



VIDHYAYANA

**ISSN 2454-8596**

[www.vidhyayanaejournal.org](http://www.vidhyayanaejournal.org)

**An International Multidisciplinary Research E-Journal**

---

**A Study of Impact of COVID-19 Situation on The Revenue of Major Global Online Education  
Companies**



**Smruti Vasoya,**

B.A. (Economics)

Saurashtra University, Rajkot

VIDHYAYANA



VIDHYAYANA

ISSN 2454-8596

www.vidhyayanaejournal.org

## An International Multidisciplinary Research E-Journal

### Abstract:

*In the late 2019, one highly contagious life-threatening viral disease called Covid-19, started spreading in almost every country of the world, due to its highly contagious nature Covid-19 has forced everyone to stay indoors. This has naturally resulted in an increase in the need for online education facilities for students of all fields and levels. In the present study, the researcher wants to analyze the effect of the present situation on the revenue of major global online educating companies.*

**Key words:** Revenue, Global Online Education Companies, Covid-19

### INTRODUCTION:

The current pandemic situation has given a boost to online businesses in all fields. Due to the lockdown being imposed in many countries and the need to maintain social distancing even if the lockdown has been uplifted, has made it almost impossible to continue with the earlier physical system of education. This has naturally increased the demand for online education facilities among students and academic institutions. In this research, we analyze the top four global online educators to see the impact of Covid-19 on the revenue of these companies.

### OBJECTIVES OF THE STUDY:

- To know the revenue of stated companies for four quarter from October 2019 to September 2020
- To analyze the revenue of stated companies for four quarter from October 2019 to September 2020
- To know the average revenue of stated companies during January to September 2020 compared to the average revenue of 2019 for same period.
- To analyze the increase in average revenue of stated companies during January to September 2020 compared to the average revenue of 2019 for same period.
- To know the positive aspect of covid-19 situation.

### PERIOD OF THE STUDY

Period of the present study is 1 year 9 months, i.e. January 2020 to September 2020.

### TYPES OF DATA

This is an analytical study. Secondary data has been used for this study which has been collected from official websites of the companies.

### TOOLS AND TECHNIQUE

Trend analysis is used as tools for this study.

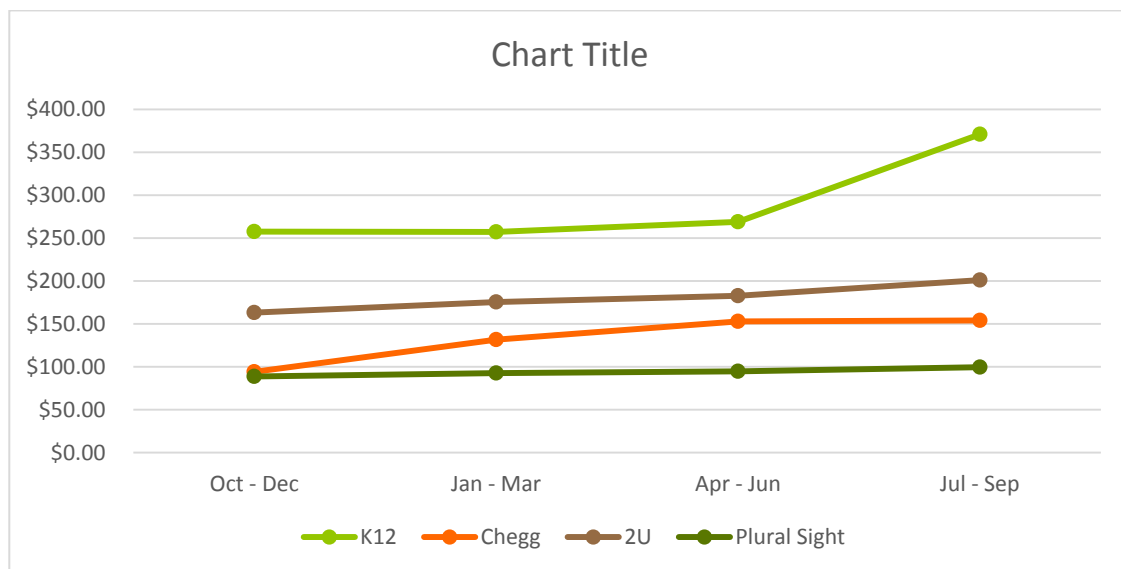


**DATA ANALYSIS:**

**Table: 1 Revenue of each company for four quarters from October 2019 to September 2020**

Company	Revenue in millions			
	2019	2020	2020	2020
	Oct – Dec	Jan - Mar	Apr - Jun	Jul - Sep
<b>K12</b>	\$257.55	\$257.15	\$268.93	\$370.96
<b>Chegg</b>	\$94.20	\$131.60	\$153.00	\$154.00
<b>2U</b>	\$163.20	\$175.50	\$182.70	\$201.10
<b>Plural Sight</b>	\$88.81	\$92.65	\$94.77	\$99.47

**Chart: 1 Revenue of each company for four quarters from October 2019 to September 2020**



**Interpretation:**

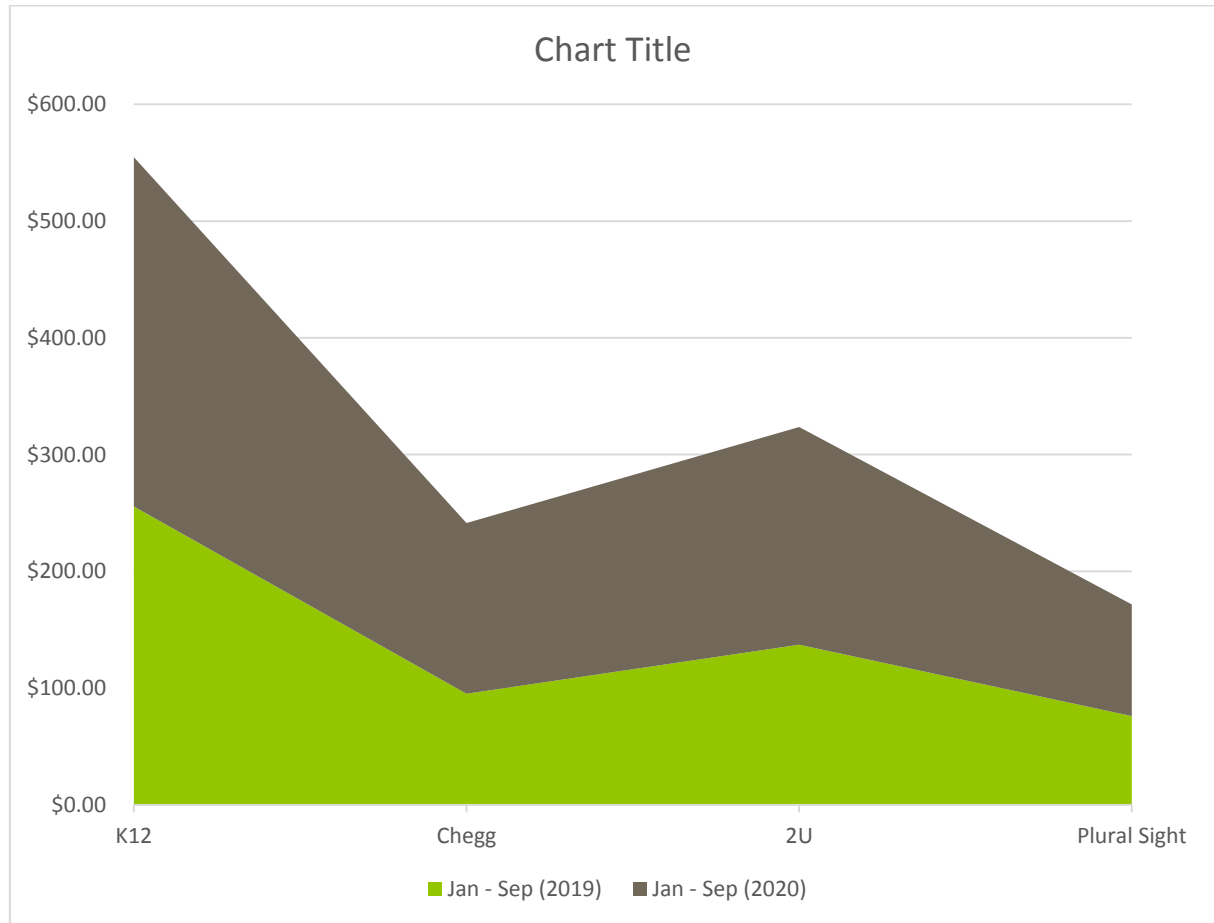
The above data clearly shows that revenue for all the four companies has increased in each quarter. The increasing revenue is an indicator of increase in business volume which is due to higher demand during the current times.

**Table: 2 Data showing average revenue from January to October in 2019 and 2020**

Revenue in millions	2019	2019	2019	Average (2019)	2020	2020	2020	Average (2020)
Company	Jan-Mar	Apr-Jun	Jul-Sep	Jan-Sep	Jan-Mar	Apr-Jun	Jul-Sep	Jan-Sep
<b>K12</b>	\$253.30	\$256.30	\$257.10	\$255.57	\$257.60	\$268.93	\$370.96	\$299.16
<b>Chegg</b>	\$97.40	\$93.90	\$94.20	\$95.17	\$131.60	\$153.00	\$154.00	\$146.20
<b>2U</b>	\$122.20	\$135.50	\$153.80	\$137.17	\$175.50	\$182.70	\$201.10	\$186.43
<b>Plural Sight</b>	\$69.62	\$75.86	\$82.62	\$76.03	\$92.65	\$94.77	\$99.47	\$95.63



Chart: 2 Area chart showing average revenue from January to October in 2019 and 2020



**Interpretation:**

The above diagram shows that when we compare the average revenue of companies from January to September of 2020 to Average Revenue of January to September 2019, the increase in average revenue in current year becomes apparent. For all the companies the revenue for 2020 is significantly high than the revenue for the same period of 2019.

**MAJOR FINDINGS OF STUDY:**

- The revenue of major online education companies has increased significantly in 2020.
- The significant increase is during the period of pandemic, that is, from January 2020 to September 2020.
- The average revenue of stated companies during January to September 2020 has increased significantly as compared to the average revenue of 2019 for same period



VIDHYAYANA

ISSN 2454-8596

www.vidhyayanaejournal.org

## An International Multidisciplinary Research E-Journal

- It is found that, covid-19 situation has been beneficial for online education companies.
- Significant increase in revenue of the online education companies shows the positive aspect of the covid-19 situation.

### CONCLUSION:

From the findings of the report we can say that even global pandemic situation can be beneficial for some sectors. Specially in case of online education companies . it can also create new job opportunities Though, this study ignores the cost factor , this ignorance may lead to a completely different conclusion.

### REFERENCES:

[investor.cheegg.com](http://investor.cheegg.com)

[investor.2u.com](http://investor.2u.com)

[investor.pluralsight.com](http://investor.pluralsight.com)

[https://s26.q4cdn.com/126400783/files/doc\\_financials/2019/q3/K12-Inc.-Reports-Third-Quarter-Fiscal-2019-with-Revenues-of-\\$253.3-Million.pdf](https://s26.q4cdn.com/126400783/files/doc_financials/2019/q3/K12-Inc.-Reports-Third-Quarter-Fiscal-2019-with-Revenues-of-$253.3-Million.pdf)

[https://s26.q4cdn.com/126400783/files/doc\\_financials/2019/q4/K12-Inc.-Reports-Full-Year-Fiscal-2019-Revenues-Increase-10.7-to-\\$1.016-Billion.pdf](https://s26.q4cdn.com/126400783/files/doc_financials/2019/q4/K12-Inc.-Reports-Full-Year-Fiscal-2019-Revenues-Increase-10.7-to-$1.016-Billion.pdf)

[https://s26.q4cdn.com/126400783/files/doc\\_financials/2020/q1/K12-Inc.-Announces-Fourth-Consecutive-Year-of-Managed-Enrollment-Growth.pdf](https://s26.q4cdn.com/126400783/files/doc_financials/2020/q1/K12-Inc.-Announces-Fourth-Consecutive-Year-of-Managed-Enrollment-Growth.pdf)

[https://s26.q4cdn.com/126400783/files/doc\\_financials/2020/q4/0001558370-20-010355.pdf](https://s26.q4cdn.com/126400783/files/doc_financials/2020/q4/0001558370-20-010355.pdf)



VIDHYAYANA