

## MARKET RESEARCH REPORT

Market research is the process of collecting and analyzing data about customers, competitors, and market trends to help businesses make informed decisions, reduce risk, and improve success.

The company chosen for this market research is CodeAlpha, which operates in the EdTech and business training industry. CodeAlpha was selected due to its growing presence in skill-based learning and its focus on providing practical training and internship opportunities for students and beginners.

### STRENGTH:

The strength is about AI-Proof Portfolios, which means that if codealpha shifts from "code snippets" to "system design", it protects students against AI-driven de-skilling.

Example:

- **The Trend:** Junior developers are facing a "missing middle" where AI now handles basic coding. Recruiters are shifting focus to architectural reasoning and system integration.
- **Evidence:** This report highlights that "junior" tasks are falling to AI, and candidates who can design scalable systems and explain trade-offs are the only ones successfully differentiating themselves.
- **For reference:** [AI Job Market: Junior Engineer Survival Guide 2025 \(Usercentrics\)](#)

### WEAKNESS:

The weakness is about certificate inflation, which means that As more people get "100% free" certificates, their market value drops. Recruiters now look for "Proof of Work" (GitHub commits) over "Proof of Completion.

Example:

- **The Trend:** With millions of free certificates issued, their "signal" to recruiters has weakened. Hiring managers now demand "Proof of Work" (GitHub commits, actual deployed apps) over "Proof of Completion."
- **Evidence:** A 2025 report from WGU notes that while 86% of employers value certificates, they are looking for specific evidence of performance (metadata and digital badges) rather than just a PDF certificate.

- **For Reference:** [Employers Want Proof: Non-degree Certificates and Job Readiness \(HR Dive, Dec 2025\)](#)

## OPPORTUNITY:

The opportunity is about stackable micro-credentials, which means that Aligning with the 2026 "Creditocracy" trend where these 4-week stints could count as actual university credits.

Example:

- The Trend: Major universities are moving toward "stackable" models where short-term industry credentials can be converted into academic credits for a full degree.
- **Evidence:** This confirms the shift toward "personalised postgraduate qualifications" where students "stack" academic credits earned from short, online modular courses.
- **For Reference:** [University of London to Launch Flexible Micro-credentials in 2026](#)

## THREAT:

The threat is about algorithmic Indifference, which means that 2025 hiring is becoming so bot-heavy that even a "verified certificate" might be ignored by an ATS unless it contains specific, high-intent keywords that CodeAlpha must teach.

Example:

- The Trend: 2025 ATS (Applicant Tracking Systems) are now using "Predictive Hiring Models" and "Automated Scoring" that ignore resumes that don't show deep, sustained experience—even if they have certificates.
- **Evidence:** Modern ATS platforms are "ranking" candidates based on experience patterns and "cultural fit" scores generated by AI, making it harder for "certificate-heavy, experience-light" candidates to get past the first bot.
- **For Reference:** [ATS Trends in 2025: The Evolution of Intelligent Resume Screening \(Hirium\)](#)

## Target Audience:

CodeAlpha primary target audience consists of individuals seeking the practical, job-oriented learning rather than purely academic instruction. The

platform mainly serves learners who want to build demonstrable skills and real-world project experience to improve employability.

The key target audience include:

- ✓ College Students
- ✓ Beginners and Self-learners
- ✓ Learners from tier-2 and tier-3
- ✓ Career starters

### **Competitors:**

CodeAlpha operates within a highly competitive EdTech and virtual internship ecosystem. Its competitors range from internship platforms to online learning providers and skill assessment tools.

Major Competitors include:

- ✓ Internshala
- ✓ Coding Ninjas
- ✓ HackerRank & LeetCode
- ✓ Intellipaat & UpGrad

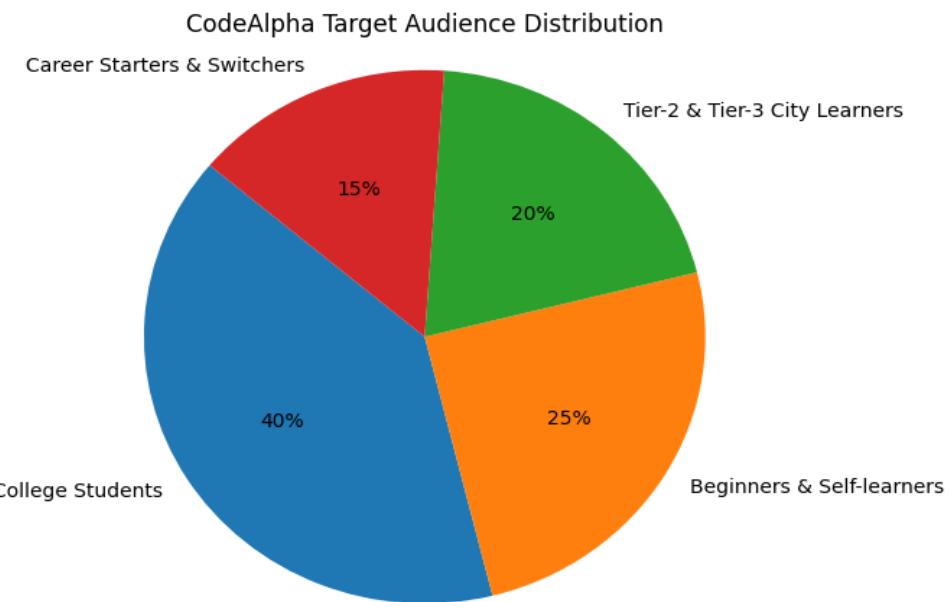
### **Market Trends:**

The EdTech and virtual internship market is evolving rapidly due to changes in hiring practices and learning preferences.

Key market trends includes:

- ✓ Shift toward skill-based hiring
- ✓ Growth of remote internships
- ✓ Increasing focus on portfolio-driven learning
- ✓ Integration of AI in learning and recruitment

Pie chart regarding the target audience distribution:



Graph regarding the major competitors in edtech and internship market:

