

ADDA247 CASE STUDY

Building a scalable mock/scholarship entrance exam platform

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Whiteboarding

Who **We** Are



adda247



India's **Largest Vernacular Test Prep Platform** (Providing online courses in 10 languages)
Building for Bharat - 85% user base comes from tier 2 & 3



Community based **Gamified Learning App with Coins earning** and redemption features



Running **largest YouTube community** of UPSC, Banking and other exam aspirants (more than **25 mn subscribers** as on date)



Leader in Government Test Preparation segment (Banking Pre/Post Recruitment, SSC etc.)

Our Vision & Key Metrics

Aiming to become a one stop educational platform for all educational needs of Tier II and below by providing affordable education in vernacular language



Monthly Active Users

25 Million +



App Installs

12 Million +



YouTube Monthly Views

180 Million +



YouTube Subscribers

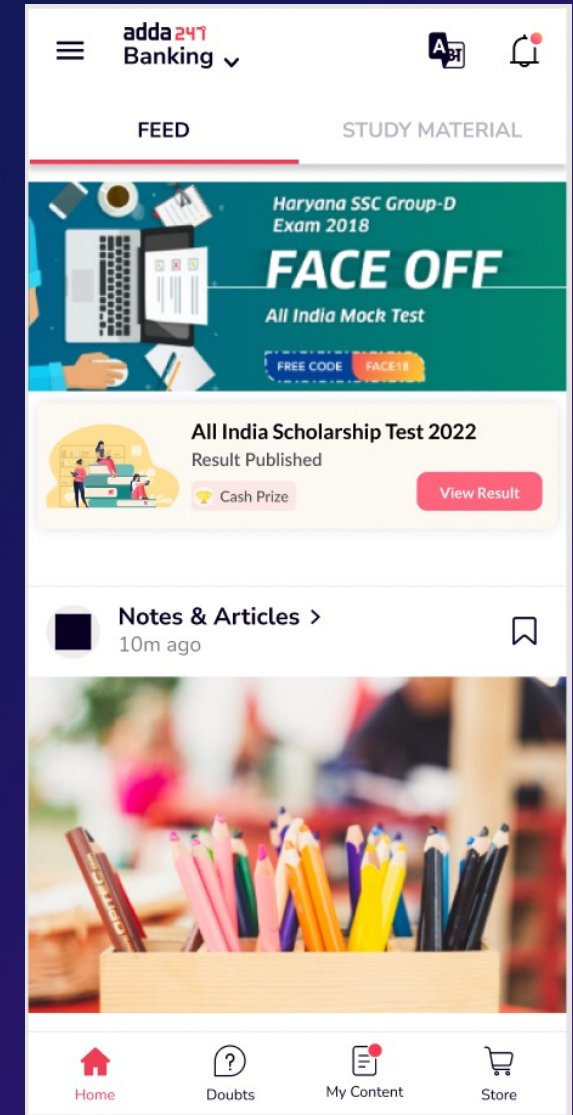
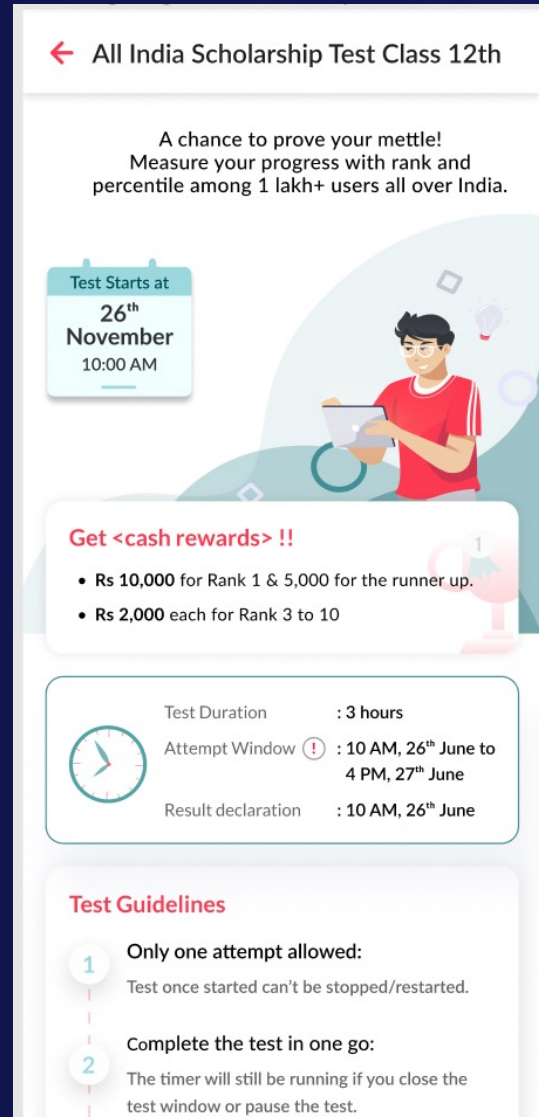
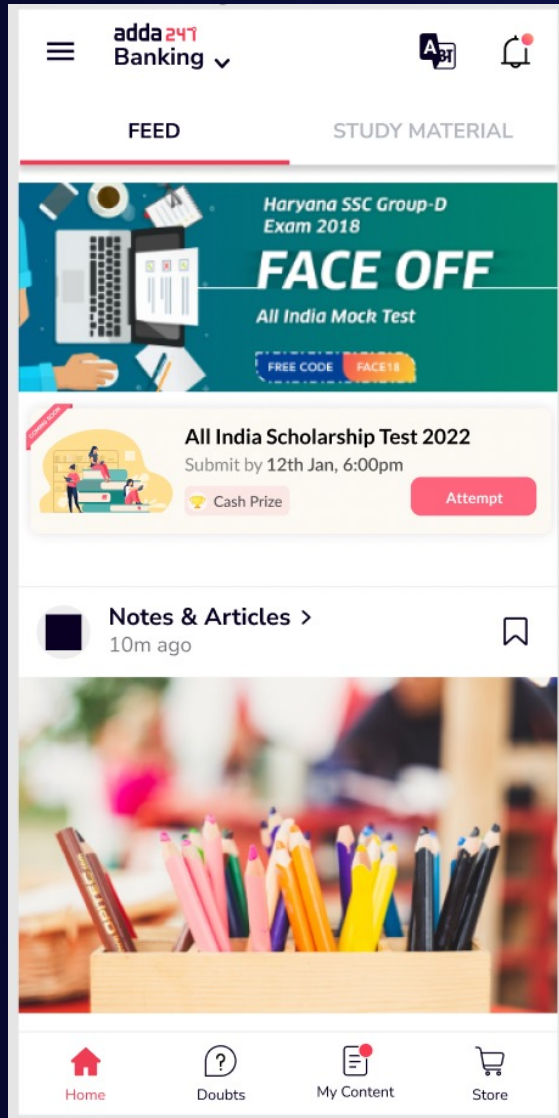
25 Million +

Background context

- More than 1.5 lakh+ user submit tests daily on Adda247 app
- These submission are throughout the day
- In general, concurrency is ~1000 users submitting test at the same time

What about All India Mock Test/Scholarship test when Submission and Result viewing are concurrent at large scale?

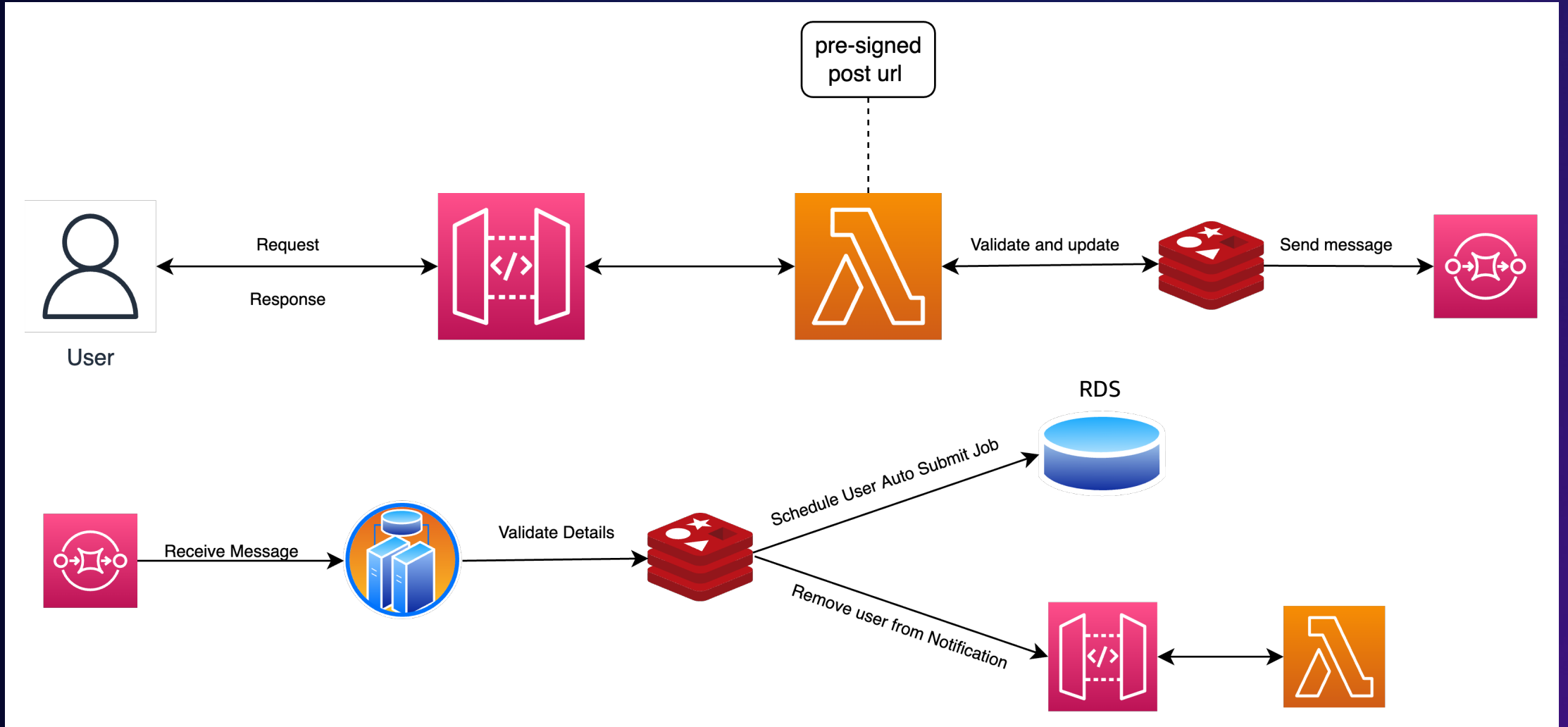
How are we solving this: Product Flow



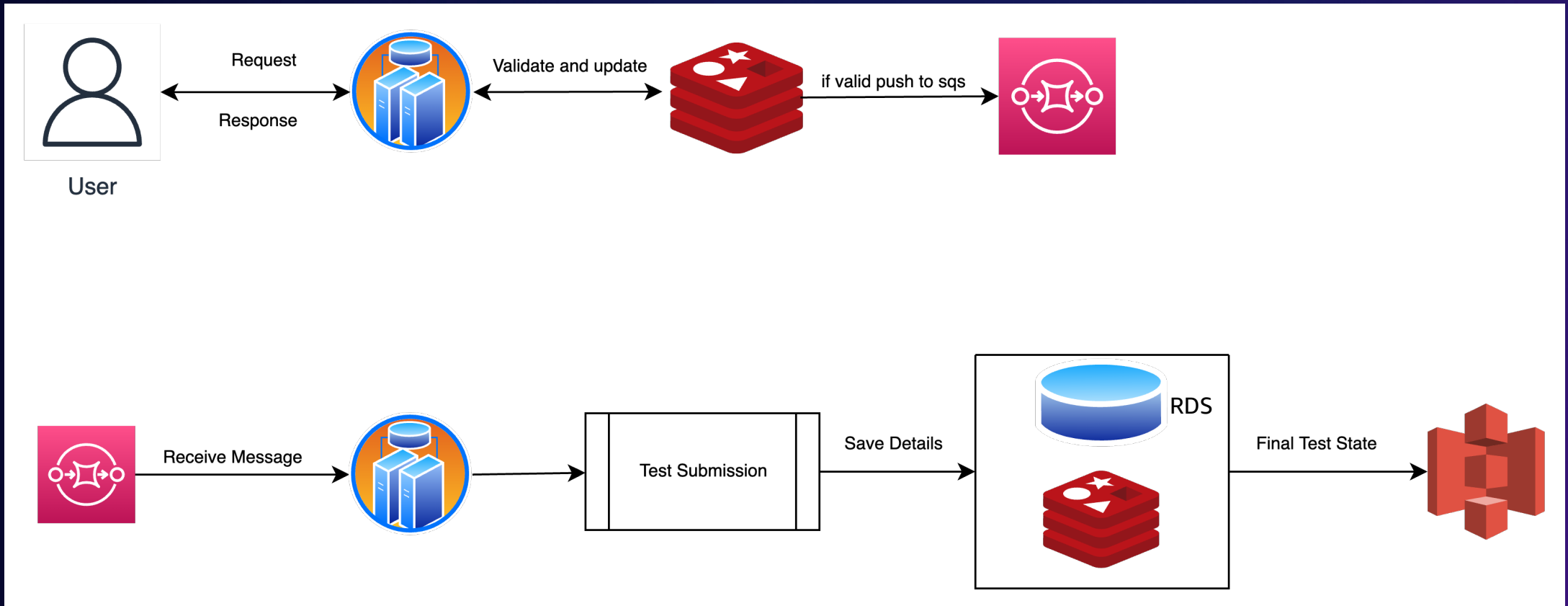
Design Principles

- De-coupled architecture
- Go serverless wherever possible
- Cache at every layer

Architecture Flow: **Start Test**



Architecture Flow: Submit Test



Questions?



Thank you!

