Full Benchmark Report: E■Learning Platforms (Bangladesh + Global)

1. Introduction This report benchmarks top e■learning platforms in Bangladesh and worldwide, analyzing strengths, weaknesses, gaps, and opportunities.

2. Bangladesh Platforms 10 Minute School: Strengths: massive student base, short-form lessons. Weaknesses: limited personalization, weak gamification, limited advanced content.

Shikho: Strengths: curriculum aligned, live classes, parent dashboard. Weaknesses: limited content variety, app performance issues, doubt-solving delays.

Bohubrihi: Strengths: job-skill focused, local instructors. Weaknesses: no academic curriculum, mobile experience limited.

BYJU'S (BD users): Strengths: 1:1 live classes, strong math/coding. Weaknesses: expensive, no Bangla support.

3. Global Platforms Coursera: Strengths: university-level courses, certificates. Weaknesses: costly certificates, long videos.

Udemy: Strengths: huge content library, affordable. Weaknesses: inconsistent quality, no learning path.

edX: Strengths: top university content. Weaknesses: costly certificates, English-only.

Khan Academy: Strengths: free, strong for basic education. Weaknesses: lacks advanced/professional content.

4. Key Weakness Patterns Bangladesh platforms: personalization, AI, analytics, gamification. Global platforms: lack of Bangla support, local curriculum issues, high pricing.

5. Opportunities for a New Platform AI-based personalized learning, doubt-solving, gamification, advanced analytics, offline mode, blended academic + skill courses.

6. Conclusion A hybrid, AI-driven, gamified, low■data platform can outperform both BD and global competitors.