Project 1

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Company: Byju's (Think and Learn Pvt. Ltd)

Introduction :

BYJU'S is India's largest education technology company and the creator of India's most popular K-12 learning app, which offers highly adaptive, engaging, and effective learning programs for students. Reinventing how students learn in the age of mobile devices, the BYJU'S approach combines world-class teachers, proven pedagogical methods, innovative technology, and data science to deliver personalized learning across grades. It has a reliable and scalable cloud environment for hosting its website and mobile learning apps, allowing the company to scale on demand as the business keeps growing. Think and Learn Pvt. Ltd, is India's best-funded education start-up, having raised $204 million from venture investors Aarin Capital, Chan Zuckerberg Initiative, International Finance Corporation (IFC), Light speed India Partners Advisors, Sequoia Capital India Advisors, Sofina SA, and Times Internet Ltd and Brussels-based family office Verlinvest SA. Byju's initial offerings were all centred around test-preparation, and these were much more low-key than the jazzy, high-production-value videos and content that it currently generates for the K-12 (kindergarten-Class XII) segment, with more than 500 members in the research and development team. Since launching in 2015. It's app has had more than six million downloads. It had 320,000 active users as of November last year. The number of people who buy its premium service is growing every month. The average time spent on the app by a student is approx. 40 min a day. Byju's has about 3000+ employees across Sales, Development and logistics department. Talking about the revenue and net worth **BYJU'S** has become a unicorn and is valued at US$1 billion as of March 2018.

Products: IAS Pre & Mains, K1-K10 (CBSE, State, ICSE board content from standard 1st to 10th), K12 (Std 11th and 12th content, IIT-JEE & NEET content), GRE & GMAT preparations, Banking and PO Exam Preprations.

SWOT ANALYSIS:

Strengths:

1. It has built a sustainable competitive advantage in the marketplace with a comparatively innovative idea in the Indian Ed-tech era.
2. The five key aspects behind byju's success are human resources, activities & processes, financial resources, past experiences and physical resources.

3. Byju's App charges a premium compare to its competitors and hence has the advantage of investing more on it's research and development.
4. It has got successful go to market track record and intellectual property rights.

Weaknesses:

1. There is a lack of work force diversity as majority of byju's workforce is domestically based in India.
2. Focused on only two subjects i.e. Maths and Science
3. It is unable to harness the power of technology in the front end processes.
4. The byju's learning module can be easily replicated by other new startups etc.
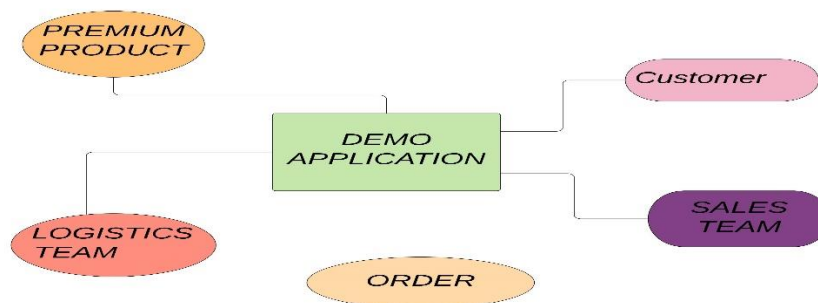
Opportunities:

1. The app can use technologies such as Improved AI and Machine learning in order to lower the costs and transform the processes.
2. Can expand in related areas with a more competitive strategy.
3. Byju's can expand the content globally so that more number of people will be able to access it and the same will result worldwide growth.

Threats:

1. The biggest threat can be the entry of other competitors in the ed tech market with reduced costs and efficient products.
2. Another risk can be storing data into international market to diversifying risk by operating into countries at different economic cycle.
3. Changing government regulations regarding employee rights and environment threats might be a threat in future.
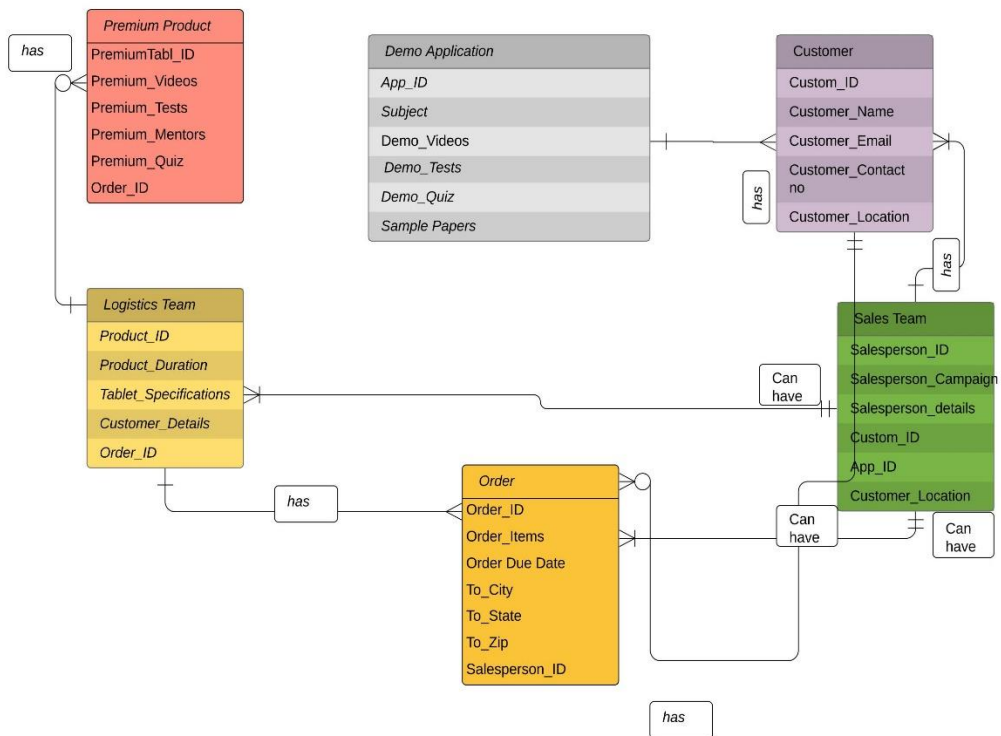
Byju's Work Module

ER Diagram

ER Diagram Byju's
Text

Abhay | October 8, 2019

Premium Product
- PremiumTabl_ID
- Premium_Videos
- Premium_Tests
- Premium_Mentors
- Premium_Quiz
- Order_ID

has

Demo Application
- App_ID
- Subject
- Demo_Videos
- Demo_Tests
- Demo_Quiz
- Sample Papers

Customer
- Custom_ID
- Customer_Name
- Customer_Email
- Customer_Contact no
- Customer_Location

has

has

Logistics Team
- Product_ID
- Product_Duration
- Tablet_Specifications
- Customer_Details
- Order_ID

Sales Team
- $alesperson_ID
- $alesperson_Campaign
- $alesperson_details
- Custom_ID
- App_ID
- Customer_Location

Can have

has

Order
- Order_ID
- Order_Items
- Order Due Date
- To_City
- To_State
- To_Zip
- Salesperson_ID

Can have

Can have

has

SQL Code

```sql
CREATE TABLE `Demo Application` (
 `App_ID` INT (25) NOT NULL,
 `Subject`  VARCHAR(45) NOT NULL,
 `Demo_Videos` VARBINARY (256) NULL,
 ` Demo_Tests ` VARCHAR(500) NOT NULL,
 `Demo_Quiz` VARCHAR(500) NOT NULL,
 `Sample Papers`  VARCHAR(500) NOT NULL
PRIMARY KEY (`App_ID`))
  FOREIGN KEY (`,)



CREATE TABLE `Logistics Team` (
 `Product_ID`  VARCHAR(25) NOT NULL,
 `Product_Duration`  TIME(0) NOT NULL,
 `Tablet_Specifications` VARCHAR(25) NOT NULL,
 `Customer_Details` VARCHAR(50)
 'Order_ID' VARCHAR(20) NOT NULL
PRIMARY KEY (`Product_ID`))
  FOREIGN KEY (`Order_ID`));

CREATE TABLE `Customer` (
 `Custom_ID` VARCHAR(25) NOT NULL,
 `Customer_Name` CHAR(25) NOT NULL,
 `Customer_Email` VARCHAR(25) NOT NULL,
 `Customer_Contact no` VARCHAR(13) NOT NULL,
```

```
  `Customer_Location` VARCHAR(20) NULL

PRIMARY KEY (`Custom_ID`))

   FOREIGN KEY ('Customer_Location'));
```

CREATE TABLE `Premium Product` (

```
  `PremiumTabl_ID` VARCHAR(25) NOT NULL,

  `Premium_Videos` VARBINARY(256) NULL,

  `Premium_Tests` VARCHAR(100) NOT NULL,

  `Premium_Mentors` CHAR(20) NOT NULL,

  `Premium_Quiz` VARCHAR(100) NOT NULL,

  'Order_ID' VARCHAR(20) NOT NULL

PRIMARY KEY (`PremiumTabl_ID`)

   FOREIGN KEY ('Order_ID'));
```

CREATE TABLE `Order` (

```
  `Order_ID` VARCHAR(20) NOT NULL,

  `Order_Items` VARCHAR(20) NOT NULL,

  `Order Due Date` DATETIME(8) NULL,

  `To_City` CHAR(10) NOT NULL,

  `To_State` CHAR(10) NOT NULL,

  `To_Zip` INT(10) NOT NULL

  'Salesperson_ID' VARCHAR(20) NOT NULL

PRIMARY KEY (`Order_ID`)

   FOREIGN KEY ('Salesperson_ID'));
```

CREATE TABLE `Sales Team` (

```
  `Salesperson_ID` VARCHAR(25) NOT NULL,
```

```
 `Salesperson_Campaign` VARCHAR(20) NULL,

 `Salesperson_details` VARCHAR(25) NOT NULL,

 `Custom_ID` VARCHAR(25)NOT NULL

'App_ID' VARCHAR(20) NOT NULL

'Customer_Location' CHAR(20) NOT NULL


PRIMARY KEY (`Salesperson_ID`)

FOREIGN KEY ('Csutom_ID','App_ID'));
```