



MARKETING STRATEGY ANALYSIS

BY





What Did We Do?

1

- WE HAD PERFORMED EDA WITH DIFFERNT DATASETS

2

- GAINED INSIGHTS BASED ON THE EDA

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- COMPARATIVE ANALYSIS OF MARKETING STRATEGIES BASED ON REALTIME DATA

4

- COMPARATIVE ANALYSIS OF MARKETING STRATEGIES BASED ON REALTIME DATA

5

- SWOT ANALYSIS

Rapid Growth

The current market in edtech communities has experienced exponential growth, driven by the increasing demand for online learning solutions.

The market size has surged due to the shift towards digital education, digital recruiting, and various factors.

Global Reach

EdTech platforms have transcended geographical barriers, catering to a global audience. This widespread accessibility has opened doors for innovative educational technologies to impact learners worldwide.

Tech Integration

The integration of advanced technologies such as AI, AR, and VR has revolutionized the EdTech landscape, enhancing the learning experience and engagement for students.

COMPARITIVE INSIGHTS

BLUE CHIP COMPANIES

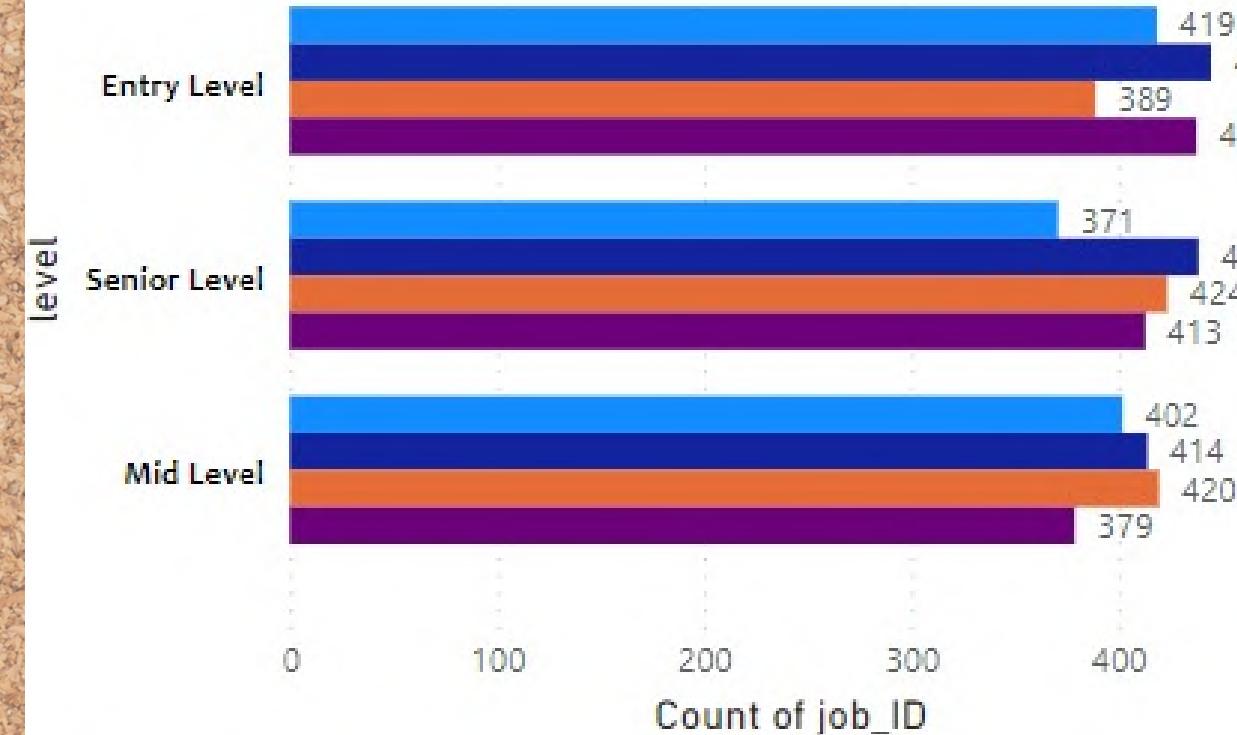
- User Engagement and Experience
- Monetization through Premium Memberships
- B2B Collaborations
- Content Creation and Publishing
- Strategic Partnerships and Integrations:
- International Expansion

EMERGING COMPANY

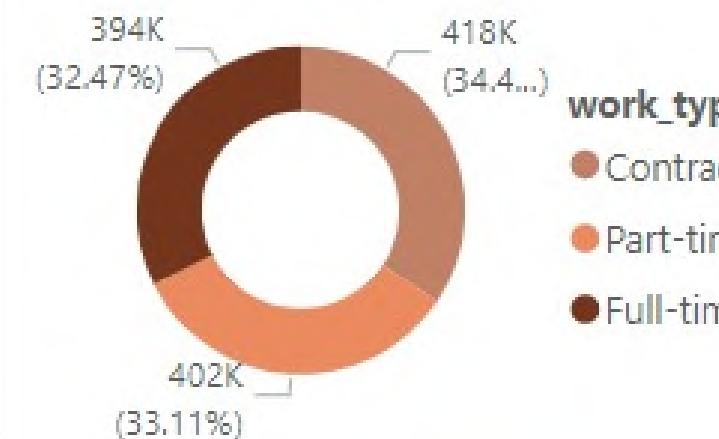
- Immersive Learning Experiences
- Effective Marketing and Branding
- Agile Approach to Growth
- User-Centric Approach
- Community Engagement
- Scalability

Jobs with in the Entry levels

industry ● Finance ● Healthcare ● Retail ● Technology



Companies with worktypes



Industry Metrics

● Sum of company_id ● Count of job_ID ● Sum of employees_count



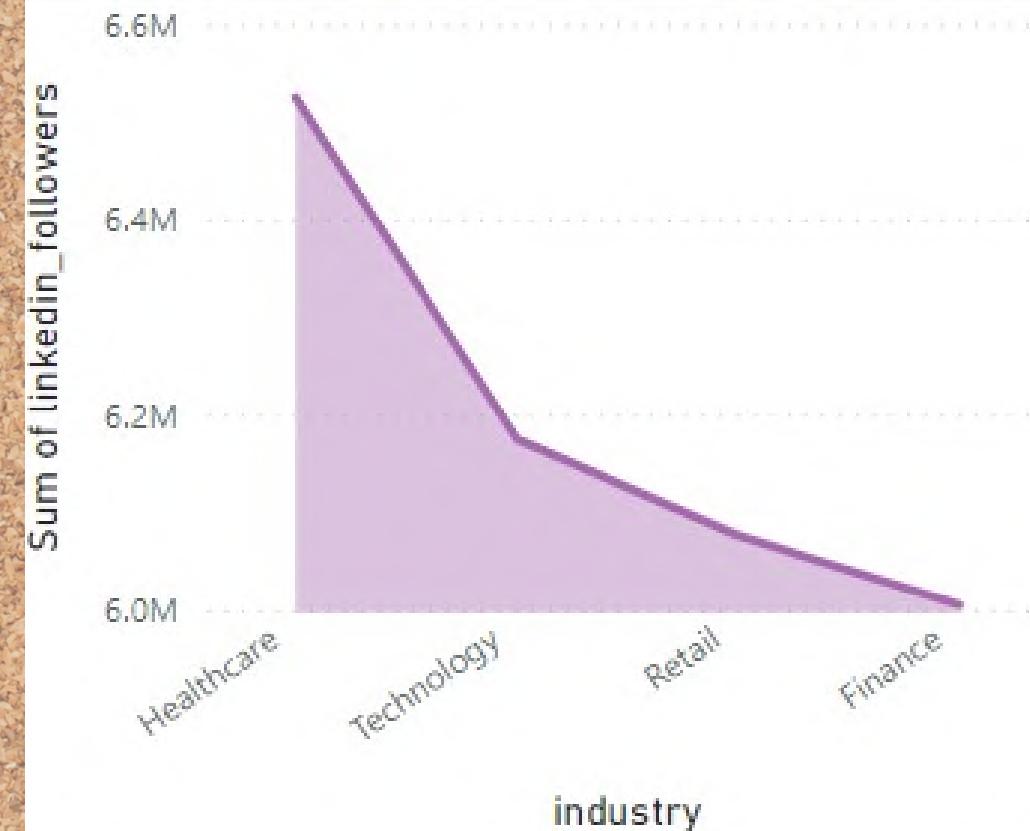
Market Strategy Analysis

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Count of job_ID

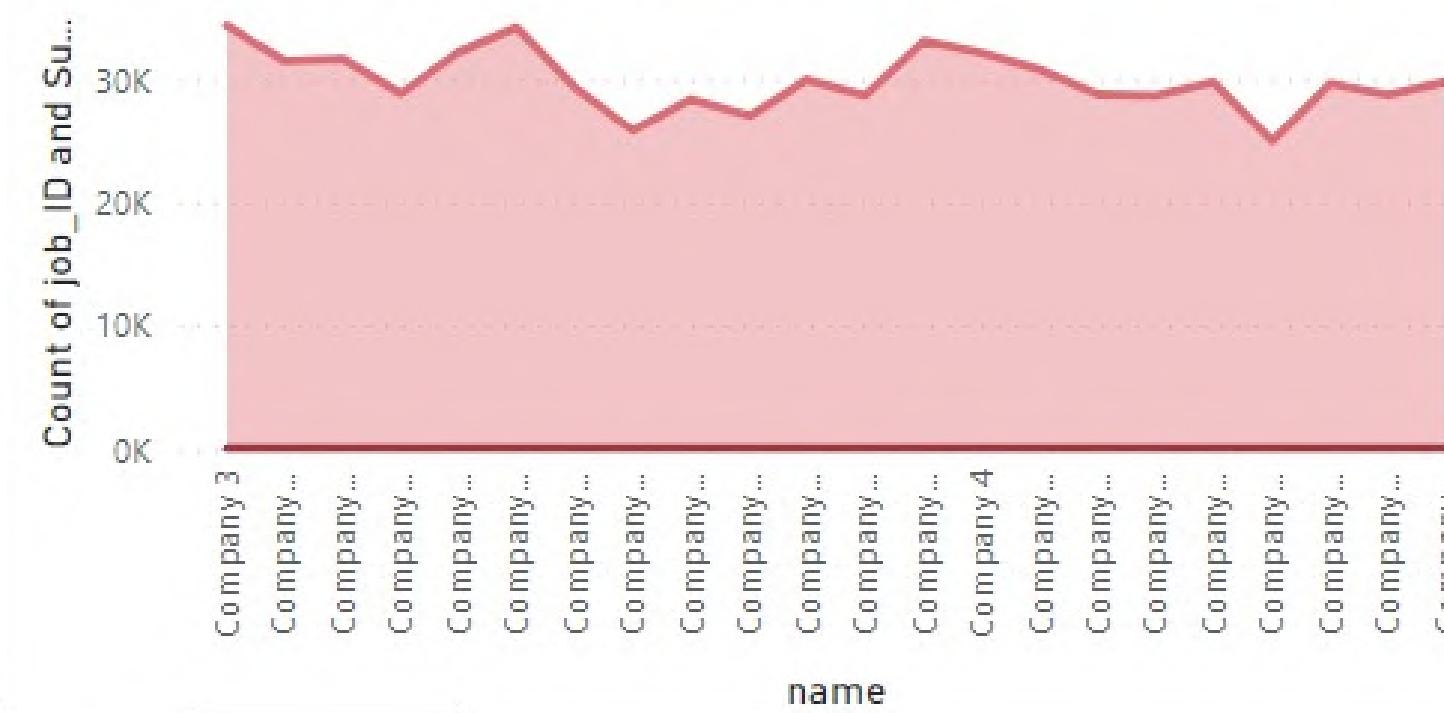
designation	Sum of employees_count
Data Scientist	616434
Marketing Manager	642109
Sales Representative	617867
Software Engineer	648607
Total	2525017

linkedin_followers by industry



Job Count and Total Employees by Name

● Count of job_ID ● Sum of employees_count



Applications by worktype

