**ANALYSIS ON THE PRIMARY RESEARCH DONE ON ED-TECH BRANDS**

This report consists the analysis of the survey on Ed-Techs, conducted through a questionnaire, has provided valuable insights of the preference of the 120 responses of the people , brand preference and criteria preference by ranking the highly preferred as 5 and least preferred as 1. By analyzing the data, we gained a deeper understanding of the different brands of Ed-Techs at which they are good at and the areas they need to improve.

* According to the responses collected 82 people have used the Ed-Tech.
* Out of 82 responses

36 are Females and 46 are Males

* 90% of the respondents are aware of UNACADEMY
* 41.5% people are aware of MOOC s
* 28 people are using None of the brands
* 22 people are using Unacademy
* 9 people are using Byjus
* **According to preference**

Unacademy is ranked 4

Byjus is ranked 4

Aakash institute is ranked 3

MOOC s is ranked 3

Udemy is ranked 4

* With the analysis of the graph it can be visualized that

People prefer Udemy as the most affordable in price as compared to other brands and Aakash institute is least ranked brand in terms of price affordability.

* out of 82 responses

64 are the students

9 are the Profession

8 are Self Employed

1 person is a Housewife

* Of all the Occupations:

Above Rs 500000 - MALES (6), FEMALES (1)

Rs 200000 - Rs 500000 - MALES (5), FEMALES (3)

Rs 100000 - Rs 200000 - MALES (6), FEMALES (4)

Rs 50000 - Rs 100000 - MALES (14), FEMALES (11)

* Unacademy is highly ranked as a Brand, criteria of 24/7 Access, and Knowledge Based FAQs.
* Udemy is highly ranked and preferred by people with the criteria of Personalized Learning.
* Mostly people prefer UDEMY as highly Price Affordable and Aakash Institute as low Price Affordable.
* According to averages of the ranks, UNACADEMY has the highest Mean and Median.
* Aakash Institute has SD as 1.10.

**ANALYSIS ON THE BASIS OF AGE GROUP 15 - 20 YEARS:**

* Females who are Student and of age group 15 - 20 years prefer more of UNACADEMY and BYJUS Ed-Tech Brand.
* Males who are Student and of age group 15 - 20 years prefer more of BYJUS Ed-Tech Brand.
* Both Male (3) and Female (3) Students prefer more of Personalized Learning as a Criteria selection before choosing Ed-Tech Brand with highest Rank of 5.
* Both Male (1) and Female (3) Students prefer 24/7 Access as a Criteria selection before choosing Ed-Tech Brand with Moderate Rank of 3.
* Both Male (3) and Female (3) Students prefer more of Price Affordability as a Criteria selection before choosing Ed-Tech Brand with highest Rank of 5.
* Both Male (3) and Female (1) Students equally prefer Knowledge Based FAQs as a Criteria selection before choosing Ed-Tech Brand with Highest and lowest Rank of 5 and 1 respectively.

**ANALYSIS ON THE BASIS OF DIFFERENT CRITERIA AMONG THE DIFFERENT BRANDS**:

* Both Male (3) and Female (2) Students prefer UNACADEMY with Personalized Learning as a Criteria selection with highest Rank of 5.
* Both Male (1) and Female (4) Students prefer BYJUS with Personalized Learning as a Criteria selection with Moderate Rank of 4.
* Both Male (3) and Female (2) Students prefer Aakash Institute with Personalized Learning as a Criteria selection with Moderate Rank of 4.
* Both Male (1) and Female (6) Students prefer MOOC s with Personalized Learning as a Criteria selection with Moderate Rank of 4.
* Both Male (3) and Female (3) Students prefer UDEMY with Personalized Learning as a Criteria selection with Moderate Rank of 3.
* Both Male (1) and Female (3) Students prefer UNACADEMY with Price Affordability as a Criteria selection with Lowest Rank of 2.
* Both Male (0) and Female (6) Students prefer BYJUS with Price Affordability as a Criteria selection with Moderate Rank of 3.
* Both Male (2) and Female (3) Students prefer Aakash institute with Price Affordability as a Criteria selection with Lowest Rank of 1.
* Both Male (3) and Female (2) Students prefer MOOC s with Price Affordability as a Criteria selection with Lowest Rank of 2.
* Both Male (2) and Female (4) Students prefer UDEMY with Price Affordability as a Criteria selection with MODERATE Rank of 3.
* Both Male (4) and Female (3) Students prefer UNACADEMY with 24 / Access as a Criteria selection with Highest Rank of 5.
* Both Male (4) and Female (3) Students prefer BUJUS with 24 / Access as a Criteria selection with Highest Rank of 5.
* Both Male (4) and Female (2) Students prefer Aakash Institute with 24 / Access as a Criteria selection with Highest Rank of 5.
* Both Male (4) and Female (1) Students prefer MOOC s with 24 / Access as a Criteria selection with Moderate Rank of 3.
* Both Male (1) and Female (4) Students prefer UDEMY with 24 / Access as a Criteria selection with Lowest Rank of 2.
* Both Male (6) and Female (3) Students prefer UNACADEMY with Knowledge Based FAQs as a Criteria selection with Highest Rank of 5.
* Both Male (1) and Female (4) Students prefer BYJUS with Knowledge Based FAQs as a Criteria selection with Rank of 4.
* Both Male (2) and Female (3) Students prefer Aakash Institute with Knowledge Based FAQs as a Criteria selection with Rank of 4.
* Both Male (4) and Female (3) Students prefer MOOC s with Knowledge Based FAQs as a Criteria selection with Rank of 4.
* Both Male (1) and Female (4) Students prefer UDEMY with Knowledge Based FAQs as a Criteria selection with Rank of 4.

**ANALYSIS ON THE BASIS OF AGE GROUP 20 - 25 YEARS:**

* Females who are Student and of age group 20 - 25 years prefer more of UNACADEMY and BYJUS Ed-Tech Brand.
* Males who are Student and of age group 20 - 25 years prefer more of BYJUS Ed-Tech Brand.
* Both Male (11) and Female (8) Students prefer more of Personalized Learning as a Criteria selection before choosing Ed-Tech Brand with Rank of 4.
* Both Male (8) and Female (8) Students prefer 24/7 Access as a Criteria selection before choosing Ed-Tech Brand with Moderate Rank of 4.
* Both Male (8) and Female (7) Students prefer more of Price Affordability as a Criteria selection before choosing Ed-Tech Brand with highest Rank of 5.
* Both Male (10) and Female (6) Students equally prefer Knowledge Based FAQs as a Criteria selection before choosing Ed-Tech Brand with Highest Rank of 5.

**ANALYSIS ON THE BASIS OF DIFFERENT CRITERIA AMONG THE DIFFERENT BRANDS:**

* Both Male (9) and Female (3) Students prefer UNACADEMY with Personalized Learning as a Criteria selection with Rank of 4.
* Both Male (6) and Female (6) Students prefer BYJUS with Personalized Learning as a Criteria selection with Highest Rank of 4.
* Both Male (6) and Female (6) Students prefer Aakash Institute with Personalized Learning as a Criteria selection with highest Rank of 5.
* Both Male (9) and Female (2) Students prefer MOOC s with Personalized Learning as a Criteria selection with Moderate Rank of 3.
* Both Male (12) and Female (8) Students prefer UDEMY with Personalized Learning as a Criteria selection with Rank of 4.
* Both Male (7) and Female (6) Students prefer UNACADEMY with Price Affordability as a Criteria selection with Rank of 4.
* Both Male (9) and Female (5) Students prefer BYJUS with Price Affordability as a Criteria selection with Moderate Rank of 3.
* Both Male (11) and Female (6) Students prefer Aakash institute with Price Affordability as a Criteria selection with Moderate Rank of 3.
* Both Male (10) and Female (4) Students prefer MOOC s with Price Affordability as a Criteria selection with Moderate Rank of 3.
* Both Male (7) and Female (6) Students prefer UDEMY with Price Affordability as a Criteria selection with MODERATE Rank of 3.
* Both Male (11) and Female (12) Students prefer UNACADEMY with 24 / Access as a Criteria selection with Rank of 4.
* Both Male (4) and Female (3) Students prefer BUJUS with 24 / Access as a Criteria selection with Highest Rank of 5.
* Both Male (15) and Female (16) Students prefer Aakash Institute with 24 / Access as a Criteria selection with Highest Rank of 5.
* Both Male (9) and Female (7) Students prefer MOOC s with 24 / Access as a Criteria selection with Moderate Rank of 3.
* Both Male (9) and Female (10) Students prefer UDEMY with 24 / Access as a Criteria selection with Rank of 3..
* Both Male (14) and Female (13) Students prefer UNACADEMY with Knowledge Based FAQs as a Criteria selection with Highest Rank of 5.
* Both Male (11) and Female (9) Students prefer BYJUS with Knowledge Based FAQs as a Criteria selection with Rank of 4.
* Both Male (12) and Female (13) Students prefer Aakash Institute with Knowledge Based FAQs as a Criteria selection with Highest Rank of 5.
* Both Male (14) and Female (13) Students prefer MOOC s with Knowledge Based FAQs as a Criteria selection with Rank of 3.
* Both Male (7) and Female (8) Students prefer UDEMY with Knowledge Based FAQs as a Criteria selection with Rank of 3.
* There are more of students among all occupations, who will prefer to recommend others to use Ed-Tech Brands.

MALES (37 / 46), FEMALES (27 / 36).

**COMPENSATORY DECISION RULES :**

* With the analysis of the Compensatory Model Table, it can be concluded that Brand **UNACADEMY** has the highest Score **(29.17), as** Unacademy has value in BRAND, ACCESSIBILITY, KNOWLEDGE BASED FAQs. So here it can compensate to the value of PERSONALIZED LEARNING and PRICE Affordability.
* So on this approach which is exactly a scoring model, we will select Brand **UNACADEMY** as this has the highest score.
* And the lowest weight is given to Brand **BYJUS (25.63).**
* It has high value in PRICE AFFPORDABILITY and PERSONALIZED LEARNING, so it can compensate to the other values of BRAND, 24/7 ACCESS and KNOWLEDGE BASED FAQs.

**NON-COMPENSATORY DECISION RULES:**

Non-Compensatory Decision Rules means to eliminate the alternative that do not meet a particular criteria.

So after the analysis done on the Ed-Tech Brands it can be said that:

* In spite of providing all the services well as compared to other brands, Aakash Institute, having the criteria of low Price Affordability, it is eliminated by most of people because what Aakash Institute is good at other criteria, same requirement is fulfilled by other Brands.
* Udemy is also eliminated with the preference of the people, due to less of Brand known and Knowledge Based FAQs according to the responses collected.

**Analysis of the strategies of the Ed-Tech Brands:**

* **Aakash Institute,** being an low price affordable brand as a criteria, is preferred by people because it has good features of Personalized Learning, 24/7 Access and Knowledge Based FAQs which is a strategy being used by the same to capture the market and increase customer reach.

**RECOMMENDATIONS ON THE BASIS OF RESPONSES:**

* Aakash Institute should provide more Price Affordable courses to make it preferred by more people as compared to Other Brands.
* Udemy can focus more on the criteria of 24/7 Accessibility and Knowledge Based FAQs.
* Byjus should provide more Personalized Learning.
* According to the responses, MOOC s is being considered as a neutral Brand with all the criteria as compared to other brands. According to me, it should more focus on criteria as BRAND, because of less weight score as compared to other criteria.

BY : GROUP 3

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(No one in my group contributed in making this report and extracting the analysis. This is solely done by me )

**THANK YOU**