

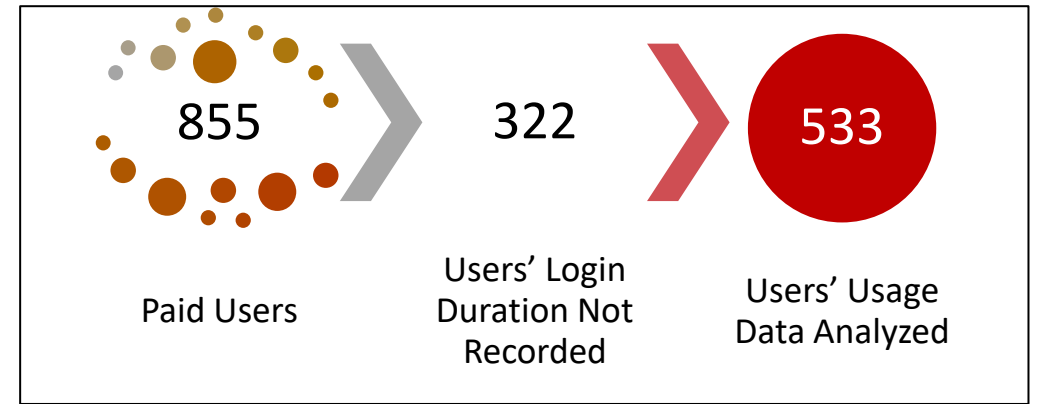
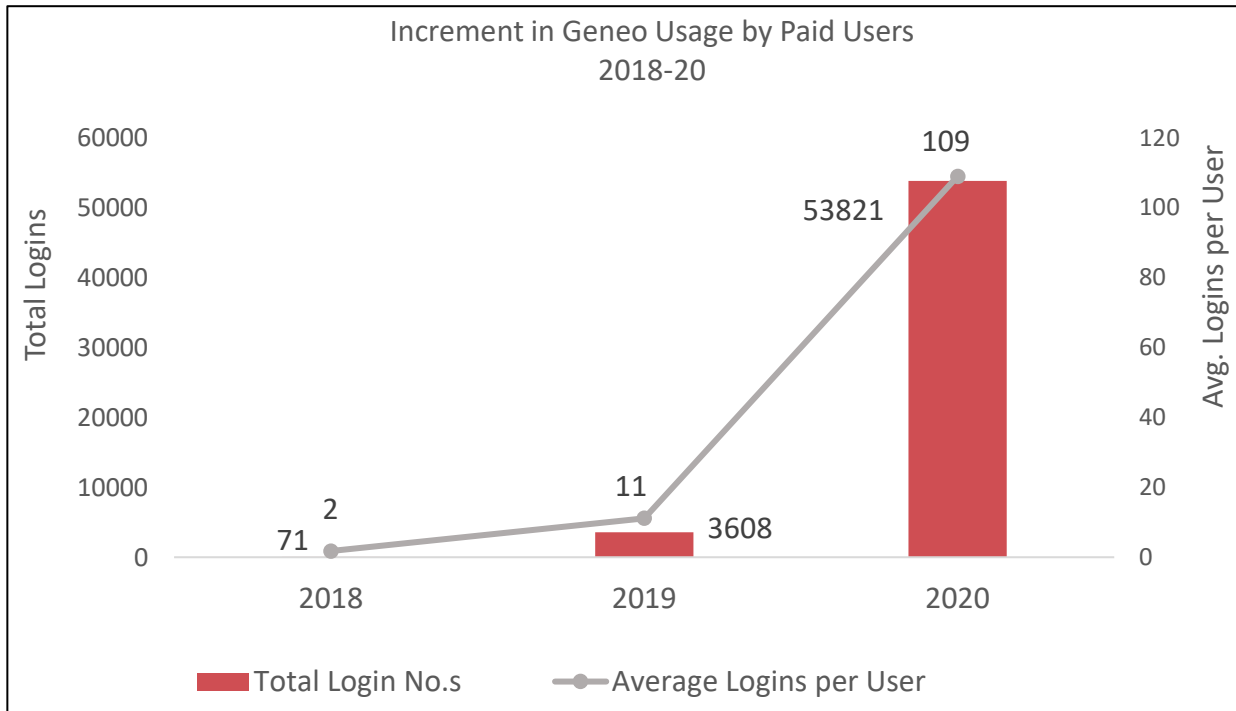


Geneo Usage Among Paid Users



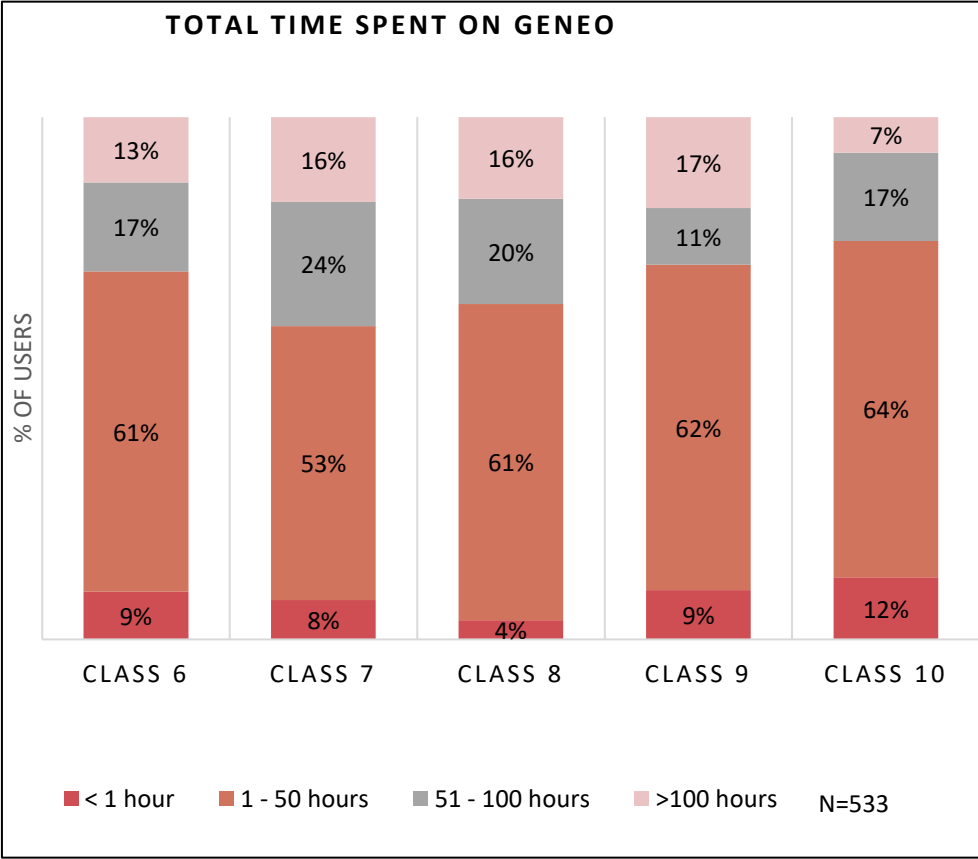
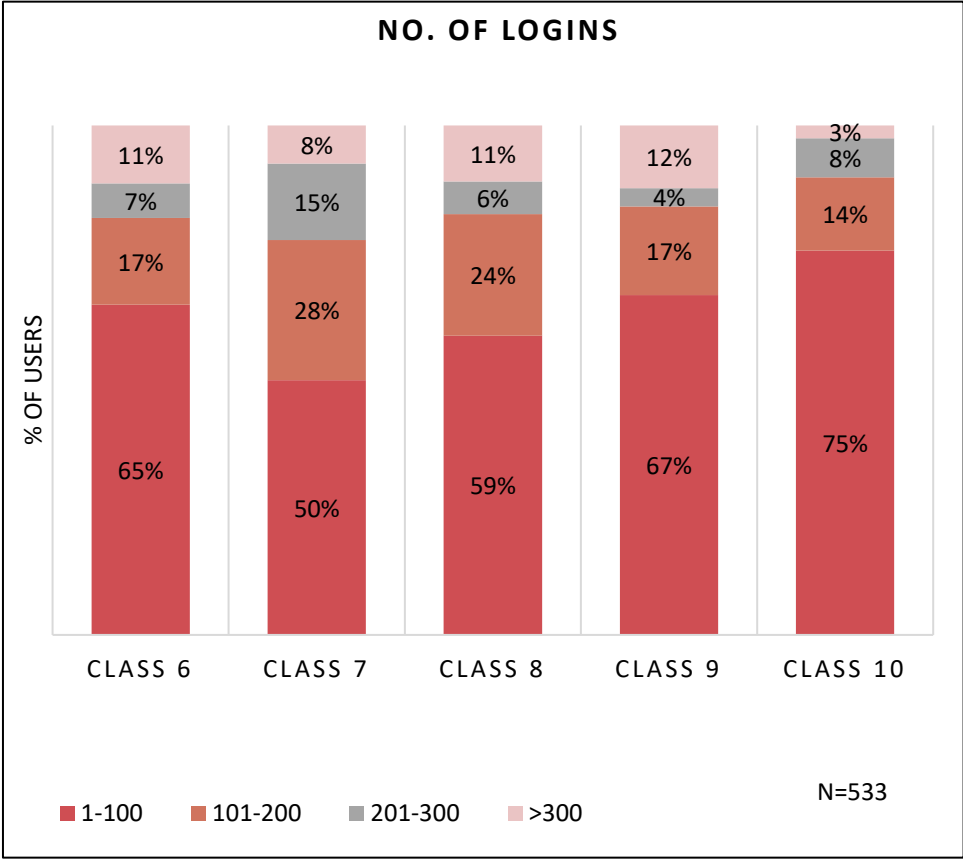
Geneo is an online interactive learning platform for the students of classes 6-10 offering learning support for Math, Science, English, and Social Sciences. Geneo has acquired 855 paid users as of October 2020 and the solution has stabilized a variety of features offered.

The initial login details of the users indicated a rise of 1167% in Geneo Usage from 71 logins in 2018 to 53,821 in 2020. In this context, a study to investigate Geneo usage among its paid users was taken up. The study focused on remaining 533 users.

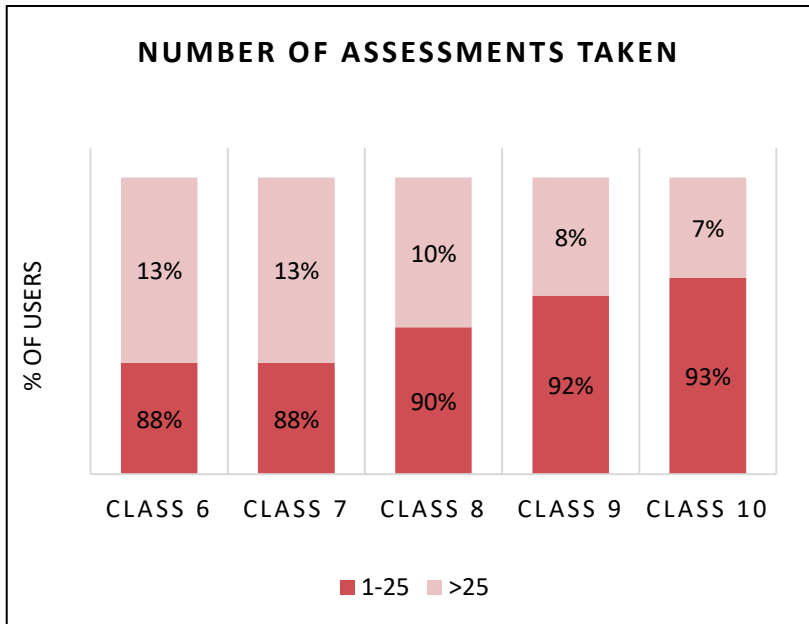
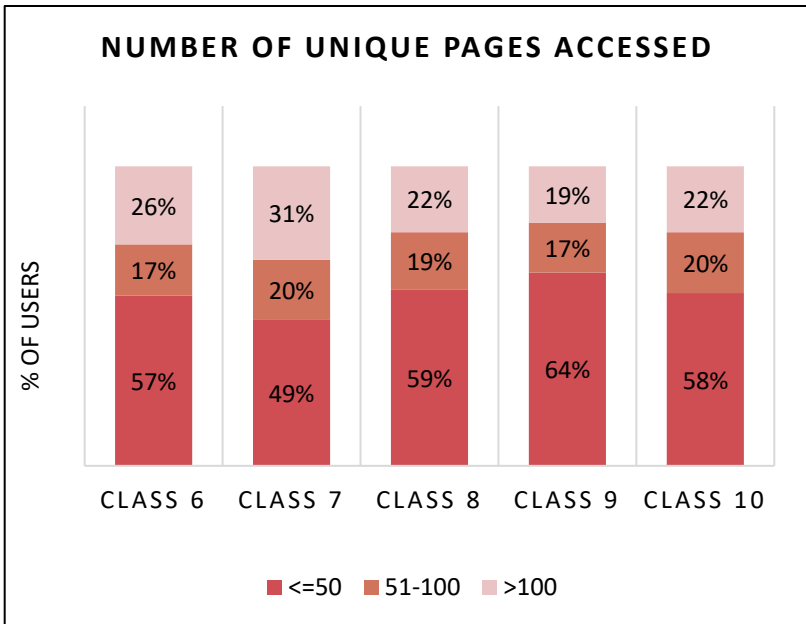
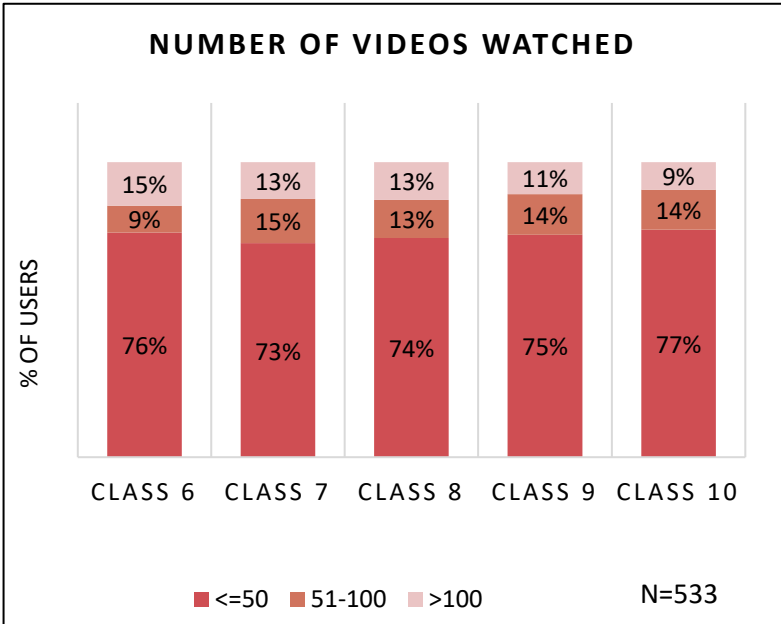


- Usage Period**
- From April 1, 2020 To October 31, 2020
- Purchase/Renewal Period of Users**
- From April 2020 to November 2020

- Majority of users had up to 100 logins in the span of 7 months (April to October 2020) that is approximately 14 logins per month or 4 logins per week on an average.
- Majority of the users had spent up to 50 hours on Geneo in the span of 7 months, that is about 7 hours per month.
- Users from lower classes (6-8) had spent more time on Geneo compared to Class 9 & 10 users. It appears that users were regularly accessing Geneo.



- Over 70% of class students had accessed up to 50 videos in the span of 7 months, that is approximately 7 videos per month.
- Over 50% users across classes had accessed more than 50 unique pages in the span of 7 months
- Users from lower classes (6-8) took more assessments than class 9 and class 10 users
- Over 85% users from lower classes and over 90% users from higher classes took up to 25 assessments in the span of 7 months



Key Conclusions

- It appears that users were regularly accessing Geneo. This indicates utility of Geneo for students
- Over 10% users appeared to be highly motivated with more than 10 logins per week, more time spent on Geneo and higher numbers of videos and assessments accessed.
- These users could be tapped to understand enabling conditions

Thank You!

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