go to your browser and type wa.me/+91your_number