

Report Title: Market Landscape and Competitive Analysis of EdTech Platforms (Data Visualisation Process for Traffic Analysis of EdTech Platforms: Coursera, edX, Udemy, LinkedIn Learning, pluralsight.) Report By : Anumoy Modak, Market Research Analyst, Quantuva Technology. Date:9/08/2024.

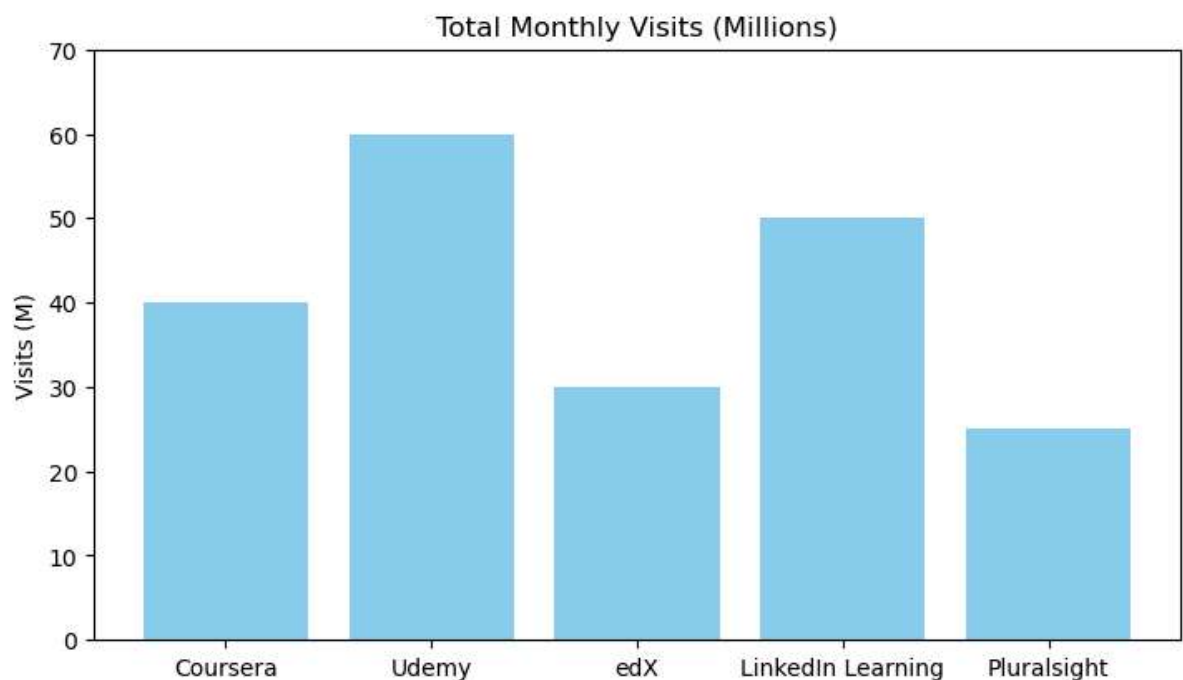
```
In [ ]: import matplotlib.pyplot as plt
import numpy as np

# Data for visualization
platforms = ['Coursera', 'Udemy', 'edX', 'LinkedIn Learning', 'Pluralsight']
total_visits = [40, 60, 30, 50, 25]
avg_duration = [7.5, 6.3, 8.1, 6.8, 7.0]
pages_per_visit = [5.8, 4.5, 6.2, 5.0, 5.3]
bounce_rate = [35, 40, 33, 38, 36]
```

```
In [ ]: # Plotting Total Visits
plt.figure(figsize=(14, 8))

# Total Visits
plt.subplot(2, 2, 1)
plt.bar(platforms, total_visits, color='skyblue')
plt.title('Total Monthly Visits (Millions)')
plt.ylabel('Visits (M)')
plt.ylim(0, 70)

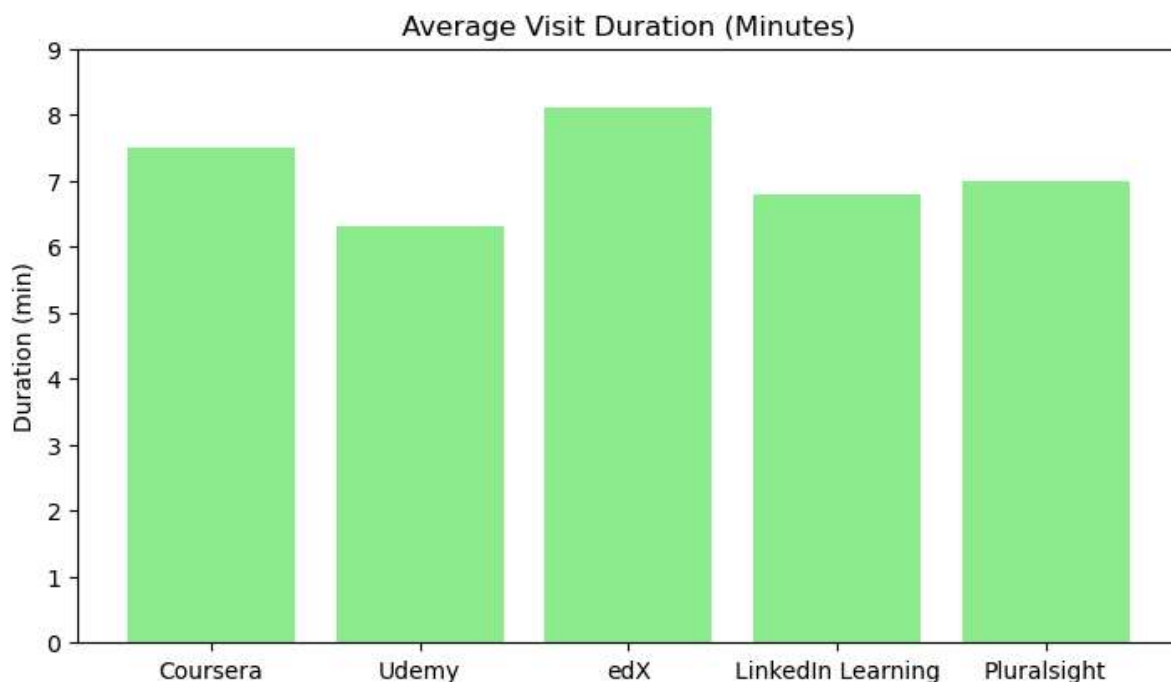
plt.tight_layout()
plt.show()
```



```
In [ ]: # Average Visit Duration
plt.figure(figsize=(14, 8))

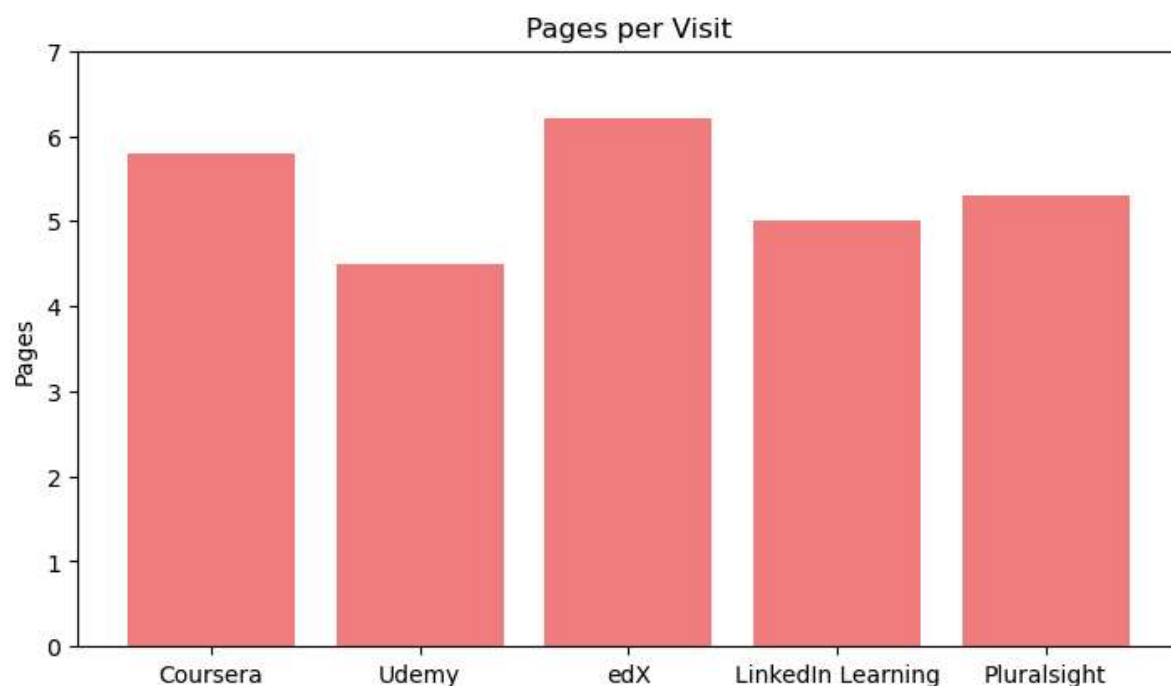
plt.subplot(2, 2, 2)
plt.bar(platforms, avg_duration, color='lightgreen')
plt.title('Average Visit Duration (Minutes)')
plt.ylabel('Duration (min)')
plt.ylim(0, 9)
```

```
plt.tight_layout()  
plt.show()
```



```
In [ ]: # Pages per Visit
```

```
plt.figure(figsize=(14, 8))  
  
plt.subplot(2, 2, 3)  
plt.bar(platforms, pages_per_visit, color='lightcoral')  
plt.title('Pages per Visit')  
plt.ylabel('Pages')  
plt.ylim(0, 7)  
  
plt.tight_layout()  
plt.show()
```



```
In [ ]: # Bounce Rate
```

```
plt.figure(figsize=(14, 8))
```

```
plt.subplot(2, 2, 4)
plt.bar(platforms, bounce_rate, color='lightpink')
plt.title('Bounce Rate (%)')
plt.ylabel('Bounce Rate (%)')
plt.ylim(0, 50)

plt.tight_layout()
plt.show()
```

