

example, to calculate a specific result. Therefore, it is concerned with choosing the right method to produce the favorable outcome.

The research methodology here is based on the predictive marketing analytics on E-Education in India by Unacademy. And in order to attain a better understanding about the topic, let us firstly understand the basic meaning of predictive marketing analytics.

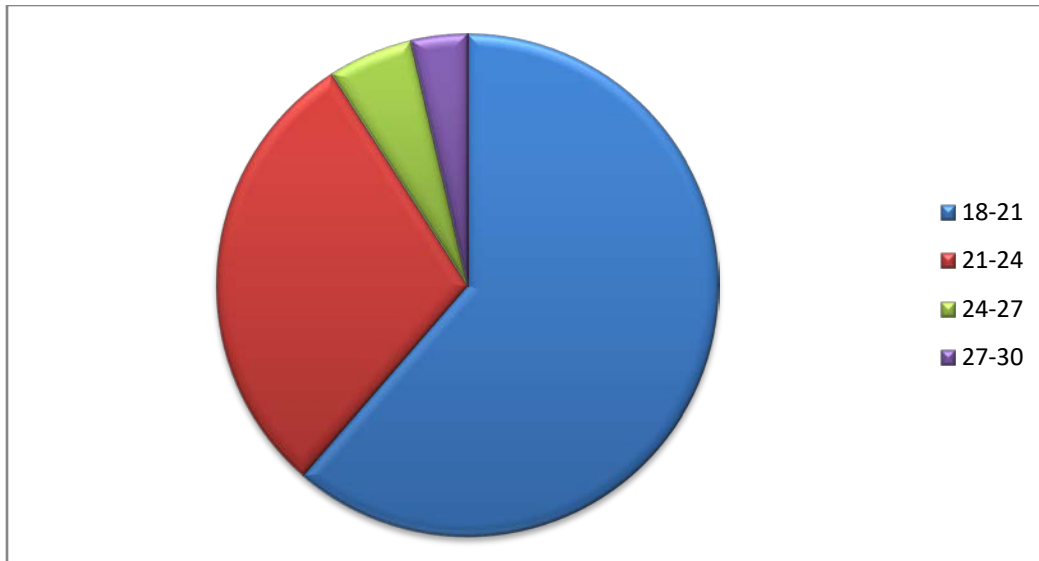
Predictive Marketing Analytics is a branch of advanced analytics that harnesses all the big data to predict future events or results in an effective manner. In other words, it analyzes the patterns based on historical and transactional data that can be processed further for identifying future risks and opportunities.

Moreover, the sample has been drawn according to a specific plan, as we have targeted the students who are preparing for the competitive exams and also the ones who have cleared such exams, in order to attain full set of information. And the technique that we have used to collect data is a Questionnaire, by a sample size of 50 people.

To carry out this research, we have used primary mode of research to get a true and a fair picture of the market, as a whole.

POPULATION

The sample size used by us, in order to carry out the research, consists of 220 people. The age wise distribution is as follows:

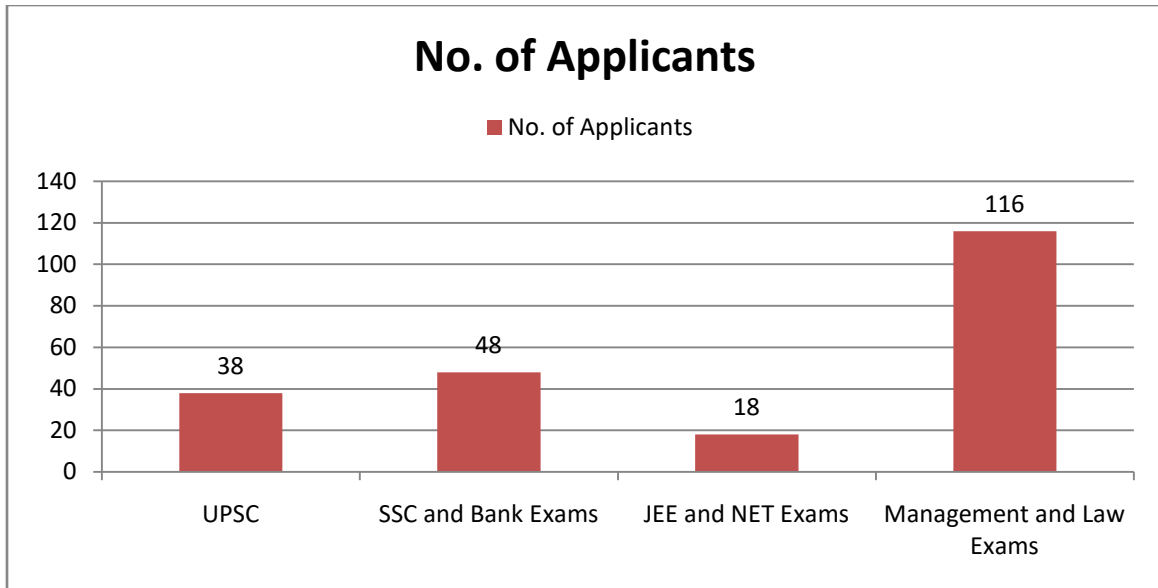


DATA ANALYSIS

After the collection of data from the users, the analysis is done, followed with the interpretations.

Question1.) For which of the below mentioned courses you are preparing for?

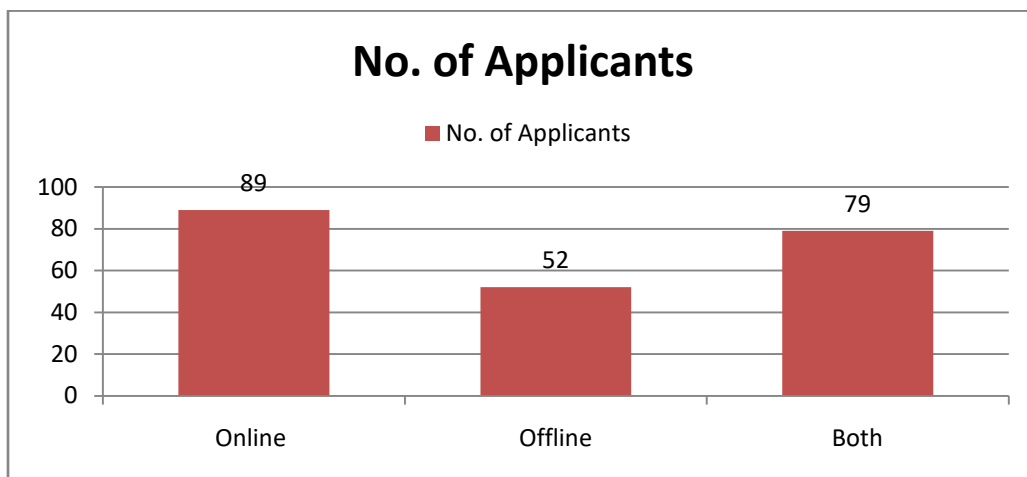
- a) UPSC
- b) SSC and Bank Exams
- c) JEE and NET Exams
- d) Management and Law Exams



Interpretation: The majority of the students prepare for Management and Law exams and also students emphasize on bank exams quite a lot.

Question2.) What type of classes do you prefer?

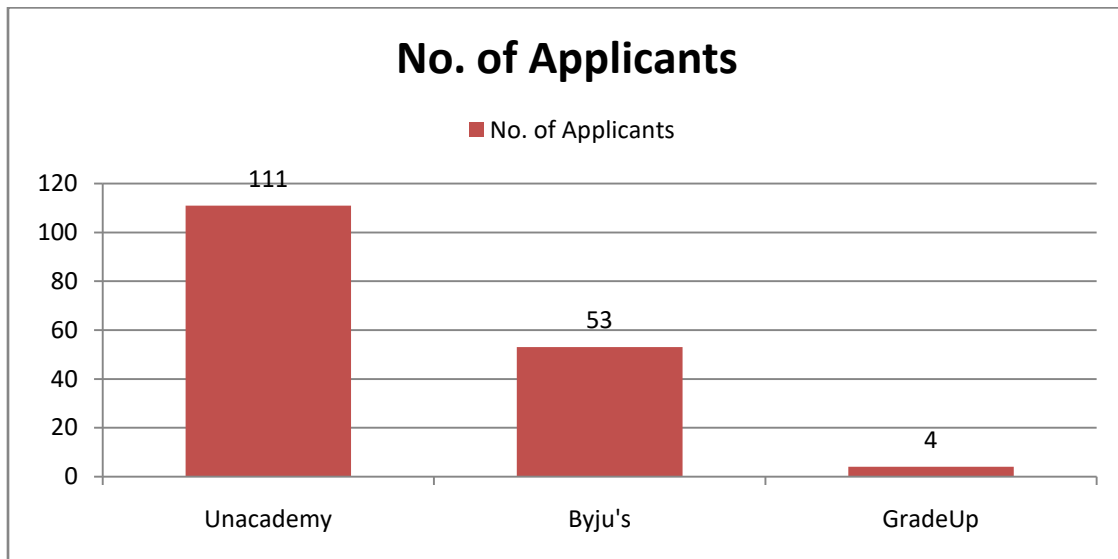
- a) Online
- b) Offline
- c) Both



Interpretation: Due to the time constraints, the majority of the students follow the online platform to prepare and a lot of applicants follows both, online and offline platforms, in order to be more efficient in their results.

Question3.)If online, then which learning app you follow?

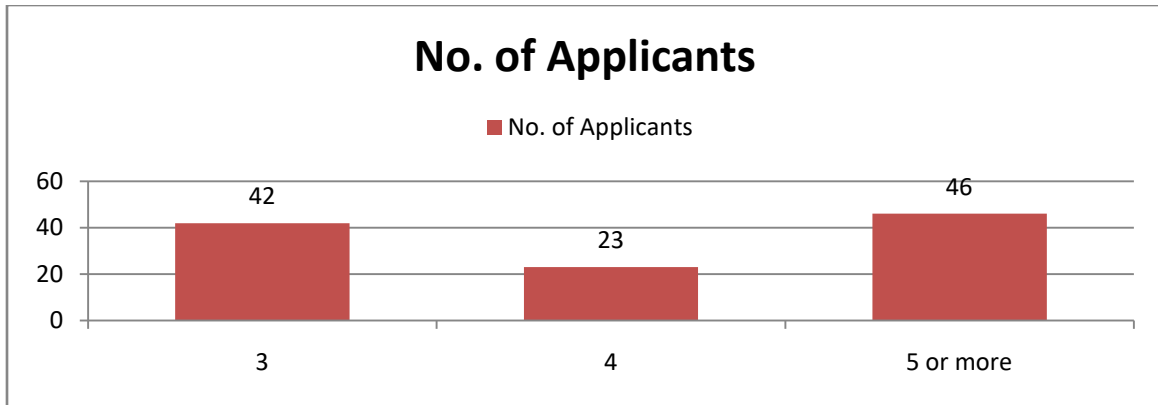
- a) Unacademy
- b) Byju's
- c) GradeUp



Interpretation: Majority of the applicants uses Unacademy as a platform of online learning in respect to the other applications.

Question4.)In Unacademy, how many lectures are provided to you in a week?

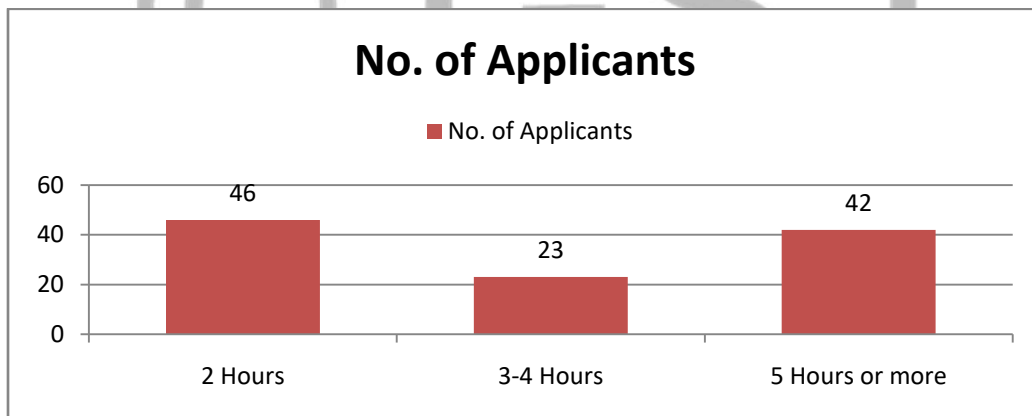
- a) 3
- b) 4
- c) 5 or more



Interpretation:the applicants who were working side by side, claimed that they get 3 classes per week as per their respective schedules, whereas the ones who are pursuing their studies attends 5 lectures per week

Question5.)What is the timing for each lecture?

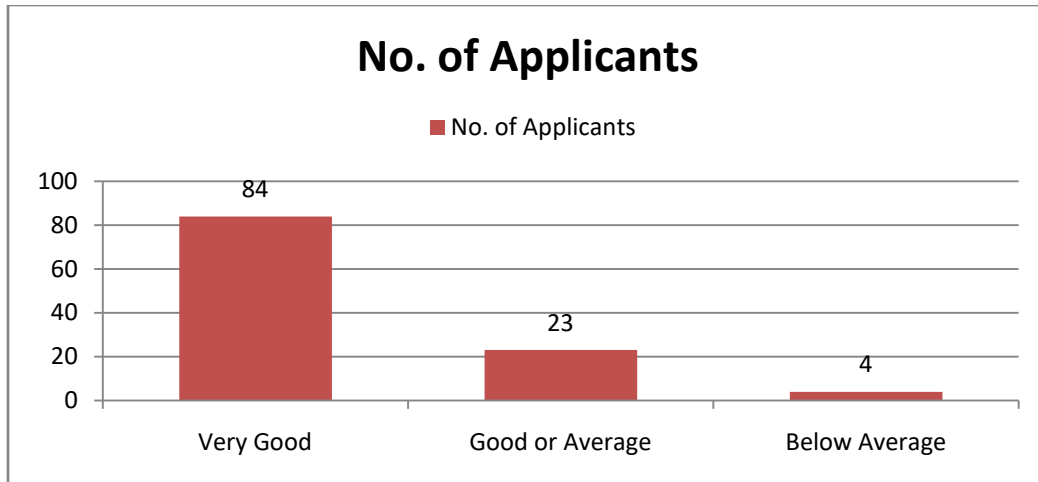
- a) 2 Hours
- b) 3 – 4 Hours
- c) 5 Hours or more



Interpretation: The applicant who attends the lectures regularly have a class of approximately 2 hours and the ones who attends it majorly on weekends, attends a lecture of 3-5 hours.

Question6.) How's the overall interface of Unacademy?

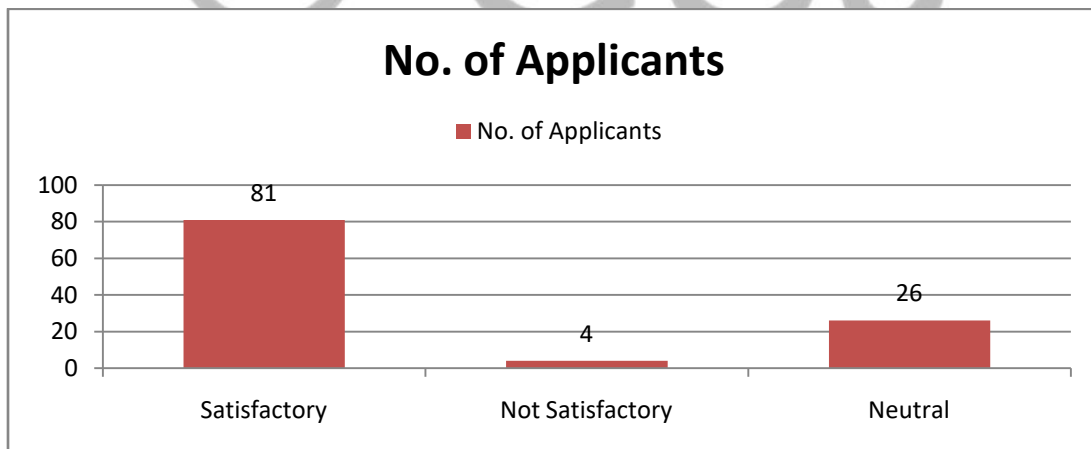
- a) Very Good
- b) Good or Average
- c) Below Average



Interpretation: 84 applicants of Unacademy feel that Unacademy has a very good interface as everything is clearly visible to the applicants over their application.

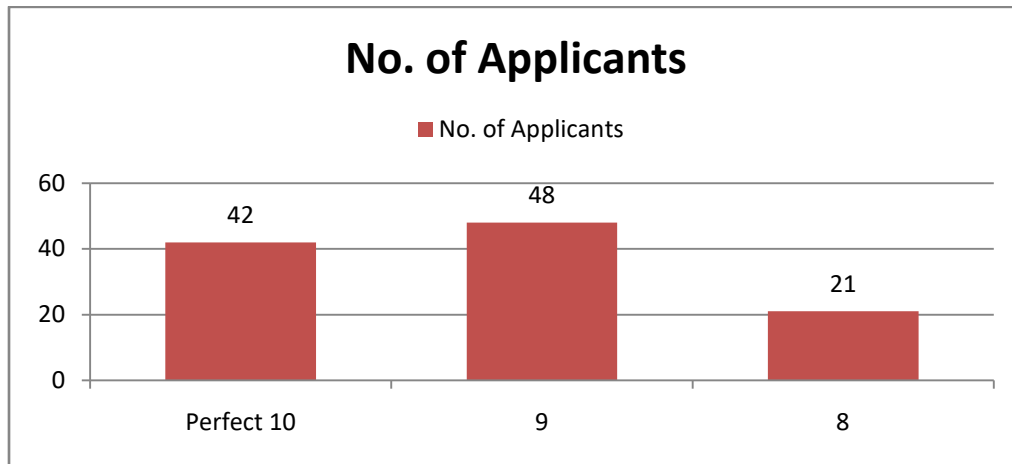
Question7.) What is the impact on your performance in respect to your friends and other candidates?

- a) Satisfactory
- b) Not Satisfactory
- c) Neutral



Interpretation: Majority of the applicants believes that their results have a great impact on their individual knowledge level and their mock test scores as well.

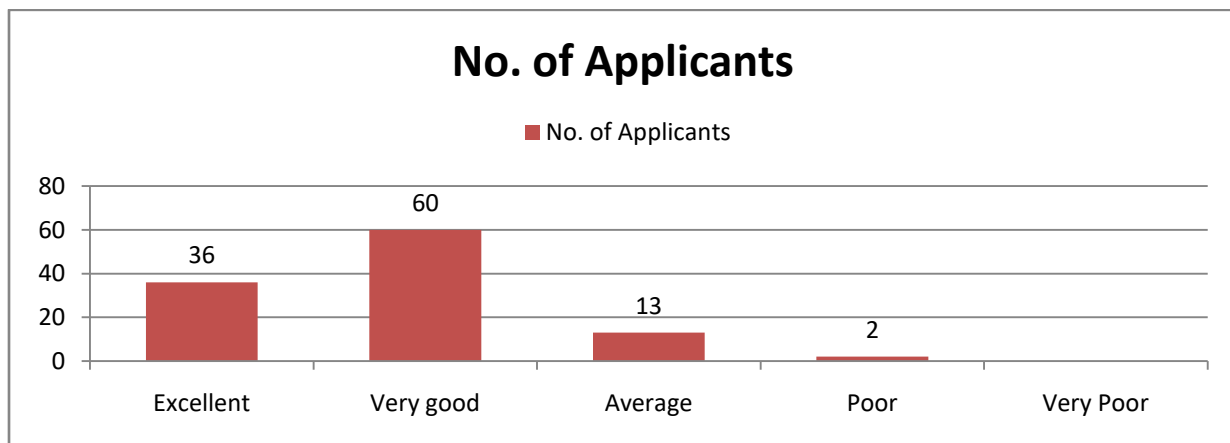
Question8.) On a scale of 1 to 10, how would you rate the faculties of Unacademy?



Interpretation: Majority of the applicants believes that the faculties of Unacademy are quite knowledgeable and are good with the students.

Question9.)How do you feel about the query handling procedure of Unacademy?

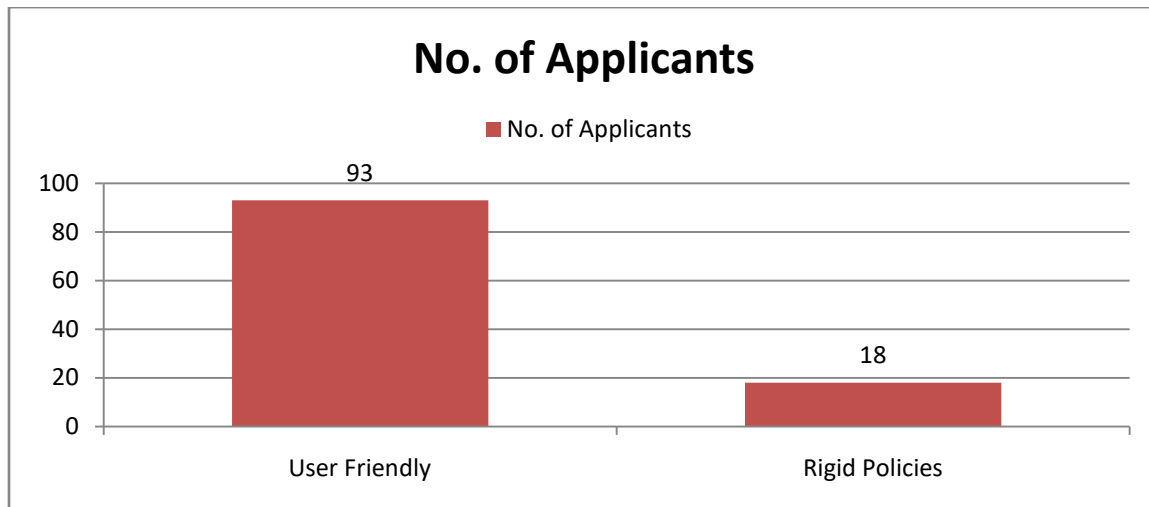
- a) Excellent
- b) Very good
- c) Average
- d) Poor
- e) Very Poor



Interpretation: Approximately 90% of the applicants believe that the query handling procedure of Unacademy is very good as it helps in quick solution of the problems.

Question10.)How do you see the platform of Unacademy as a whole for the ultimate users?

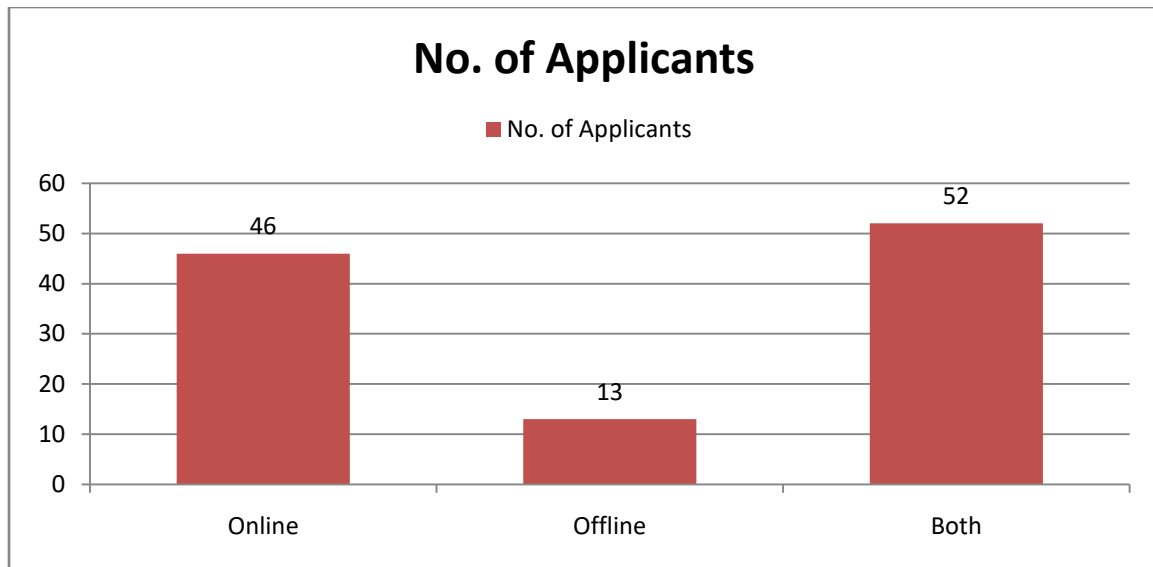
- a) User Friendly as a lot of customizations are possible
- b) Rigid in their policies



Interpretation: More than 80% of the applicants believe that Unacademy is a user friendly application as customizations are possible without any hustle.

Question11.)Since you have been a part of online platform as well, then which platform would you recommend to others?

- a) Online
- b) Offline
- c) Both



Interpretation: It is pretty evident that students prefer both, offline as well as online classes quite a lot as they believe that online classes have been impactful in their results and helps them by providing revised study papers which helps them to score better.

FINDINGS

- It was found that Unacademy is quite famous among the students for pursuing studies over the online platform.
- It was observed that applicants have the choice to attend the classes as per their schedules, like they can attend classes 3 days per week, or 5 days per week.
- Proper time has been allotted to different subjects as per their relevance in the course.
- It was found that applicants were able to perform better in their mock tests due to flexible timing of the classes
- Applicants who uses both, online and offline platform, claims that they are able to solve questions quickly and in a more efficient manner.

- It was found that Online classes helped the applicants in revising their study material as they have the videos with them on their home page
- It was also observed that online classes helped in managing the time of the applicants in a better manner.

CONCLUSION

Unacademy has been the online education provider, who aims at providing better results to the students along with the quality education to them. It has a number of faculties associated with it, who have good records in the field of education, which further helps the students in gaining more knowledge.

Moreover, among all the other service providers and the competitors, Unacademy proves out to be the favorite among the people as majority of the people are connected and have applied in Unacademy.

The applicants also believe that the study material provided by Unacademy is quite reliable as it covers all the major topics that are asked on the repetitive basis in the exams. And that has helped the students in increasing their respective performances.

Also the online platform has been a way better for the students as it gives them the proper time flexibility as well as it helps in revising the whole syllabus as they have the videos of the lectures.

So, talking about the whole, the online platform is being appreciated by the applicants and the users as it saves a lot of their time, and nowadays time is a big asset.

RECOMMENDATIONS

- It is suggested that the queries could be handled in a better manner so as to provide satisfaction and better results to the ultimate users.

- Moreover, for better functioning of the application, the applicants should be allotted with a mentor, who will be guiding them throughout and who can be approached in case of any problems faced by the applicants.
- It should make it compulsory for the students to appear in weekly tests in order to measure their respective performances.
- Moreover, there should be a live session between the faculty and the students, so that they can ask their valuable doubts face to face.
- Also, the students should be provided some other motivational sessions, other than the course, so as to increase their morale.
- The faculties should use more images and stories to make the students understand a topic in a better manner.

REFERENCES

1. www.unacademy.com
2. www.quora.com
3. www.wikipedia.com

APPENDIX

QUESTIONNAIRE

“A study regarding the E – Education in India by Unacademy”

We, the students of JIMS Kalkaji, are conducting a survey on “study regarding the E – Education in India by Unacademy”. We seek your cooperation in filling up the questionnaire below.

We, thank you in advance for your precious time contributed to our study and we are grateful to you for providing honest replies.

PART A

1. NAME :

2. AGE :

3. GENDER :

PART B

Question1.)For which of the below mentioned courses you are preparing for?

- e) UPSC
- f) SSC and Bank Exams
- g) JEE and NET Exams
- h) Management and Law Exams

Question2.)What type of classes do you prefer?

- d) Online
- e) Offline
- f) Both

Question3.)If online, then which learning app you follow?

- d) Unacademy
- e) Byju's
- f) GradeUp

Question4.)In Unacademy, how many lectures are provided to you in a week?

- d) 3
- e) 4
- f) 5 or more

Question5.)What is the timing for each lecture?

- d) 2 Hours
- e) 3 – 4 Hours
- f) 5 Hours or more

Question6.) How's the overall interface of Unacademy?

- d) Very Good
- e) Good or Average
- f) Below Average

Question7.)What is the impact on your performance in respect to your friends and other candidates?

- d) Satisfactory
- e) Not Satisfactory
- f) Neutral

Question8.)On a scale of 1 to 10, how would you rate the faculties of Unacademy?

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Question9.)How do you feel about the query handling procedure of Unacademy?

- f) Excellent
- g) Very good
- h) Average
- i) Poor
- j) Very Poor

Question10.) How do you see the platform of Unacademy as a whole for the ultimate users?

- c) User Friendly as a lot of customizations are possible**
- d) Rigid in their policies**

Question11.) Since you have been a part of online platform as well, then which platform would you recommend to others?

- d) Online**
- e) Offline**
- f) Both**

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