



BYJU'S

Title:- Presentation on Enterprise Analysis &
Desk Research

Organization name:-BYJU'S Learning App

Student name:- Shardul Admane

Coordinator:- Puja Gavande Mam

Batch:- 2

FOUNDERS

◉ Byju Raveendran



◉ Divya Gokulnath



VISION

Byju's vision was to complete learning experience that integrates classes from the best of the teachers, assessments and assignments which are personalized for every student, along with in-depth analysis and recommendations.

MISSION

Byju's mission is to keep learning Byju's work towards building a community of active learners, who from their early years have a strong understanding of concepts. Being a companion for every learner and anywhere in the world is what drives us to deliver, excel and grow.

QUALITY POLICIES

- ◉ 24/7 video lessons on the app. Learn from engaging & interactive video.
- ◉ Personalised learning journeys. Every student will have their unique learning.
- ◉ Unlimited practice and revision. Revisit topics multiple times and practice with.
- ◉ Individual knowledge graph.

HOW DID BYJU'S TREAT EMPLOYEES IN COVID-19 PANDEMIC?

- Covid relief fund
- Covid privilege leaves
- Free vaccine drives

CHALLENGES AT THE TIME OF COVID

Maintaining Customer Relationships:-

- ◉ Customer relationships describe a company's ways to enhance the customer experience with its customers.
- ◉ Byju's app develops a positive client relationship through online classes, direct meeting and phone calls from their marketing experts.

Maintaining Value Propositions:-

- ⦿ There are some valuable offered by the Byju's app, such as access to high quality education, quality educators for all students, good video quality, fully syllabus oriented content and 1:1 teacher-students propositions.

Increasing the new students counts:-

- The biggest challenge currently faced by Byju's e-learning app is in their increasing number of new students, competition given by other online educators like Unacademy, 90+, Vedantu, topper for making the best online education content.
- To overcome these challenges Byju's App can use Data Science and behavioural analytics for their new innovative operations. By use of the technologies, Byju's app can understand the users and provide a recommendation accordingly.

DURING COVID-19

- Last valued at \$22 Billion, **Byju's reported a loss of Rs 4,564 crore** (\$550.5 million) in September 2020, and revenue fell 3 percent . As Byju's deals with losses, it is also increasingly facing criticism from parents and students.

Thank You