

A COMPARATIVE ANALYSIS OF GOVERNMENT EXAM PREPARATION YOUTUBE CHANNELS USING BUSINESS ANALYTICS

Dr. Chaitra K S

Associate professor

MBA Programme – Bapuji institute of Engineering and Technology (BIET), Davangere, Karnataka, India

Email:chaitraks85@gmail.com

Ms. Ananya H M

Post graduate student, MBA in Finance and Business Analytics

MBA Programme – Bapuji institute of Engineering and Technology (BIET), Davangere, Karnataka, India

Email:ananyahm2003@gmail.com

Abstract

The rapid growth of digital education has significantly transformed the way students prepare for competitive examination. You tube has emerged as one of the most popular online learning platforms by offering free and accessible education content. Leading educational channels such as Adda24/7, Study IQ Education, Exampur official, Un academy, Test book exam prep provide coaching for various government examinations, including UPSC, SSC, Banking, Railways, Defence and state-level examinations.

Despite offering similar educational services, these channels differ in terms of audience engagement, subscriber growth, content strategy, and overall performance. This study aims to compare the performance of these five YouTube channels using Business Analytics techniques. Secondary data were collected from publicly available YouTube statistics, including views, likes, comments, subscribers, average views, average likes, average comments, video type, and exam category. Statistical tools such as percentage analysis, mean analysis, comparative analysis, and dashboard visualization were used to evaluate channel performance.

The findings reveal significant differences in audience engagement and content effectiveness among the selected channels. The study concludes by providing recommendations to improve content strategy, audience retention, and data-driven managerial decision-making.

Key words: Business Analytics, You tube, Government examinations, Digital learning, Audience engagement, Content Strategy

Introduction

Digital transformation has brought remarkable changes to the education sector by making learning more flexible, accessible, and technology-driven. Among the various online learning platforms, YouTube has become one of the most widely used platforms for government exam preparation. It enables students to access lectures, mock tests, current affairs, revision sessions, and examination strategies at any time and from any location.

Several educational organizations have established YouTube channels to provide quality educational content for competitive examinations. Among them, Adda247, Study IQ Education, Examपुर Official, Wi fi Study by Un academy, Test book super Coaching Exam Prep are recognized as leading providers of online coaching for examinations such as UPSC, SSC, Banking, Railways, Defence, and State Public Service Commission examinations.

Although these channels operate in the same industry, they differ in terms of content quality, upload frequency, audience engagement, subscriber growth, and teaching methodology. In today's competitive digital environment, understanding these differences is essential for improving educational services and maintaining a competitive advantage.

Business Analytics provides an effective framework for analyzing channel performance through measurable indicators such as views, likes, comments, subscribers, average engagement, and content performance. This study applies Business Analytics techniques to compare the selected YouTube channels and identify the factors that influence audience engagement and channel growth. The findings will help educational organizations adopt data-driven strategies to improve content effectiveness and enhance learner satisfaction.

Literature Review

1. Ajzen (1991)

He developed the Theory of Planned Behavior to explain human actions and decision-making. The study examined how attitudes and intentions influence behavior.

Finding: User intention significantly affects behavior.

2. Davis (1989)

Davis proposed the Technology Acceptance Model to understand technology adoption. The study focused on perceived usefulness and ease of use.

Finding: Easy-to-use technology attracts more users.

3. Kaplan and Haenlein (2010)

The authors studied the growth and applications of social media platforms. Their research highlights that high quality content and meaningful user engagement as a role in the success of social media platforms.

Finding: Quality content increases audience engagement.

4. Salman Khan (2011)

Promoted video-based education through digital platforms. Demonstrating the practical efficacy of instructional videos.

Finding: video content significantly expands educational accessibility for a broader audience.

5. Snelson (2011)

Investigated how educators and students utilizes youtube as a teaching tool. Analyzing its capacity to maintain learners focus.

Finding: the data confirms that youtube serves as a highly productive educational resource.

6. Junco (2012)

Examined impact of social media engagement on academic performance and participation.

Finding: social networking tools effectively boosts overall student involvement.

7. Rogers (2003)

Explores how new ideas, innovations and technology diffuse through a population. Mapping the stages community adoption.

Finding: the success of any new system depends heavily on end users acceptance.

Research Methodology

Research methodology is a structured approach to process used for collecting, analyzing, and interpreting data associated with the study. This study explores on analyzing and comparing the performance of government exam preparation YouTube channels.

Objectives:

To compare the performance of selected government exam preparation Youtube channels using business Analytics and identify effective content strategies for improving audience engagement and channel growth.

1. Research Design

The study uses a descriptive and comparative research design.

Descriptive Research:

Used to describe the performance of YouTube channels based on views, likes, comments, and subscribers.

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Comparative Research:

Used to compare the performance of 5 Educational channels.

2. Nature of Data

Mainly based on secondary data

- Official you tube channels
- Social media platforms
- Websites and online articles
- Publicly available channel statistics

3. Data Collection Method

The required data such as:

- Views
- Likes
- Comments
- Subscribers were collected from selected videos and channel statistics of the chosen YouTube channels.

4. Sampling Technique

The study uses Convenience Sampling because the data is selected based on availability and accessibility.

5. Sample Size

The sample includes selected videos and performance data from:

- Adda247
- Study IQ Education
- Exampur official
- Wi fi study by un academy
- Test book super coaching

6. Tools Used for Analysis

used for data analysis:

- Percentage Analysis
- Average (Mean) Method
- Comparative Analysis

- Tables and Charts
- Graphical Representation using Excel Dashboard

7. Variables of the Study

Independent Variables

- Content type
- Upload frequency
- Teaching style

Dependent Variables

- Views
- Likes
- Comments
- Subscribers
- Engagement level

8. Period of the Study

Conducted using recent YouTube performance data collected during the selected research period.

Findings of the Study

1. Top Performer Identification:

Study IQ Education stands out as the market leader among government exam preparation channels on YouTube, dominating in total views, subscriber growth, and overall engagement metrics.

2. The Power of Audience Engagement:

Channels that successfully secure consistent viewer interactions—such as likes, shares, and active comment sections—enjoy significantly higher overall platform visibility.

3. Strategic Growth Drivers:

Sustainable channel growth relies heavily on a predictable upload schedule and a structured content strategy tailored to user interests.

4. Target Demographic Alignment:

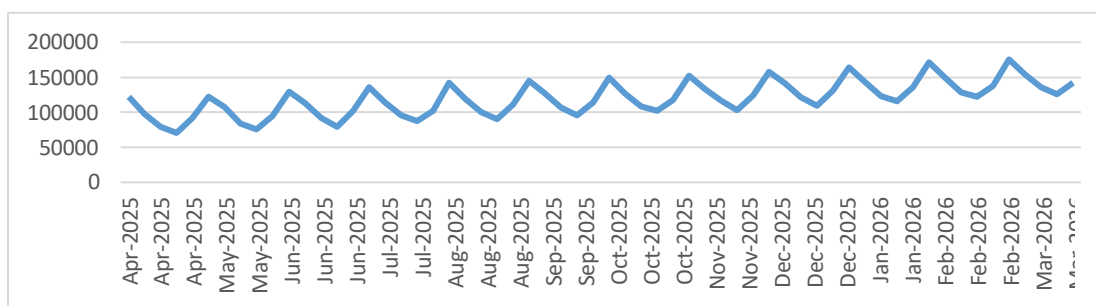
The largest viewing demographic consists of individuals aged 18 to 34, confirming strong demand from young learners preparing for competitive exams.

5. Discoverability Techniques:

Channels that target high-volume educational keywords and focus heavily on trending exam topics successfully expand their organic reach

Data Interpretation

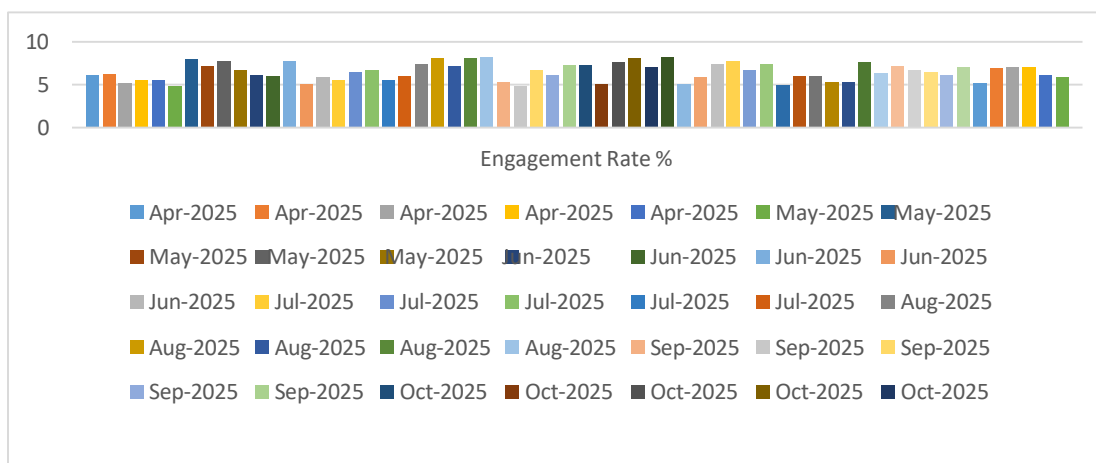
1. Channel growth performance



Identification:

Identify which channel has consistent and sustainable growth.

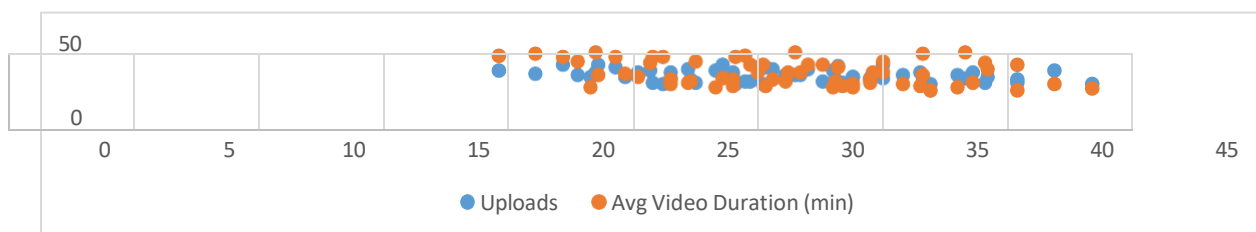
2. Audience Engagement performance



Identification:

Identify the channel with the highest audience engagement.

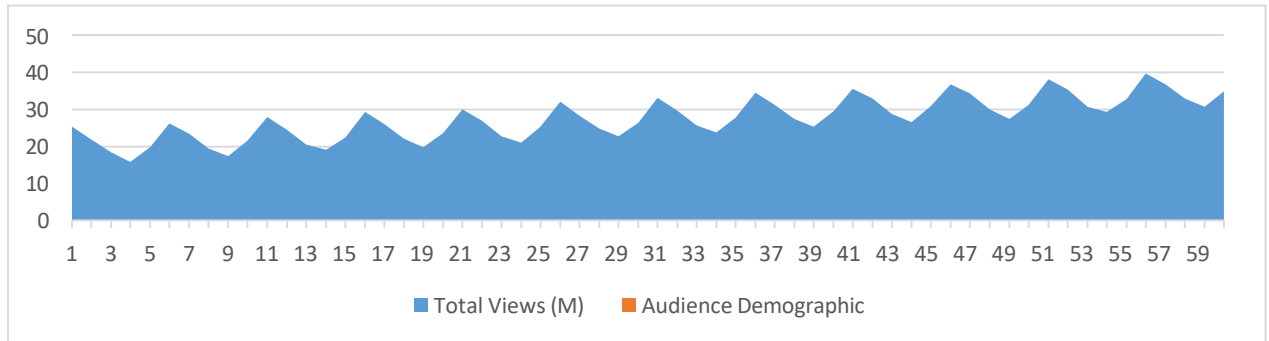
3. Content strategy analysis



Identification:

Identify the relationship between upload consistency and content style.

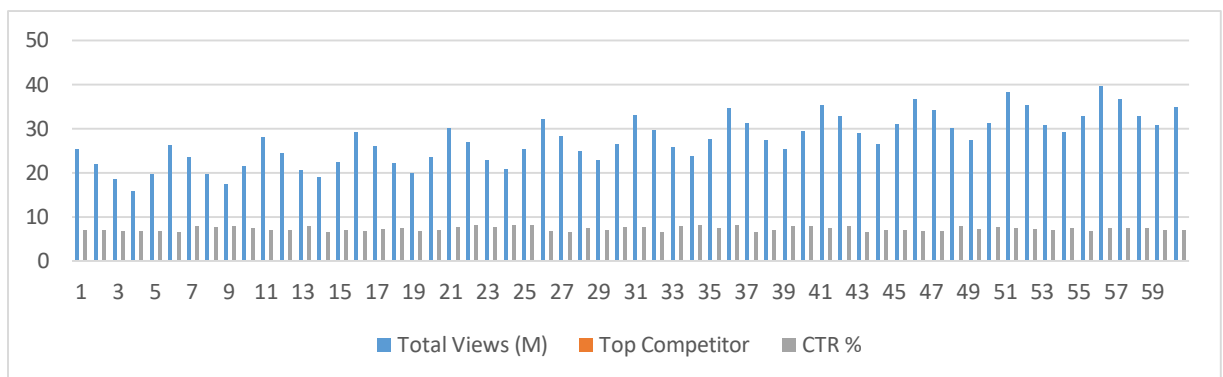
4. Audience and market analysis



Identification:

Identify dominant audience segments and high performing keywords.

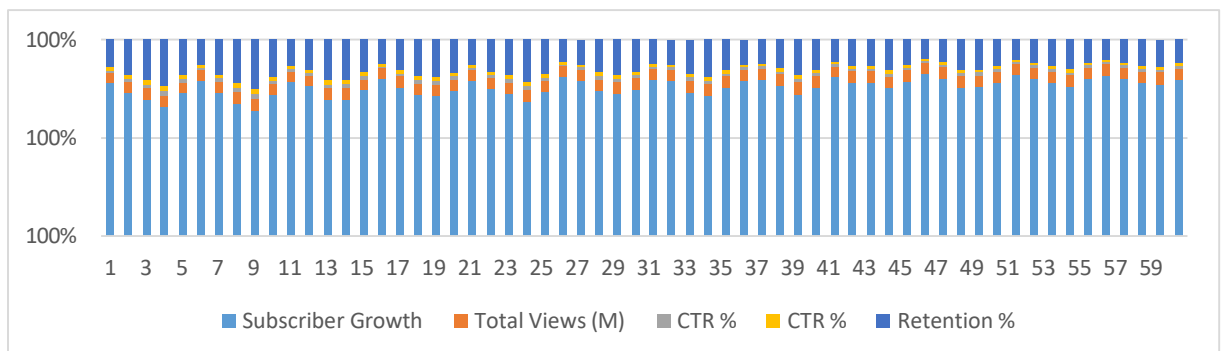
5. Competitor analysis



Identification:

Identify the strength and weakness of each channel across multiple indicators.

6. KPI performance



Identification:

Identify whether channel performance is low, moderate or high.

Conclusion

The study concludes that YouTube has become an important digital platform for government exam preparation by providing accessible and flexible educational content to students across India. The performance of government

exam preparation YouTube channels is influenced by factors such as subscriber growth, audience engagement, content quality, upload consistency, CTR, and audience retention.

Out of the platforms evaluated, study IQ education stood out with the most robust metrics, though competing channels also enjoyed reliable growth and positive public reception. Data tracking and dashboard metrics reveals that deliberate content blueprints, active viewer

constant metric reviews are essential for building a lasting market advantage and steady expansion.

In shorts, this research demonstrates that deliberate scheduling, robust viewer interaction and analytics backed strategies serve as the absolute foundation for the lasting success of public exam preparation channels.

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