Project #2: HHBA1402

MARKET RESEARCH - COMPETITIVE ANALYSIS

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1. Introduction

The idea behind this project is to find the strengths and weaknesses of competitors. This project deals with the competitive analysis for Simplilearn and Edureka. These e-learning platforms provide various courses on various topics that are industry relevant and make the students job-ready. Our aim is to perform competitive analysis using the data available to us for these companies.

Figure 1: Steps in Competitive Analysis

2. Data collection

Following datasets have been scraped from the web using web scraper algorithms.

Dataset	Drive Links to Dataset
Digital Marketing	**Digital Marketing Data**
Project Management	**Project Management Data**
Data Science	**Data Science Data**
Business Analytics	**Business Analytics Data**
SIX Sigma	**Six Sigma Data**

Table 1: Dataset (Simplilearn)

Dataset	Drive Links to Dataset
Digital Marketing	**Digital Marketing Dataset**
Project Management	**Project Management Dataset**
Data Science	**Data Science Dataset**
Business Intelligence	**Business Intelligence Dataset**

Table 2: Dataset (Edureka)

Data was collected either in csv or excel format, which was first cleaned and then used for the analysis purpose.

3. Sentiment Analysis

Analysis was done using the following algorithms to visualise the dataset and get useful insights:

Github link for Code: [GitHub Link](#)

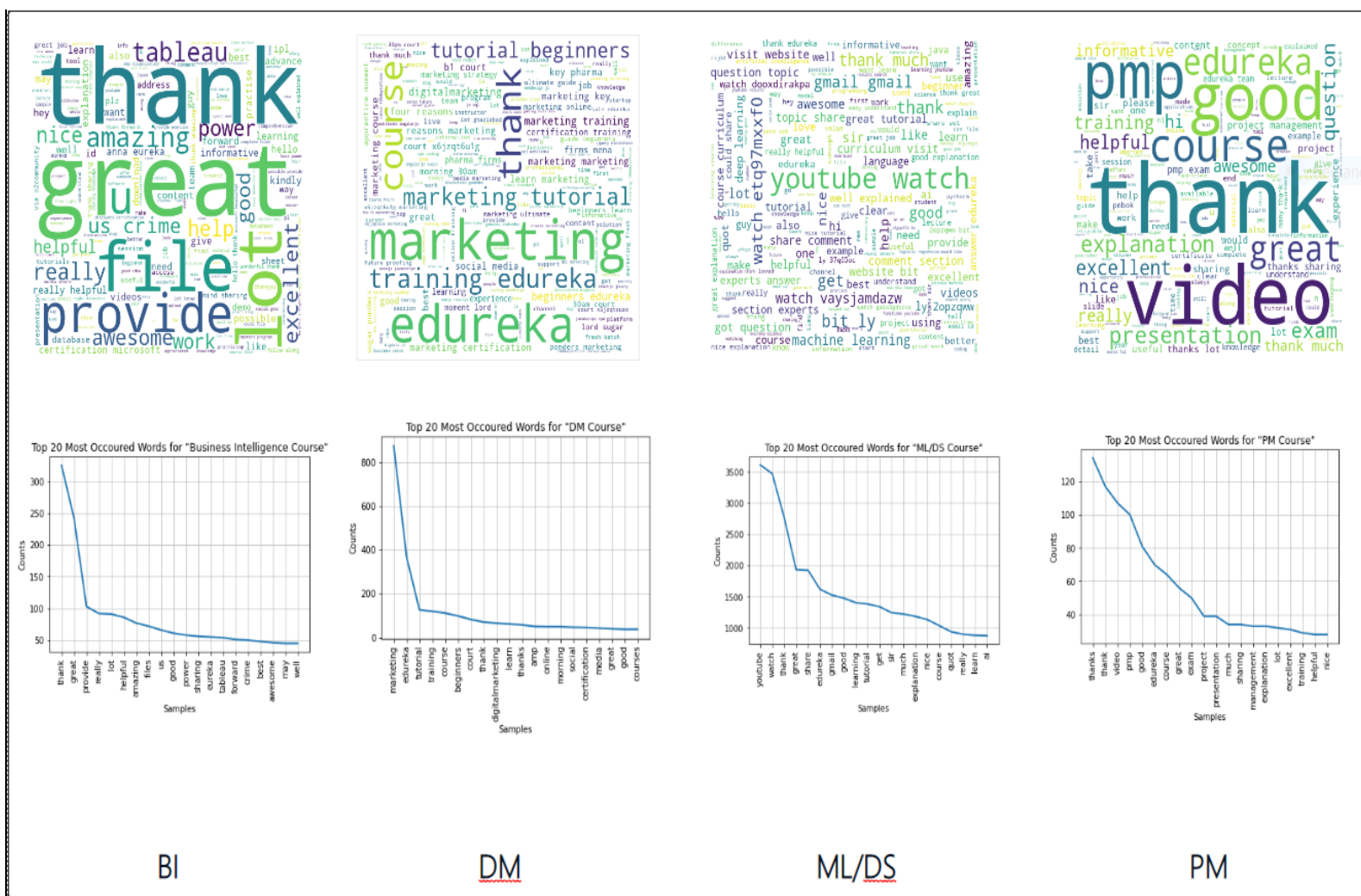## 3.1 Frequency distribution Plots and WordClouds:
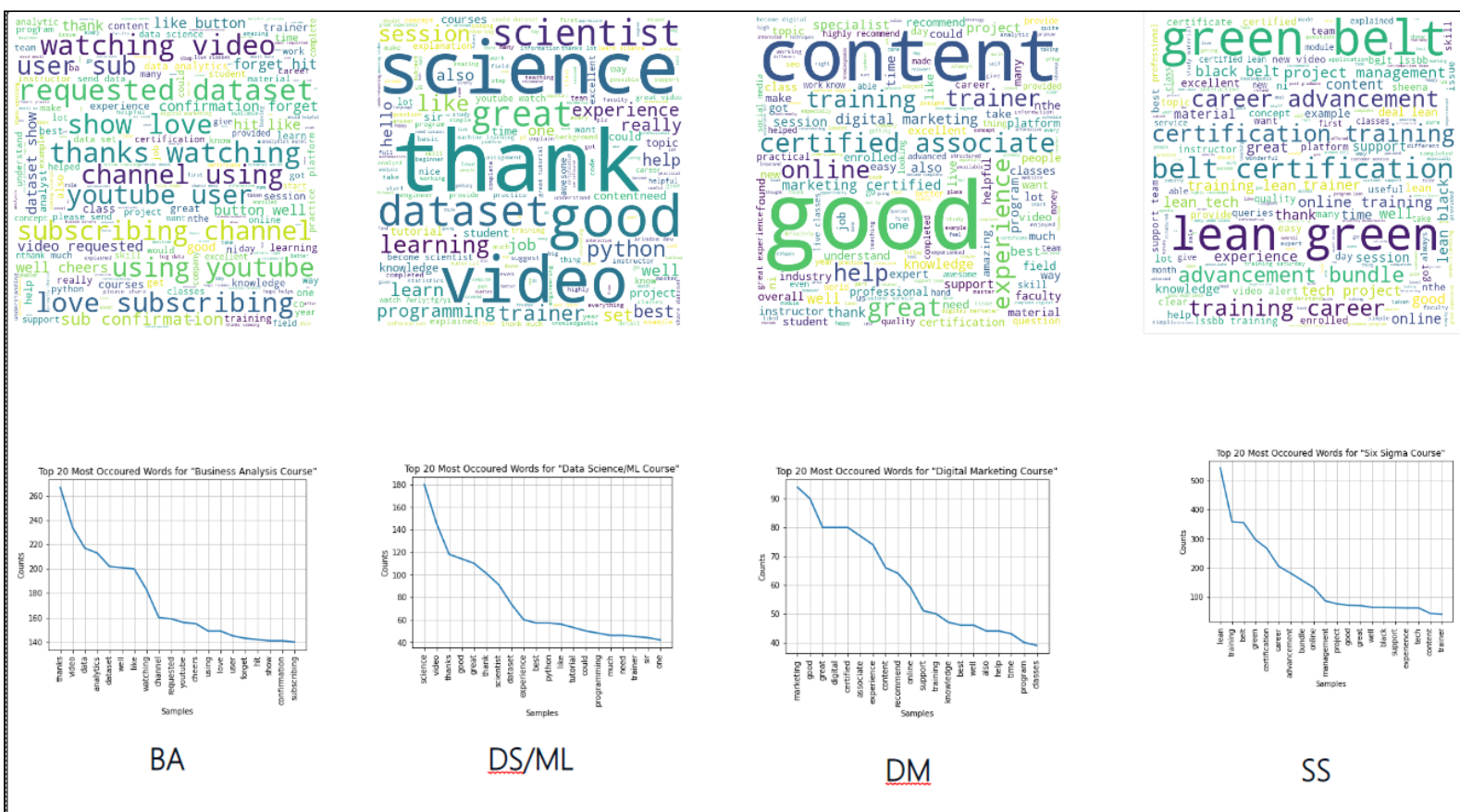

Figure 2: Edureka

Figure 3: Simplilearn
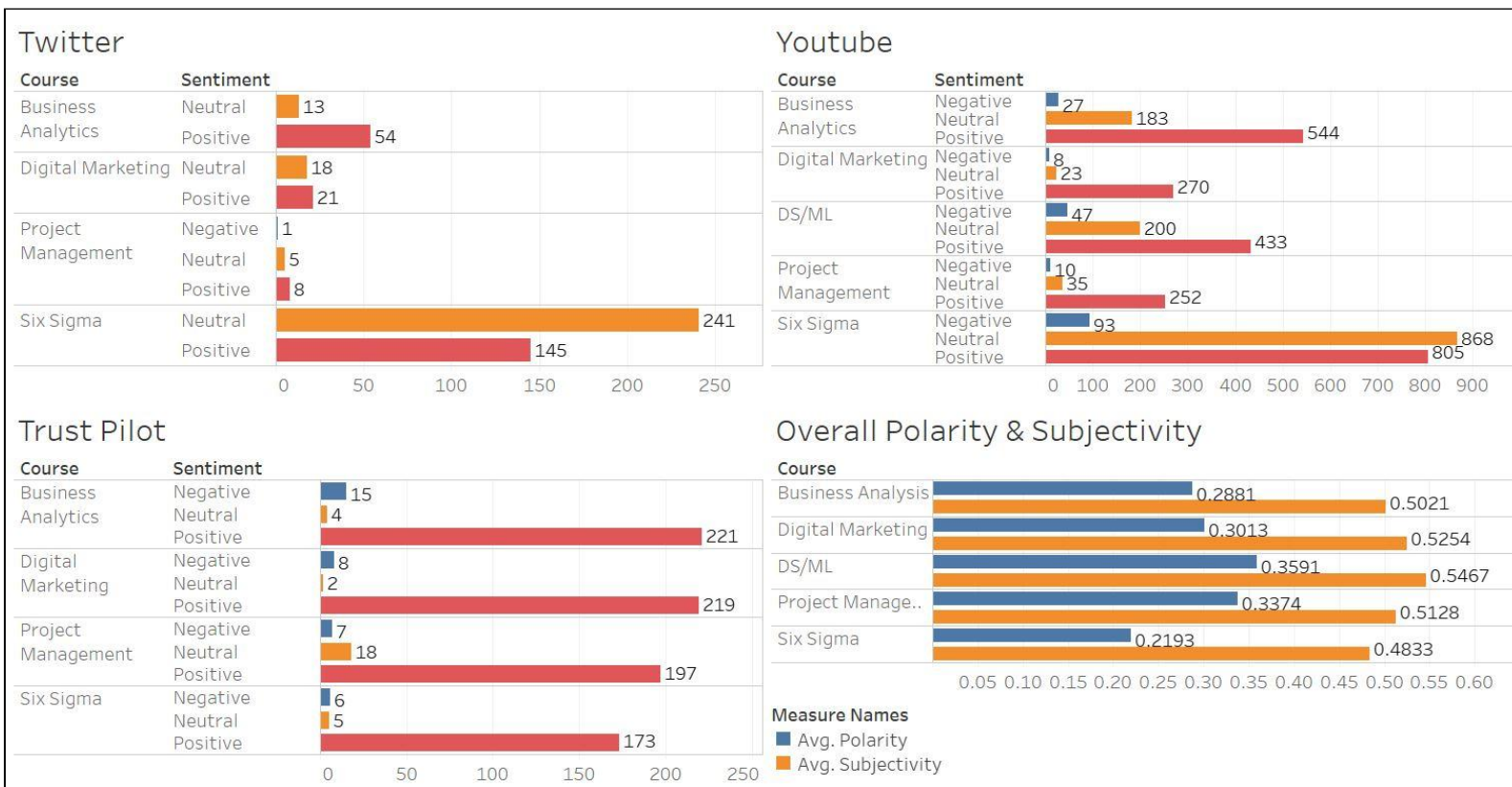
3.2 Polarity and Subjectivity Analysis

Figure 3: Simplilearn Sentiment Analysis

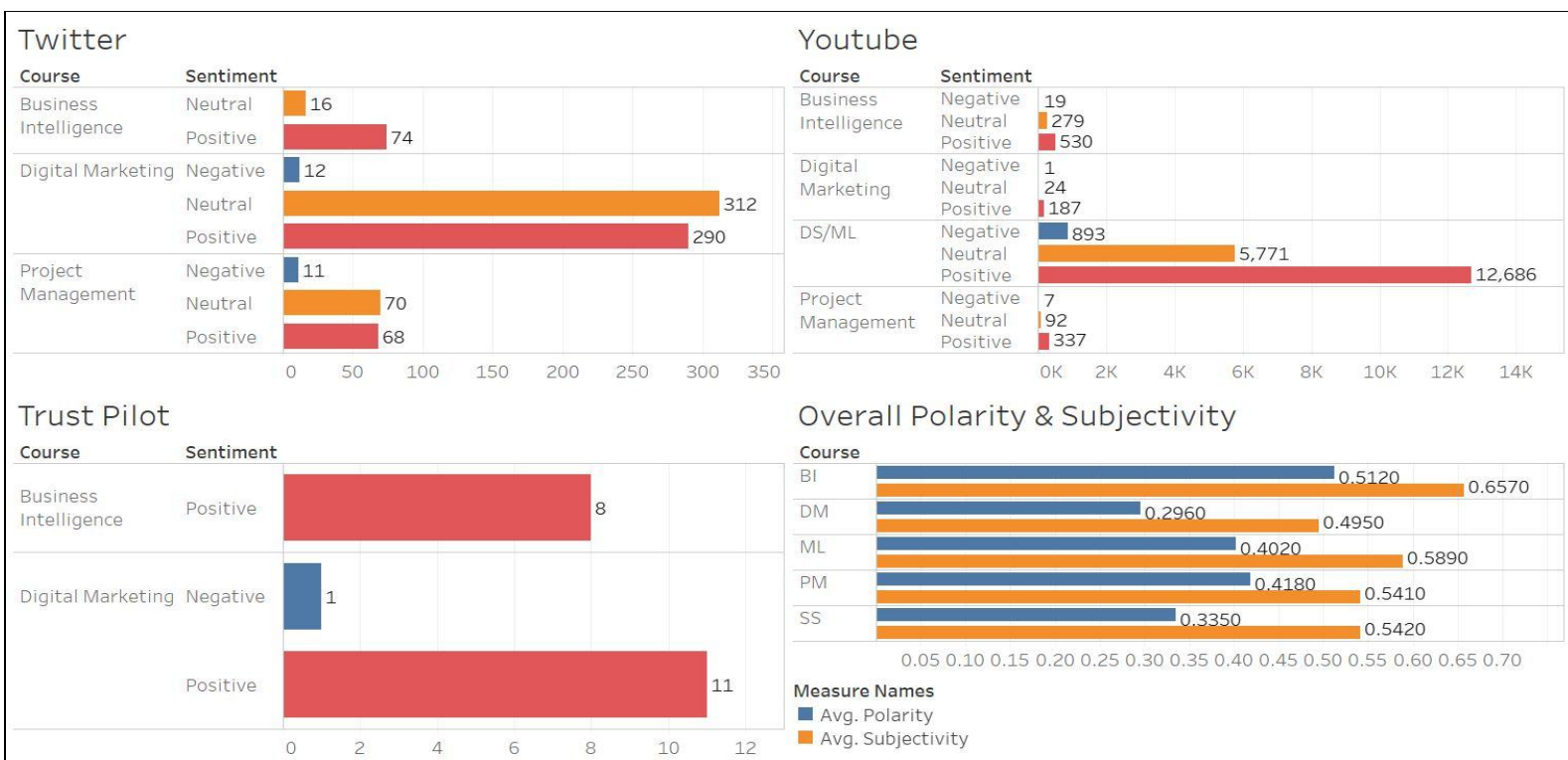**Figure 4: Edureka Sentiment Analysis**

S.No	DataSet	Polarity	Subjectivity	Sentiments
1	DS/ML	0.3591	0.5467	Positive
2	Digital Marketing	0.3013	0.5254	Positive
3	Project Management	0.3374	0.5128	Positive
4	Business Analysis	0.2881	0.5021	Positive
5	Six Sigma	0.2193	0.2193	Positive

Table 3: Overall Polarity & Subjectivity (Simplilearn)

S.No	DataSet	Polarity	Subjectivity	Sentiments
1	Business Intelligence	0.512	0.657	Positive
2	DS/ML	0.402	0.589	Positive
3	Digital Marketing	0.296	0.495	Positive
4	Project Management	0.418	0.541	Positive
5	Six Sigma	0.335	0.542	Positive

Table 4: Overall Polarity & Subjectivity (Edureka)

4. Conclusions

a. According to the sentiment analysis results, the polarity is on similar lines for both the companies as we had seen for the courses provided by Henry Harvin.

b. The course of Six Sigma provided by Simplilearn has the highest total number of views, which are around 3 Million. The number of views and polarity indicates that this course has influenced most of the candidates who are searching for a good Six Sigma certification course.

c. In the case of Edureka, the Data Science and Machine learning courses are found to be the most popular ones with 10 Million views. These videos had a great impact on the candidates who were searching for a revision course for Machine learning basics and Python tutorials.

d. As far as the cost is concerned, 4 out of 5 courses of Henry Harvin are providing the same content at lower rates. The difference between the respective costs is Rs.8,500 (Approx.) for Business Analytics, Data Science and Machine Learning courses, which is a significant amount for any candidate while selecting a course.

e. Henry Harvin provides huge discounts at the institute levels, which gives a competitive edge to reach out to the maximum number of colleges across the country.

f. Both Simplilearn and Edureka include an additional fee for providing these courses if a student has to opt for an instructor-led course along with live projects, due to which the course fee goes upto Rs.25,000, whereas Henry Harvin provides all these benefits at the same rate.

g. Improvements can be done by collaborating with some reputed universities, which will reflect the potential of the course that is provided by Henry Harvin.

h. Provision of Master's courses and PG Diploma courses is one of the strengths of Simpliearn and Edureka. This is the area where Henry Harvin can work to create their own Specialization (PGD) courses.

i. Henry Harvin can continue the strategy of reaching out to the students at institute level and providing quality content at relatively cheaper rates. Also, they can target some premier institutions so that the students from other colleges get positive feedback for their courses.

------------------------*Credits*----------------------

TEAM G

Data Collection

RAJAMOHAN P S

SIDDESH P SALVE

SUDHANSHU PANEEY

KARTHIKEYAN S

SOUGATO BISWAS

KIRUBA SANKAR M

ARYAN SINGH

SIMMI RAWAT

SHIVAM NEGI

Data Analysis

GAURAV SHARMA

RAJAMOHAN P S

JASKARAN JOT KAUR

SHIVAM NEGI

KOMARAGIRI SAI TEJA

YASHDEEP SINGH

SOUGATO BISWAS

Data Visualization

ARYAN SINGH

SHIVAM NEGI

GAURAV SHARMA

Report Writing and Content Management

SUDHANSHU PANDEY

GAURAV SHARMA

SHIVAM NEGI

RAJAMOHAN P S