CHEGG FINAL DELIVERABLE

Riley Shanahan Computer Science, Business/Economics '20
Tae-Shin Lee Philosophy, Spanish '20
Ritwik Roy Economics '18
Kayla Lee Business Administration '18
Kevin Lin Electrical Engineering & CS '20
Melanie Yu Computer Science, Business/Economics '20
Marie Maier Environ. Econ & Policy, American Studies '19
Liliana Hu Wu Business Administration '18

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AGENDA

Typical Student Profiles

SWOT Analyses

Top Competitors

Recommendations

Q&A

Chegg®

Typical student patterns within the United Kingdom

Demographic Trends

Younger students

Rise in full time students

Disadvantaged Backgrounds

Majors & Graduates

Most Popular Majors

Business Administration

Engineering

Biological Sciences

742,730 graduates every year

6% drop-out rate after one year

Post-Grads

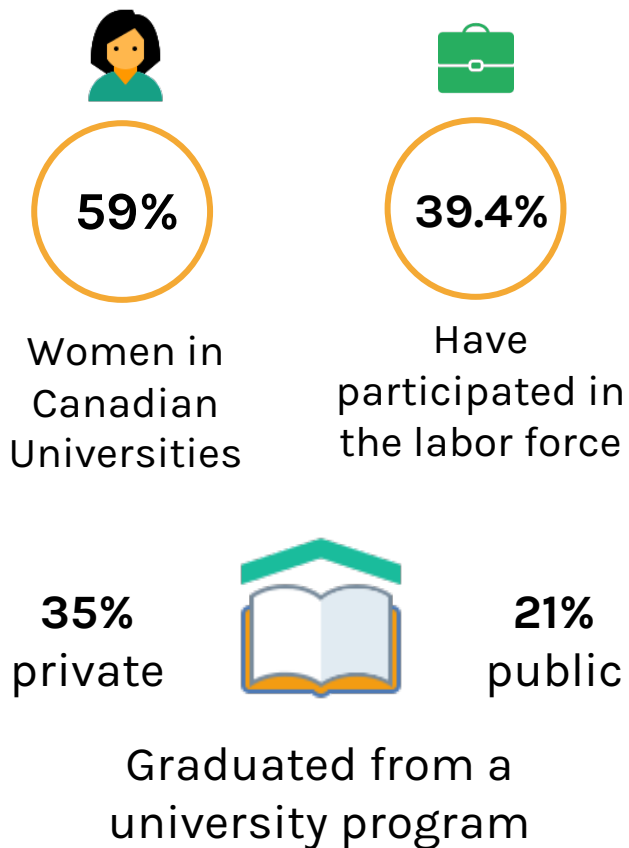**90%** Businesses that find it difficult to recruit workers

Low Graduate Unemployment

Huge Skills Gap
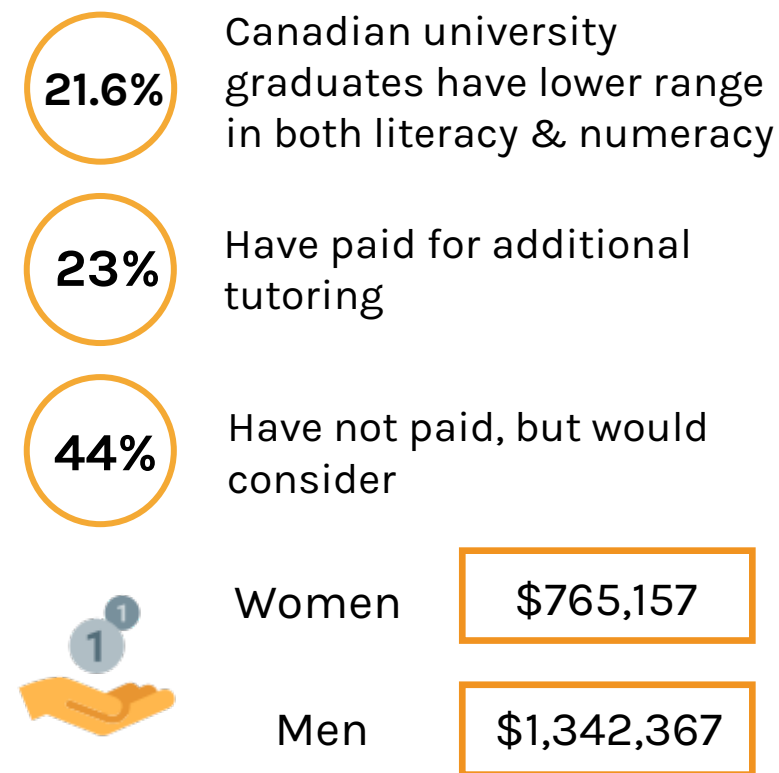
Typical student patterns within Canada

Demographic Trends

59%

Women in Canadian Universities

39.4%

Have participated in the labor force

35% private   **21%** public

Graduated from a university program

Majors & Graduates

Most Popular Majors

Business Administration

Social & Behavioral Science, Law

Engineering & Tech

14% drop-out within first year

Average **6.7 years** to pay debt

Post-Grads

21.6% Canadian university graduates have lower range in both literacy & numeracy

23% Have paid for additional tutoring

44% Have not paid, but would consider

Women $765,157

Men $1,342,367

Typical student patterns within Australia

Demographic Trends

1.3 mil — University students and increasing

272K — Study abroad students and increasing

44:56 — Male-Female gender ratio (varies over majors)

Majors & Graduates

Most Popular Majors

Management & Commerce

Society & Culture

Health

35% Fail to complete university in 4 years, 15% drop–out

University students work (66% part-time, 34% full-time) **63%**

Post-Grads

70% Graduates are employed as full-time after 4 months from graduation

Employer demands increasing in:

Health

Accounting

Teaching

Programming

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SWOT Analysis for the United Kingdom

Strengths

Test Prep Services

Affordable pricing

Weaknesses

Brand Recognition

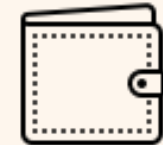Little connection with universities and schools

Opportunities

Skills gap in computer science and STEM

Increasing underrepresented university students

Threats

Decreased student purchasing power

Decline in international students

SWOT Analysis for Canada

Strengths

Variation in services and interaction

Chegg for Parents Math support

Weaknesses
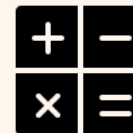

Lack of personalization and relationships with tutors

Lack of commitment and developed curriculum

Opportunities

Growth of international students

Demand for remedial math programs

Threats

Disconnect among provinces

KUMON

Development of Franchises like Kumon

SWOT Analysis for Australia

Strengths

Not limited to higher education

Textbook solutions

Weaknesses

Textbook shipping is expensive

Time differences for on-demand tutoring

Opportunities

3rd most popular international destination

Increasing demand among younger students

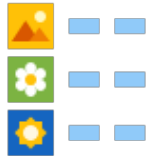## Threats

Increased interest in Zookal's drones

Smaller market of students compared with other countries

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Top three competitors in the UK

Tutorhub

List of approved tutors
1-on-1 online lessons
Pay-as-you-go
Online lectures
Q&A hub

High school students
University students
Homeschooled students
Overseas students
Adult learners

$24-48 / hour

mytutor

Online lessons with tutors
Free 15-minute meeting
Recorded sessions
1-on-1 tutoring

High school students
University students
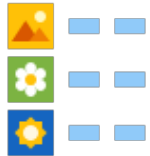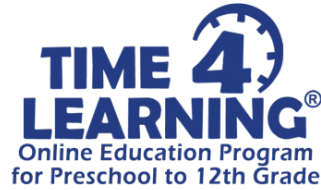Adult learners

From $24 / hour
Tutors set prices

UKtutors

Simple tutor lookup:
subject, level, postal code
Niche selection of subjects
No CRB checks

University students
Adults/casual learners
K-12 students

Tutors set prices
One-time variable introduction
fee from $7 - $27 per tutor

Top three competitors in Canada

Sylvan Learning

TIME 4 LEARNING®
Online Education Program
for Preschool to 12th Grade

BRAINMASS

Online tutoring
STEM, college preparation
Offers franchises
Reading and math

Innovative
All-encompassing program
Multi-media lessons
Interactive exercises

Respond homework & essay
questions in 6 hours - 5 days
200,00 problems
Step-by-step guides

Students grades 3-8

K-12 students

All ages
45 levels of study

$199 diagnostic test
$45-50 an hour tutoring
$100 software kit

Pre-K: $19.95 first student
$14.95 additional student
9-12: $30/student monthly

Rates start at $4 per question

Top three competitors in Australia

Studiosity

Begin Bright

Kip McGrath EDUCATIONCENTRES

Online tutoring offered by approved tutors	National tutoring center franchise	International chain education centers
All students in educational institutions	Pre-school and primary school students	Pre-college (K-12) group sessions
Subscription ($59 per month)	$30~40 an hour	$41 an hour or $55 per session (80 min)

Questions Page Key Features

Anyone can answer questions, but tutors are able to **endorse** answers, and tutors' answers take the top of page

Tutors who answer questions earn points for the **Chegg Rewards Program**

Upvoting and Related Questions

Encourages user interaction = higher inclination to buy Chegg services

Monty Hall Problem | Bayes' Theorem | Game Theory | +2

How do I solve the Monty Hall Problem using Bayes Theorem?

✎ Answer | Request ▾ | Follow 6 | Comment 1 | Downvote

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Want to receive more academic help?

Sign up for Chegg's on-demand tutoring services to get your most pressing questions answered at any time! You may qualify for a free trial.

Click here to start! ⤴

6 Answers

Osama Magdy, PhD Math Student at University of California, Berkeley
Updated Apr 24, 2015

The Monty Hall problem according to Wikipedia states:

> Suppose you're on a game show, and you're given the choice of three doors: Behind one door is a car; behind the others, goats. You pick a door, say No. 1, and the host, who knows what's behind the doors, opens another door, say No. 3, which has a goat. He then says to you, "Do you want to pick door No. 2?" Is it to your advantage to switch your choice?

... (more)

Upvote | 40 | Downvote

Jeff Jo
(First, I notice you changed the open door from #3 in the problem, to #2 in your answe...

Promoted by Springboard

There's more on Chegg Forum... ✕

Pick new people and topics to follow and see the best answers on Chegg Forum.

Update Your Interests

Related Questions

What is an intuitive explanation of Bayes' Rule?

What is the criticism against the use of Bayes theorem in the probability theory?

Why does the Monty Hall problem seem counterintuitive?

Why does the answer to the Monty Hall problem differ from the "Monty Fall" problem? What is the intuitive explanation for this?

What is the Monty Hall problem?

What could have been the intuition behind Monty Hall Problem? How do you prove the results?

How is Bayes' theorem used in robotics?

What are problems like the Monty Hall Problem?

In the Monty Hall Problem, does he even have to open the door with the goat?

What are some interesting generalizations of the Monty Hall problem?

More Related Questions

In other languages

In italiano: Come risolvere il problema di Monty Hall utilizzando il teorema di Bayes?

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Chegg Forum – Chegg's own Question and Answer Forum

User Profile Page Key Features

Profile Photo and Icons

Verified Tutor Specification

Background and Credentials

Allow Followers

List of Question Involvement

Possible evolvement to social media platform & uniquely provides more personal user interactions

Osama Magdy -- Verified Tutor
PhD Math Student at University of California, Berkeley

Follow | 120   Turn On Notifications   Ask Question

Knows About

Discrete Mathematics

Probability Theory

Algorithms

Data Structures

Feeds

Answers 49
Questions 17
Activity
Posts 0
Blogs 0
Followers 120
Following 303
Topics 177
Edits 19

Credentials & Highlights   More

- GSI at UC Berkeley Mathematics Department
- Lived in Berlin
- 27.2k answer views
  1k this month

49 Answers   Most Recent / 30-Day Views

How do I solve the Monty Hall Problem using Bayes Theorem?
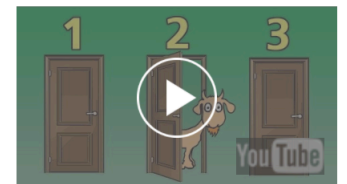
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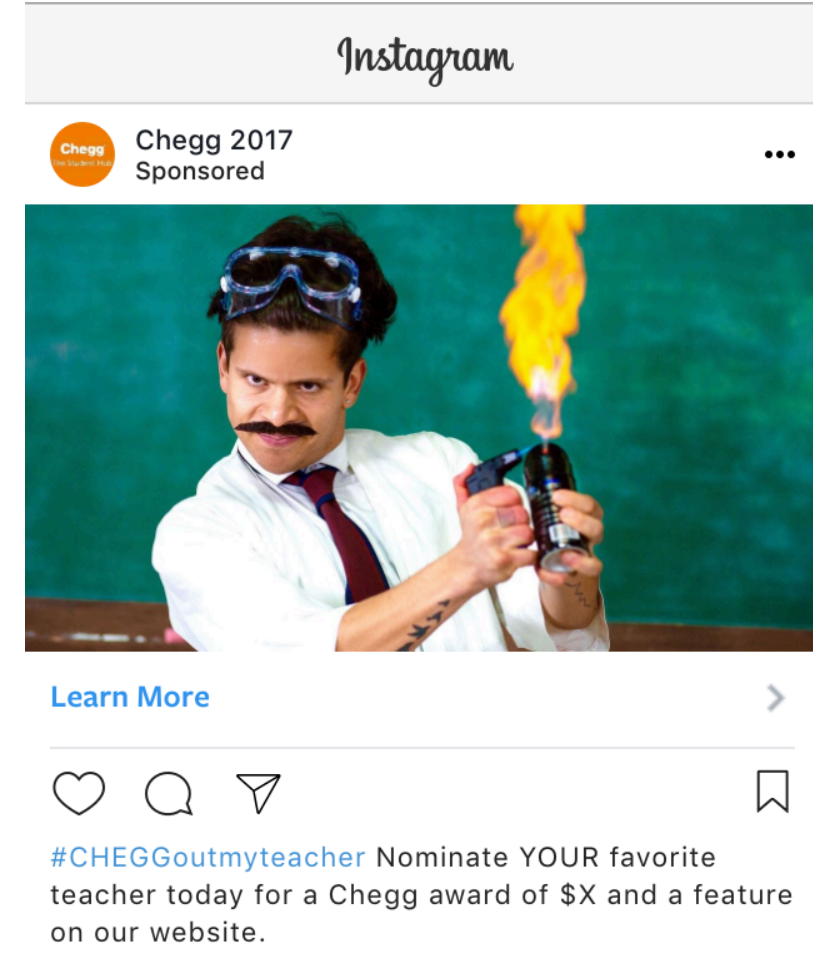
Upvote | 40   Downvote

Facebook and Instagram social media campaigns and hashtags (#Cheggoutmyteacher)

New Chegg sponsored award contest for teachers

Increase brand awareness through direct student involvement

Chegg®

Timeline summary and objectives

Brand Awareness

Three months
(i.e. January – March)

<u>Goal</u>: Improve social media presence and reputation

Create Facebook ads with FB / IG campaigns #CheggMeOut

**On-Demand
Service Growth**

Connect with international universities, websites, and study abroad programs during peak seasons of class-enrollment.

Create a brand-ambassador program to advocate for services.

On-Campus Promotions

Participate in on-campus events with ambassadors

<u>Goal</u>: Strengthen Chegg's relationships with students

Offer promotion codes and free trials to encourage usage and awareness

Introduction to the incentive program - website

Goals
Improve user retention and longer time of engagement on Chegg platform

Current Chegg use cases are inherently short-term and periodic
(ie. homework help, test prep)

Need to reward consistent usage and emphasize systematic usage of Chegg products and website in ethical manner (no excessive paywalls)
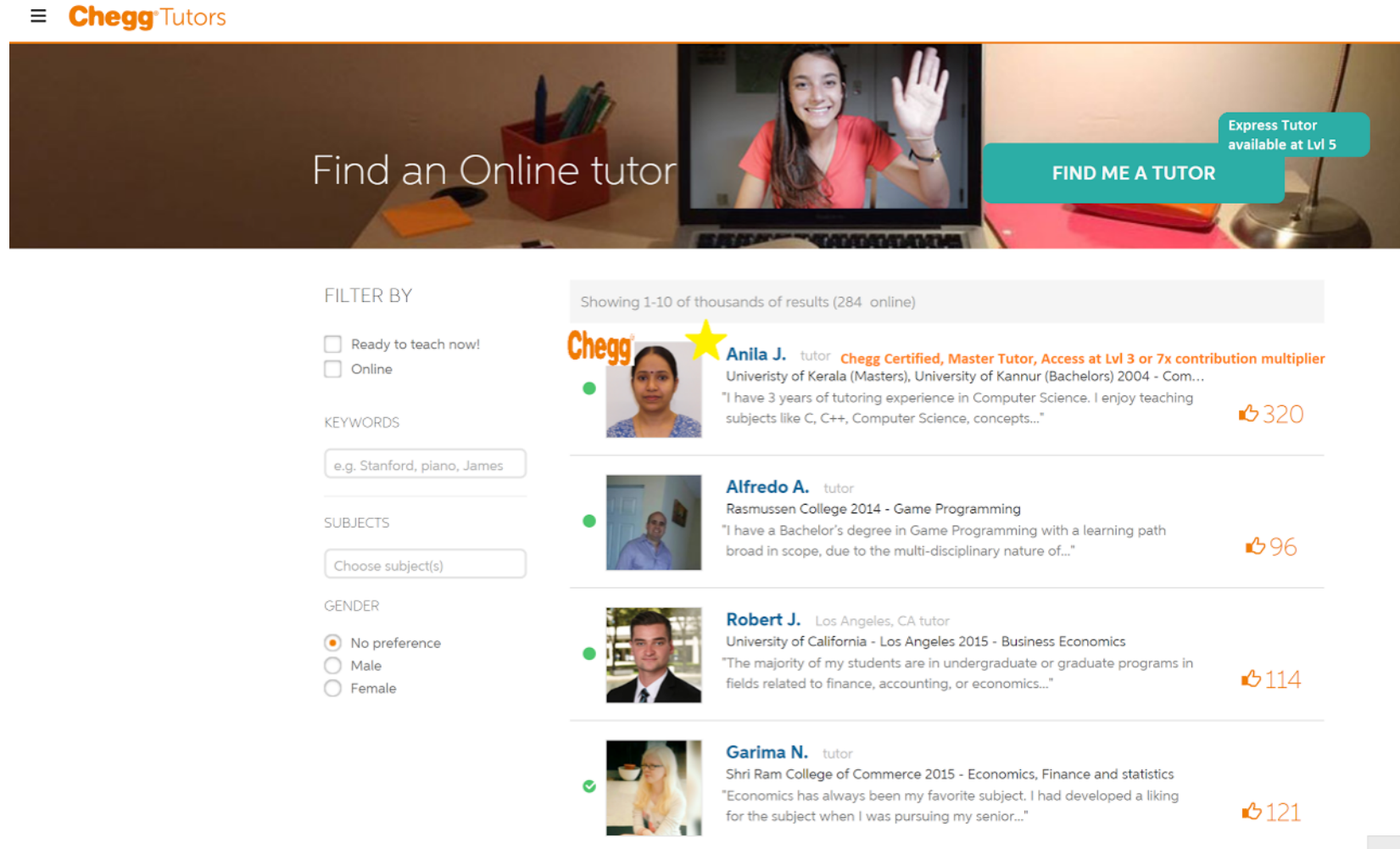
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An example of tiered perks on Chegg Tutors

Separate incentives into different time-horizons, but have them tied to the same aggregate scoring system: **"Chegg Points"**

Updated dashboard with scoring metrics and **level tiers**

Example of short-run incentives: Posting on a knowledge forum, consecutive day **log-in streaks**

Long-run level incentives for users could include **priority tutor selection** or early access to e-textbooks.

QUESTIONS

&

ANSWERS

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Additional Canadian information on education in Canada

6.5% expenditure on educational institutions as a percentage of GDP, all educational levels in Canada

Secondary and postsecondary graduation rates among adults who immigrated to Canada in childhood as of 2011, by admission class drop at least 40% or more

36% of parents who feel a university education offers poor value for money in Canada in 2015

Province of residence		
Newfoundland and Labrador	15.7	23.6
Prince Edward Island	15.1	24.5
Nova Scotia	15.1	22.6
New Brunswick	17.6	27.5
Quebec	19.4*	25.2
Ontario (ref.)	13.0	20.0
Manitoba	17.3	28.6
Saskatchewan	13.1	20.3
Alberta	13.0	20.4
British Columbia	12.3	21.0