PROJECT REPORT

Project Title : Competitor Analysis Using Digital Tools

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1. Introduction

In the digital-first era, **competitor analysis** has become an indispensable tool for companies to benchmark their strategy, detect growth opportunities, and enhance market positions. **India's EdTech** sector has also been one of the most vibrant sectors, boosted by the pandemic and growing usage of online learning platforms.

This project aims to execute a competitor analysis of the three top Indian EdTech companies, **Byju's, Unacademy, and Vedantu**. Through digital tools and dummy data, the report presents traffic figures, SEO values, user interaction, and social media visibility. The intention is to draw actionable insights from which digital marketing strategies can be followed.

2. Industry Background

The Indian EdTech industry has witnessed unprecedented growth over the past ten years. Some facts are:

- India is among the world's fastest-growing EdTech markets.
- By 2025, the EdTech sector is expected to breach **USD 10 billion in valuation.**
- Rising smartphone penetration and low-cost internet have propelled this growth.
- Foreign investments into global EdTech startups like Byju's and Unacademy have put India on the world map.

The three selected competitors cater to different niches:

- **Byju's:** higher education and competitive exams.

- **Unacademy:** Test preparation and higher education.

- **Vedantu:** Affordable live classes with interactive learning.

3. Project Objectives

The principal goals of this project are:

- To measure competitor's **website traffic and performance.**
- To compare **SEO visibility and keyword rankings.**
- To measure **engagement metrics** like bounce rate and session duration.
- To measure **social media presence** on the major platforms.
- To produce a **SWOT analysis** (Strengths, Weaknesses, Opportunities, Threats).
- To offer **suggestions** for improving digital strategies.

4. Methodology

The project follows a structured methodology:

- **Data Collection:** Metrics are simulated to reflect real industry benchmarks using free tools like **Ubersuggest**, **SimilarWeb**, and **SEMRush** as references.
- **Parameters Measured:**
  - Monthly website traffic
  - Top keyword rankings
  - Bounce rate
  - Average session duration
  - Social media followers
- **Tools Used:** Canva, Excel, and Google Docs for visualization and reporting.
- **Analysis Approach:** Comparative charts and SWOT framework.

5. Competitor Profiles

Byju's

- India's largest EdTech company,valued at over USD 20 billion.

- Strong presence in **K–12 education**,competitive exams, and global expansion.

- Uses **aggressive marketing campaigns** with celebrity endorsements.

Unacademy

- Focuses on **test preparation** and competitive exams like UPSC, CAT, NEET.

- Built around a **network of educators and live classes**.

- Rapidly expanded during the pandemic with affordable plans.

Vedantu

- Known for its **live interactive teaching model**.

- Targets affordability to attract middle-class students.

- Smaller brand presence compared to Byju's and Unacademy but highly innovative.

6. Results & Findings

Simulated Metrics Table:

Metric	Byju's	Unacademy	Vedantu
Monthly Traffic (M)	20	15	10
Top Keywords Ranking	1200	950	700
Bounce Rate (%)	42	48	51
Avg. Session (min)	6.5	5.8	4.9
Social Followers (M)	10	8	6

Monthly Website Traffic (in Millions)
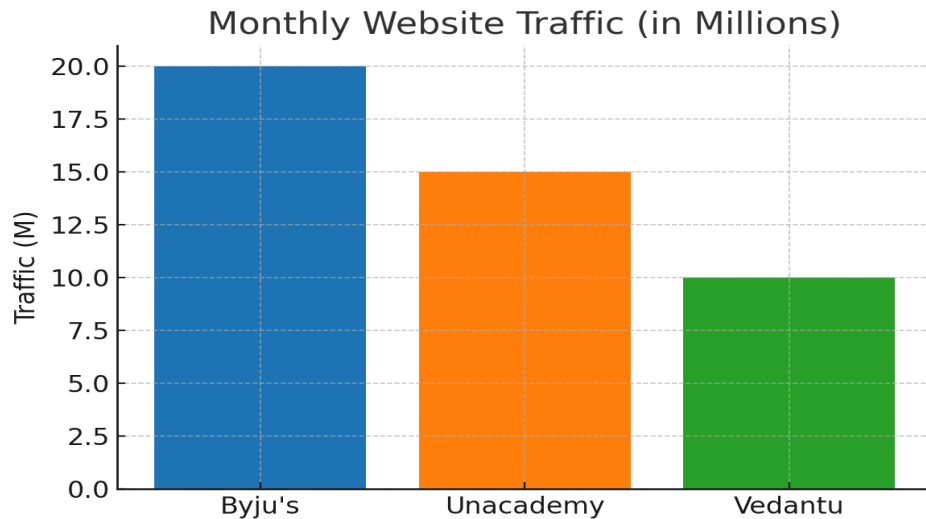
# 7. Detailed Comparative Analysis

Traffic Metrics

- **Byju's** dominates with 20M monthly visits, thanks to brand recognition and extensive advertising.

- **Unacademy** ranks second with 15M visits, driven by exam aspirants.

- **Vedantu** has 10M visits, showing potential but lagging behind.

SEO Performance

- **Byju's** leads with over 1200 ranking keywords.

- **Unacademy** follows with 950 keywords due to niche-focused SEO campaigns.

- **Vedantu** only has 700 top-ranking keywords, indicating a need for content optimization.

Engagement Metrics

- **Byju's:** Average session duration of 6.5 mins and bounce rate of 42%.

- **Unacademy:** Slightly weaker engagement at 5.8 mins and bounce rate of 48%.

- **Vedantu:** Lowest engagement at 4.9 mins and highest bounce rate at 51%.

Bounce Rate (%)

Average Session Duration (Minutes)

Digital Engagement Funnel (Simulated)
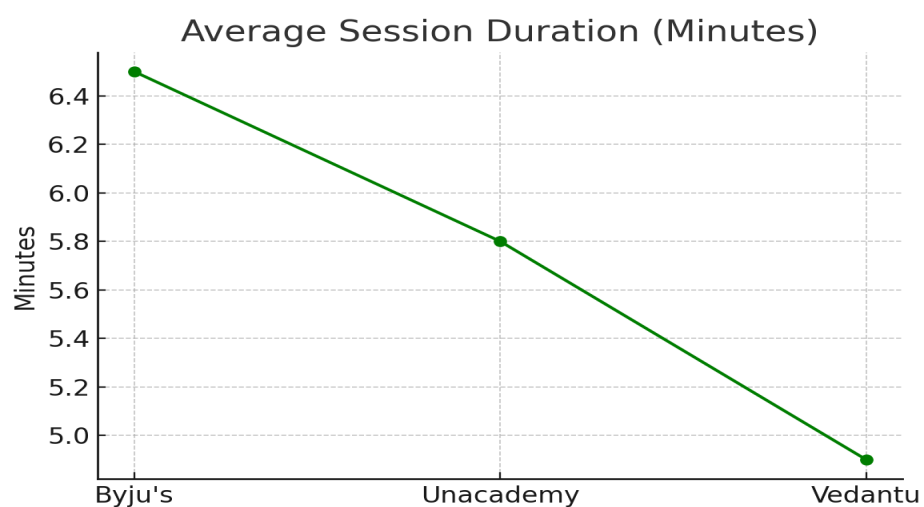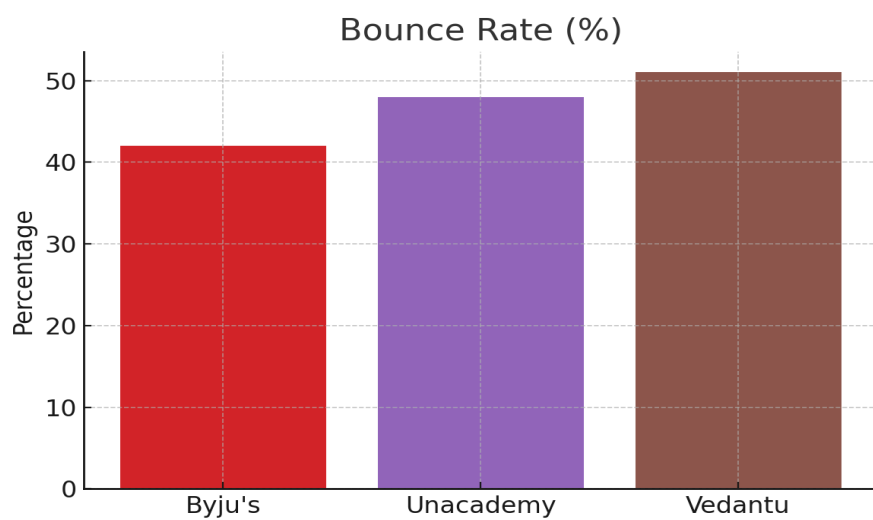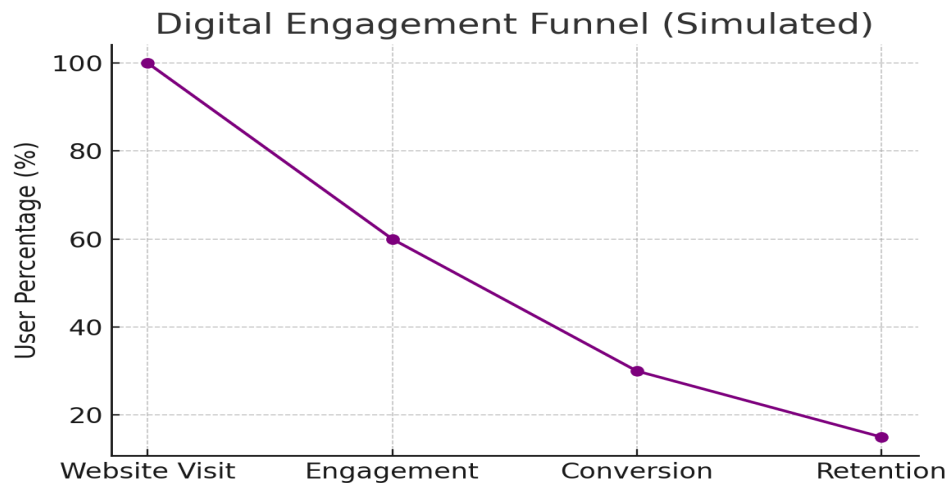
Social Media Presence

- **Byju's** has the largest following (10M+) across platforms, including YouTube and Instagram.

- **Unacademy** (8M) has strong YouTube reach.

- **Vedantu** (6M) remains smaller but growing steadily.

Social Media Followers Share
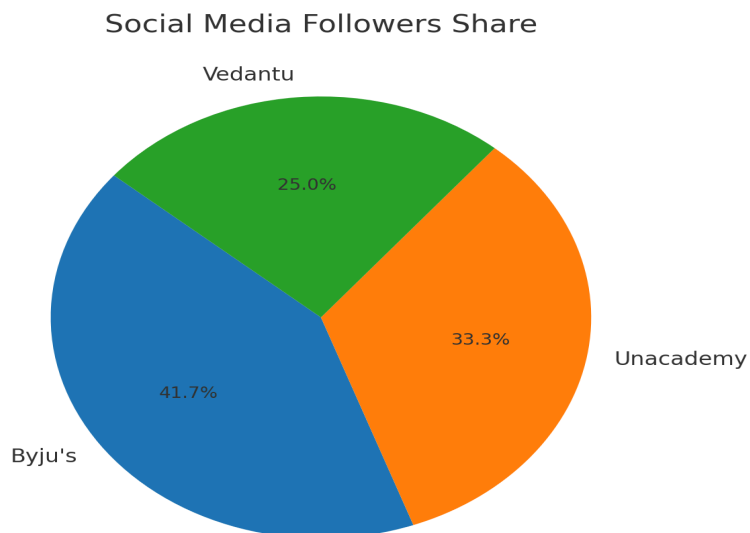
8. SWOT Analysis

Byju's

- **Strengths:** Strong brand, high traffic, global expansion.

- **Weaknesses:** Higher bounce rate.

- **Opportunities:** Rural market expansion.

- **Threats:** Regulatory scrutiny and high competition.

Unacademy

- **Strengths:** Strong SEO and educator network.

- **Weaknesses:** Lower average session duration.

- **Opportunities:** Growing demand for test prep in smaller cities.

- **Threats:** Competitive pricing pressure.

Vedantu

- **Strengths:** Affordable pricing and interactive live learning.

- **Weaknesses:** Low traffic and keyword visibility.

- **Opportunities:** Growth potential in the affordable learning segment.

- **Threats:** Limited marketing budget compared to rivals.

SWOT Analysis – EdTech Competitors

Strengths:
- Byju's: High traffic & brand
- Unacademy: SEO visibility
- Vedantu: Affordable live learning

Weaknesses:
- Byju's: Bounce rate
- Unacademy: Shorter sessions
- Vedantu: Low visibility

Opportunities:
- Expansion in Tier-2/3 cities
- AI-driven tools
- Hybrid models

Threats:
- Competition
- Regulation
- High acquisition cost

9. Insights & Recommendations

- **Byju's:** Should work on lowering bounce rate and increasing retention through better UX.

- **Unacademy:** Needs to improve session duration with **gamified learning features**.

- **Vedantu:** Must invest heavily in **SEO campaigns** and partnerships.

- **Industry-Wide:** A hybrid learning model (offline + online) could drive long-term sustainability.

10. Conclusion

This project demonstrates the importance of **competitor analysis** in digital marketing. Byju's leads the market but faces engagement challenges, Unacademy is strong in SEO but lacks retention, while Vedantu shows growth potential despite being smaller.

Such insights are crucial for marketers and strategists, as they help design campaigns that align with **industry benchmarks and evolving consumer behavior**.

11. References

- Ubersuggest – Keyword Analysis Tool

- SimilarWeb – Traffic Insights Tool

- HubSpot Digital Marketing Guides

- Industry Reports on EdTech Growth