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4. Take One Domain and Build Business Understanding.

Domain: E-Learning Platform (Online Education Service)

1. Business Objective

- The company aims to increase paid course enrollments and recurring subscription revenue.
- The business wants to improve student completion rates and engagement.
- The company seeks to strengthen brand authority in competitive learning markets.

2. Problem Statement

- High user sign-up rates but low course completion rates.
- Many users drop off after free trials without converting to paid plans.
- Content production costs are increasing without proportional revenue growth.
- Competition from platforms like Udemy and Coursera is driving price pressure.

3. Business Goals

- The organization wants to predict which users are likely to churn.
- The company aims to personalize course recommendations using learning behavior data.
- The business plans to optimize pricing models (subscription vs one-time purchase).
- The company wants to increase lifetime value (LTV) per learner.

eLearning Platforms Types

Online course marketplaces	 Coursera	 Udemy	 Udacity
Language learning apps	 Duolingo	 Babbel	 Rosetta Stone
Tutoring platforms	 Chegg Tutors	 Wyzant	 Varsity Tutors
Educational games	 Kahoot!	 QuizUp	 ABCmouse

CLEVEROAD

4. Key Stakeholders

- The marketing team focuses on lead generation and brand positioning.
- The product team improves platform features and learning experience.
- The content team develops high-demand, high-quality courses.
- The data analytics team monitors engagement and conversion metrics.
- Senior management tracks revenue growth, CAC, and profitability.
- Learners expect flexible, affordable, and career-relevant education.

5. Success Criteria

- Paid conversion rate increases within two quarters.
- Course completion rate improves significantly.
- Customer lifetime value exceeds customer acquisition cost by a healthy margin.
- Monthly recurring revenue shows consistent growth.

- Student satisfaction ratings and reviews improve steadily.

6. Business Constraints

- **Limited marketing budget for customer acquisition.**
- **High competition in pricing and content availability.**
- **Dependence on instructors for content quality and availability.**
- **Technology infrastructure costs (servers, streaming, platform maintenance).**

7. Expected Outcome

- Higher retention and engagement rates.
- Stronger recurring revenue model.
- Improved profitability through data-driven personalization.
- Sustainable competitive advantage through differentiated content and user experience.

ADVANTAGES

- **Scalability** – Courses can be delivered to thousands of learners globally without major additional infrastructure costs.
- **Recurring Revenue Model** – Subscription-based models generate predictable monthly recurring revenue (MRR).
- **Data-Driven Insights** – Platforms can track user behavior (watch time, quiz attempts, drop-off points) to improve personalization and engagement.
- **Lower Operational Costs** – Compared to physical institutions, no need for classrooms or campus maintenance.
- **Global Reach** – Ability to compete internationally alongside platforms like Udemy and Coursera.
- **Flexible Learning Experience** – Learners can access courses anytime, anywhere.
- **Faster Course Deployment** – New courses can be launched quickly based on market demand.

DISADVANTAGES

- **High Competition** – Established players like Udemy and Coursera create strong price pressure and brand competition.
- **Low Completion Rates** – Many learners enroll but do not complete courses, affecting satisfaction and brand reputation.
- **Content Dependency** – Quality heavily depends on instructors and subject-matter experts.
- **High Customer Acquisition Cost (CAC)** – Digital marketing expenses can be significant.
- **Churn Risk** – Users may cancel subscriptions after short-term usage.
- **Technology Costs** – Ongoing expenses for servers, streaming infrastructure, and platform updates.
- **Limited Practical Interaction** – Compared to traditional classrooms, hands-on experience and peer interaction may be reduced

Conclusion

In the highly competitive online education market, platforms like Udemy and Coursera have set strong benchmarks for pricing, content variety, and global reach. For an E-Learning platform to succeed, it must go beyond simply offering courses and instead focus on delivering measurable learner outcomes, personalized experiences, and sustained engagement.

By aligning business objectives with data-driven strategies—such as churn prediction, recommendation systems, optimized pricing models, and improved learner engagement—the organization can increase paid conversions, enhance course completion rates, and maximize customer lifetime value.

Ultimately, success will depend on balancing quality content, smart technology investments, effective marketing, and continuous performance monitoring. With a strong focus on user satisfaction and strategic differentiation, the platform can build long-term profitability and establish a sustainable competitive advantage in the evolving digital education ecosystem.