



# BYJU'S

— THE LEARNING  
APP

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ONLINE EDUCATION

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## INTRODUCTION

- BYJU'S is a leading online learning platform based in India that offers interactive video lessons and personalized learning for students. The company has seen tremendous success in recent years and has become one of the most well-known and widely used education platforms in India. It offers a wide range of courses for students of all ages, including K-12 education and preparation for competitive exams like IIT-JEE and NEET.
- BYJU 'S is an multinational educational technology company headquartered in Bangalore, Karnataka INDIA.
- IT was founded in 2011 by Byju Raveendran and Divya Gokulnath.

# FOUNDERS OF BYJU'S



BYJU RAVEENDRAN



DIVYA GOKULNATH

# SUCCESS OF BYJU'S

- The success of BYJU's can be attributed to several factors, including its innovative teaching methods, engaging video lessons, and use of technology to personalize the learning experience for each student. The company's focus on student outcomes and its commitment to improving education in India have also been key drivers of its success. Additionally, BYJU's has invested heavily in marketing and advertising to raise awareness about its platform and reach a wide audience.
- Overall, BYJU's has disrupted the traditional education system in India and is helping to make high-quality education accessible to millions of students.



## Dual support at every step



## MISSION AND VISION

- Byju's Mission Statement :- Our aim is to become one of the most preferred education technology platforms across the globe.
- Byju's Vision Statement :- We believe in the power of one-to-one learning that addresses every child's learning needs, allows students to be holistically involved in their education and be active, lifelong learners.



# SWOT ANALYSIS



## BYJU'S SWOT ANALYSIS



### strengths

- First Mover Advantage.
- Diverse Products.
- Strong Finance
- High Customer Retention.
- Acquisition of competitor - White Hat Jr.



### Weaknesses

- Low Return on Investment.
- Bad Reviews
- Weak Inventory Management
- Less US Children Enrollments.



### Opportunities

- Increased Trend of Online
- Education due to Covid-19.
- NEP 2020 encourages online teaching.
- Introduce Professional courses.
- Untapped Semi-Urban and Rural India.



### Threats

- Business Model can be imitated.
- Competitors
- Data privacy
- Economic Recession.



# CUSTOMER PURCHASING BEHAVIOUR

- BYJU's customers are typically students or parents of students who are looking for high-quality online educational resources. The purchasing behavior of these customers is influenced by several factors, including:
  - Needs and goals.
  - Trust in the brand.
  - Availability and convenience.
  - Personal preferences: Some customers may prefer video-based.

# MANAGEMENT STRUCTURE

The Revenue Model Of Byju's in Detail  
It wasn't easy enough for Byju's to grow itself into such a great online studying portal within 8 years it took a lot of minds and hard work . So, now let's get deeper into the Revenue Model of BYJU. To see how it makes income, you have to think about its plan of action. BYJU's pursues a freemium plan of action. This model is an estimating methodology that offers an item for nothing with additional cash being charged for using highlights of the item.



# PROBLEMS FACED BY BYJU'S DURING COVID

The COVID-19 pandemic has brought many challenges to the education sector, including the shift to remote learning and the need for educational technology to support it. BYJU's, as an education company, has also faced challenges due to the pandemic. Some of the challenges include

- **Technical Challenges:** Remote learning relies on technology and internet connectivity, which has been an issue for many students in India.
- **Adapting to New Delivery Methods:** The shift to online learning has required BYJU's to adapt its delivery methods, including the development of new digital tools and platforms.
- **Ensuring Student Engagement:** Maintaining student engagement and motivation in an online learning environment has been a challenge for BYJU's.
- **Teacher Training:** BYJU's has had to train its teachers to effectively deliver lessons online, which has been a new experience for many of them.



# DURING COVID AND POST COVID



- FINDINGS OF THE STUDY : From the study, it is found that Byju's App usage increased during the Covid 19 outbreak.
- The animated graphics in Byju's app has resulted in great customer satisfaction.
- Byju's App subscription increased during Covid 19 pandemic.
- The OSMO technique has helped Byju's App in its great success in its production.
- Covid 19 pandemic situation has helped Byju's App to be the leader of the education market.

# EFFECT ON ONLINE EDUCATION SECTOR OF COVID

- In particular, the COVID-19 crisis has meant limited or no education, or falling further behind their peers for many who already experienced barriers in accessing education – children with disabilities, students in remote locations, children of migrant workers, refugees and asylum seekers or those whose families have lost their source of livelihood and incomes. This could force many children to discontinue their studies even after normal situations.
- Students were deprived of practical knowledge and as a result they will have to face consequences when everything turns normal.
- Higher education in India is currently restricted by lack of clarity when it comes to regulating online channels such as Zoom, Google Meet, Microsoft teams, etc. for education.

# THANK YOU

