



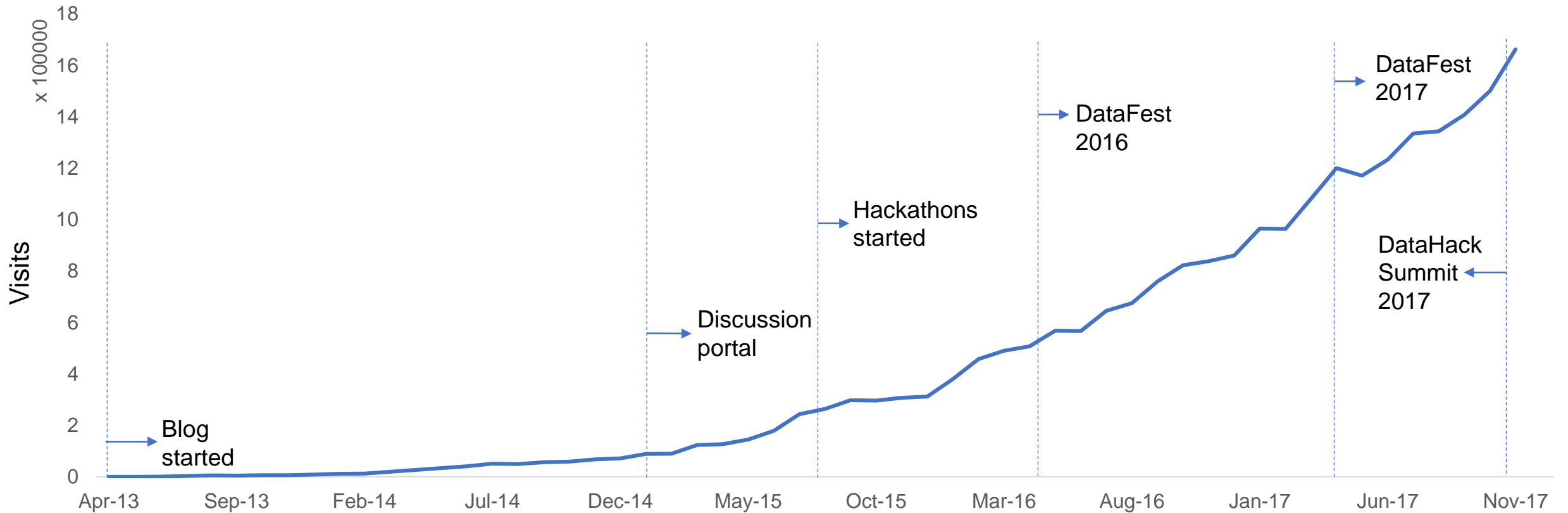
World's Data Science Knowledge Portal

www.analyticsvidhya.com

INDIA'S LARGEST AND ONE OF THE WORLD'S LEADING DATA SCIENCE COMMUNITY AND KNOWLEDGE PORTAL

- Thriving community with multiple touch points (**Blog, discussion, hackathons, jobs, trainings, meetups** etc.)
- More than 2.5 Million monthly visits with **250K+ active registered users**
- Deep professional identities of **data scientists**

THE JOURNEY TO BECOME THE WORLD'S LARGEST ANALYTICS COMMUNITY



OUR GLOBAL COMMUNITY



- 2.5 Million monthly visits
- 850K unique visitors
- 250K registered users



- 100+ Hackathons and challenges
- 2,500+ data scientists compete
- 200K+ model submissions



- 19,000+ followers



- 3,600 topics under discussion
- 52K posts on the portal
- 10K messages over a weekend hackathon
- 30+ comments on each article (average)

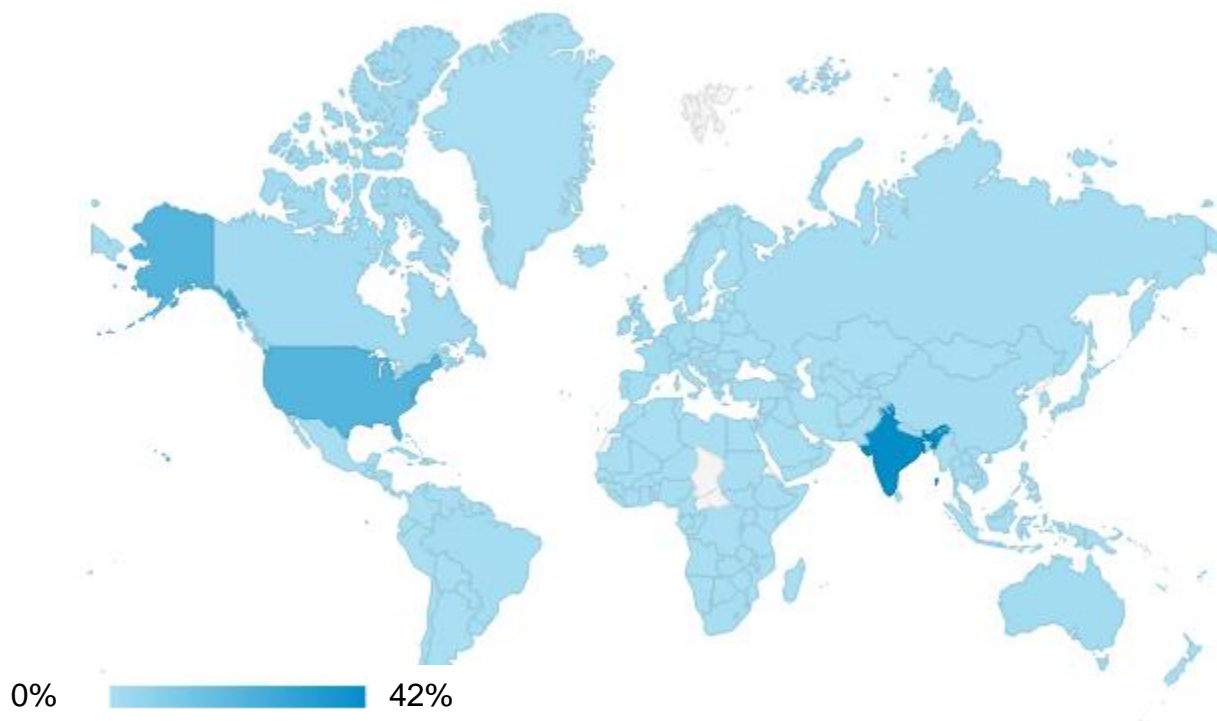


- 100K CVs
- 10K deep profiles from India
- All top data scientists from India



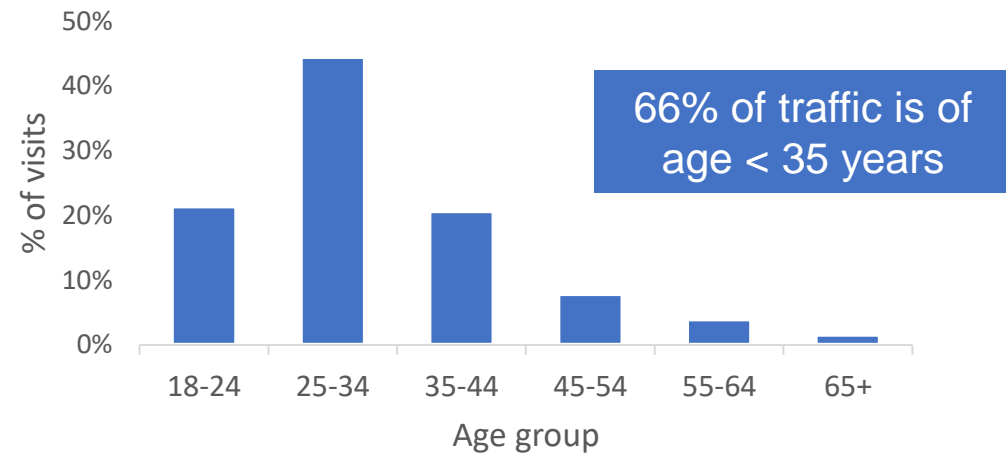
- 50,000+ likes

United States and India combined account for 60%+ traffic to the site today

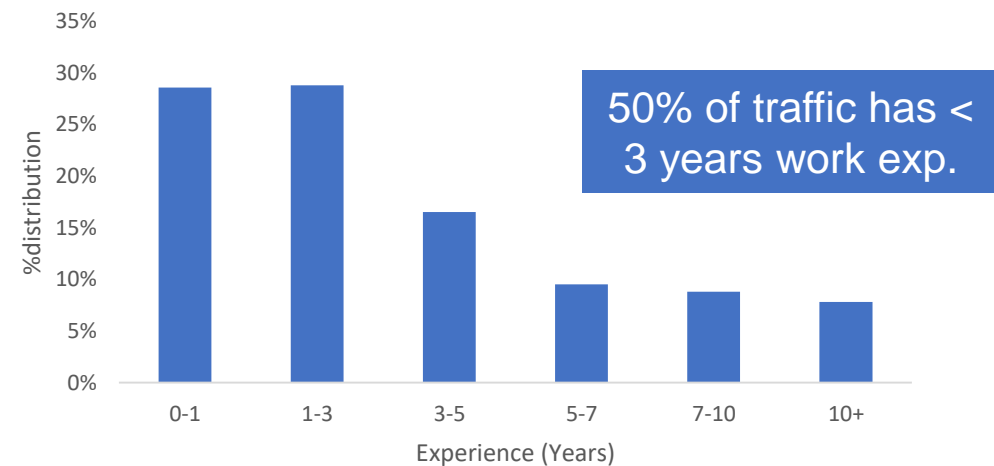


OUR GLOBAL COMMUNITY (Contd.)

Age distribution



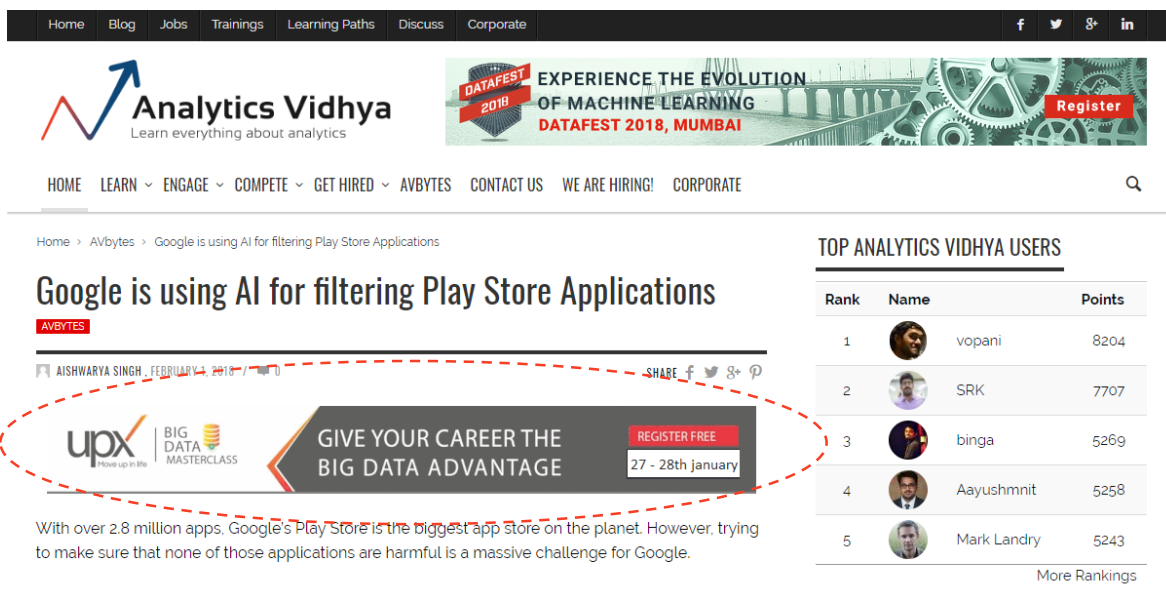
Work Experience distribution



MONTHLY TRAFFIC DETAILS AT ANALYTICS VIDHYA

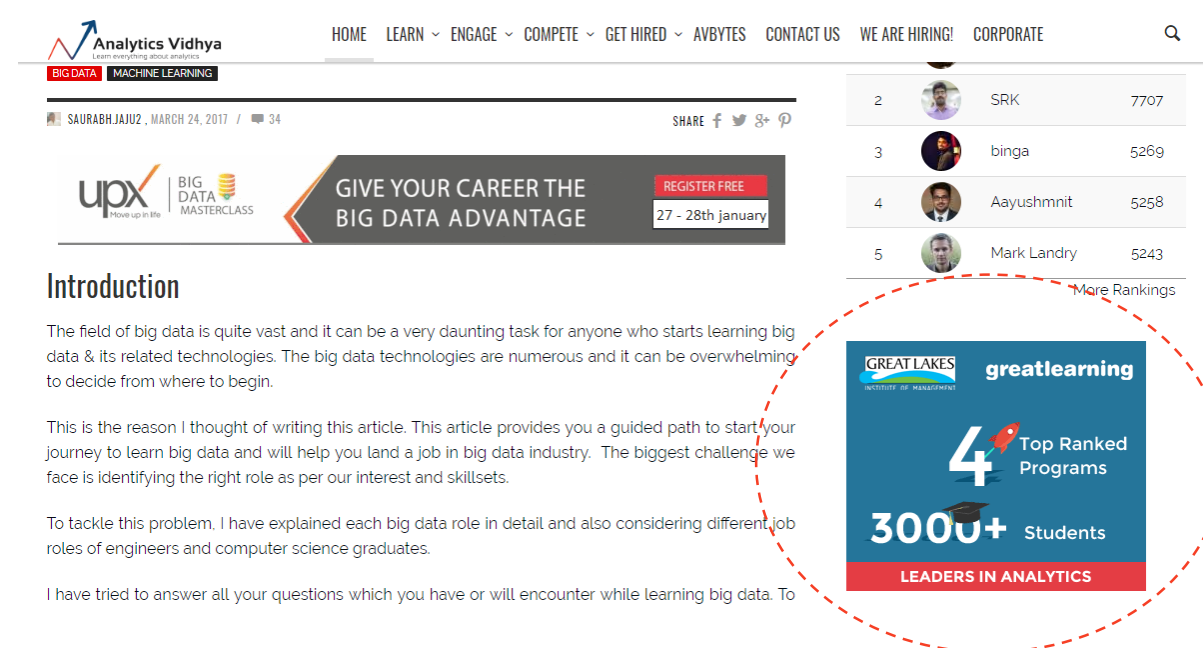
Category	PageViews	Page/Session
Blog Portal	39,50,732	2.86
-Home page	1,66,683	
-Blog	34,82,500	
-Training	55,960	
- Learning Paths	1,36,515	
-Other (About+SignUp+Contact+Tests+Others)	1,09,074	
Job	31,626	2.81
Discussion Portal	1,73,881	1.22
Data Hack	2,90,316	2.88
Overall	44,46,555	2.79

BANNER OPTIONS AT ANALYTICS VIDHYA'S BLOG PAGE



The screenshot shows the Analytics Vidhya blog page. At the top, there is a navigation bar with links: Home, Blog, Jobs, Trainings, Learning Paths, Discuss, Corporate. Below the navigation bar, there is a top banner for "DATAFEST 2018" with the text "EXPERIENCE THE EVOLUTION OF MACHINE LEARNING" and "DATAFEST 2018, MUMBAI". Below the top banner, there is a side banner for "upx BIG DATA MASTERCLASS" with the text "GIVE YOUR CAREER THE BIG DATA ADVANTAGE" and "REGISTER FREE 27 - 28th january". The side banner is circled in red. Below the side banner, there is a table titled "TOP ANALYTICS VIDHYA USERS" with columns: Rank, Name, Points. The table lists 5 users: 1. vopani (8204), 2. SRK (7707), 3. binga (5269), 4. Aayushmnit (5258), 5. Mark Landry (5243). Below the table, there is a link "More Rankings".

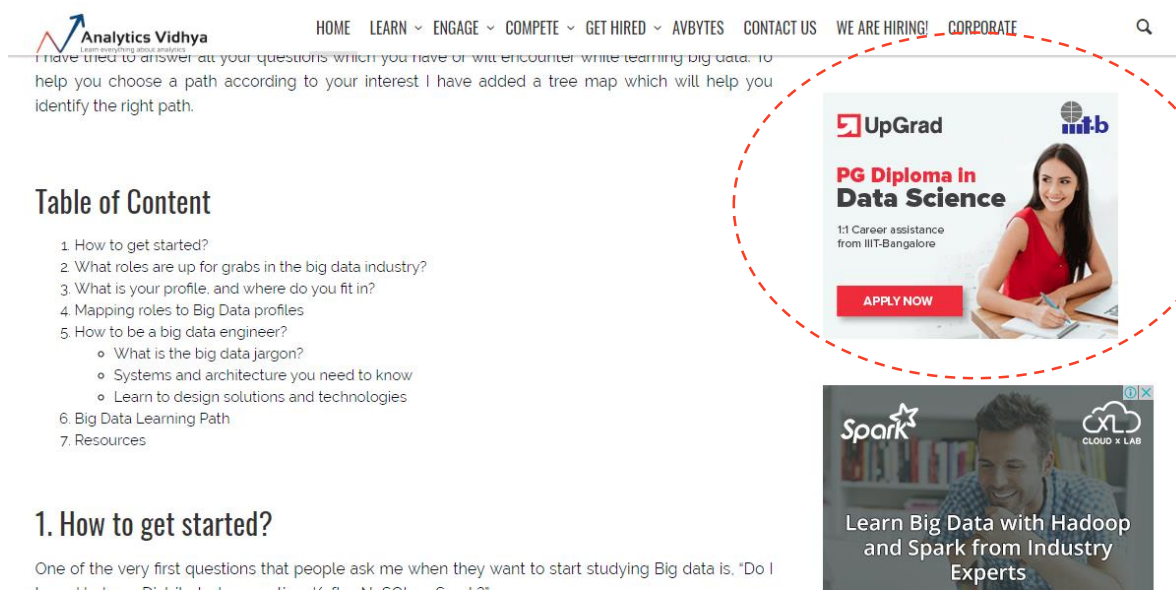
- Top Banner (728 x 90) on all blog pages
- CPM Price: Rs. 300
- Monthly Pricing: Rs. 5,50,000



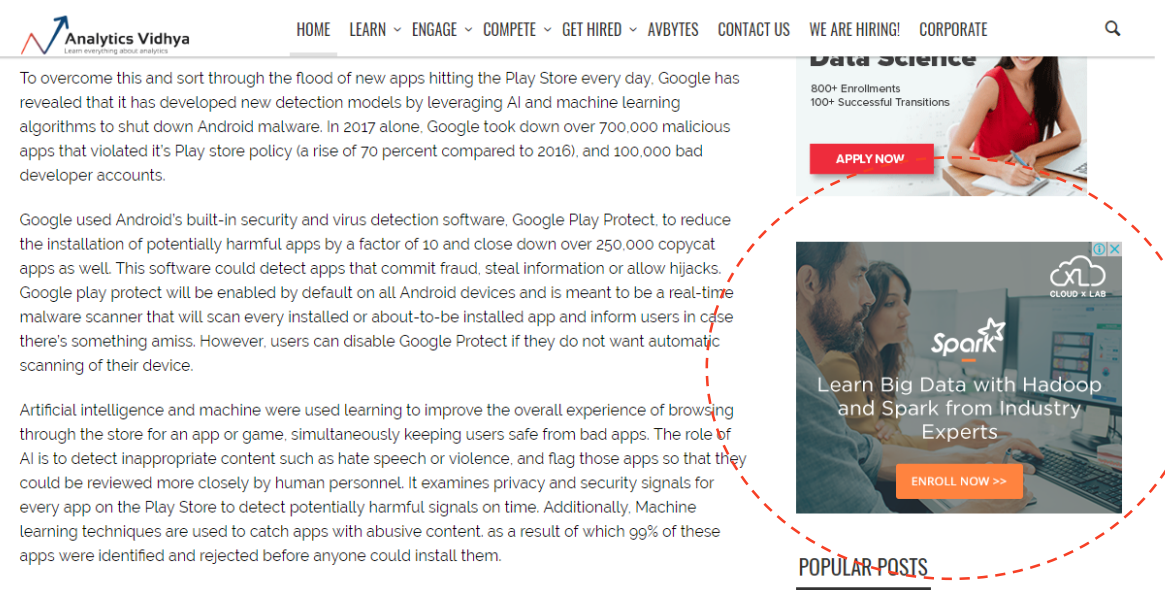
The screenshot shows the Analytics Vidhya blog page. At the top, there is a navigation bar with links: HOME, LEARN, ENGAGE, COMPETE, GET HIRED, AVBYTES, CONTACT US, WE ARE HIRING!, CORPORATE. Below the navigation bar, there is a side banner for "upx BIG DATA MASTERCLASS" with the text "GIVE YOUR CAREER THE BIG DATA ADVANTAGE" and "REGISTER FREE 27 - 28th january". The side banner is circled in red. Below the side banner, there is a table titled "TOP ANALYTICS VIDHYA USERS" with columns: Rank, Name, Points. The table lists 5 users: 2. SRK (7707), 3. binga (5269), 4. Aayushmnit (5258), 5. Mark Landry (5243). Below the table, there is a link "More Rankings".

- Above the fold side banner (300 x 250) on all blog pages
- 1st Position just below "Top AV Users" excluding AV banners
- CPM Price: Rs. 225
- Monthly Pricing: Rs. 3,00,000

BANNER OPTIONS AT ANALYTICS VIDHYA'S BLOG PAGE

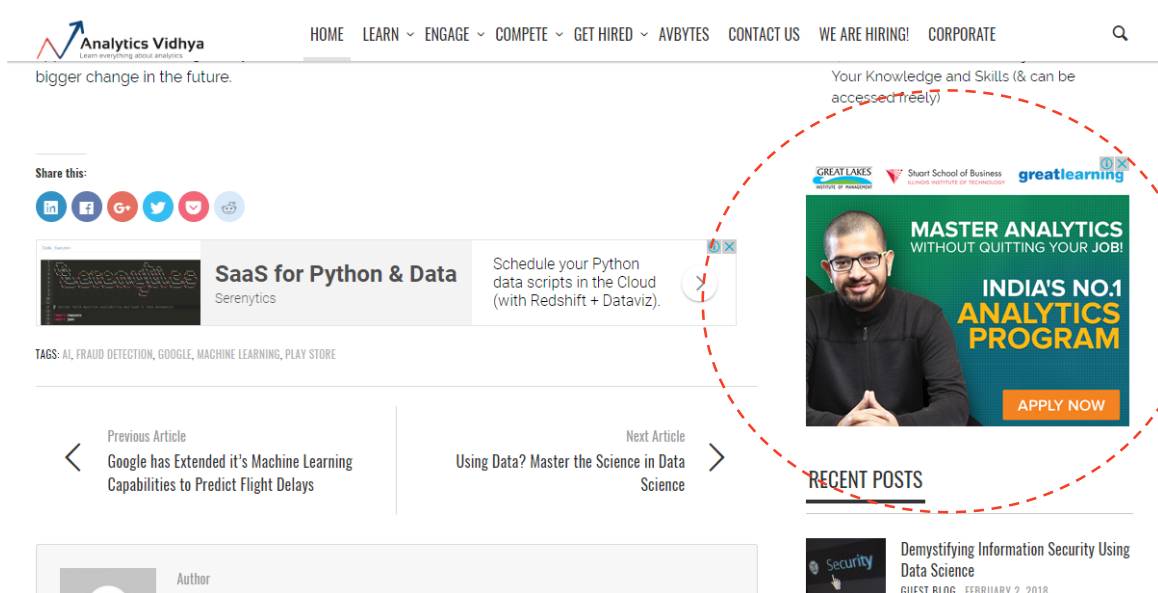


- Below the fold side banner (300 x 250) on all blog pages
- 2nd Position below "Recent Posts" excluding AV banners
- CPM Price: Rs. 200
- Monthly Pricing: Rs. 2,50,000

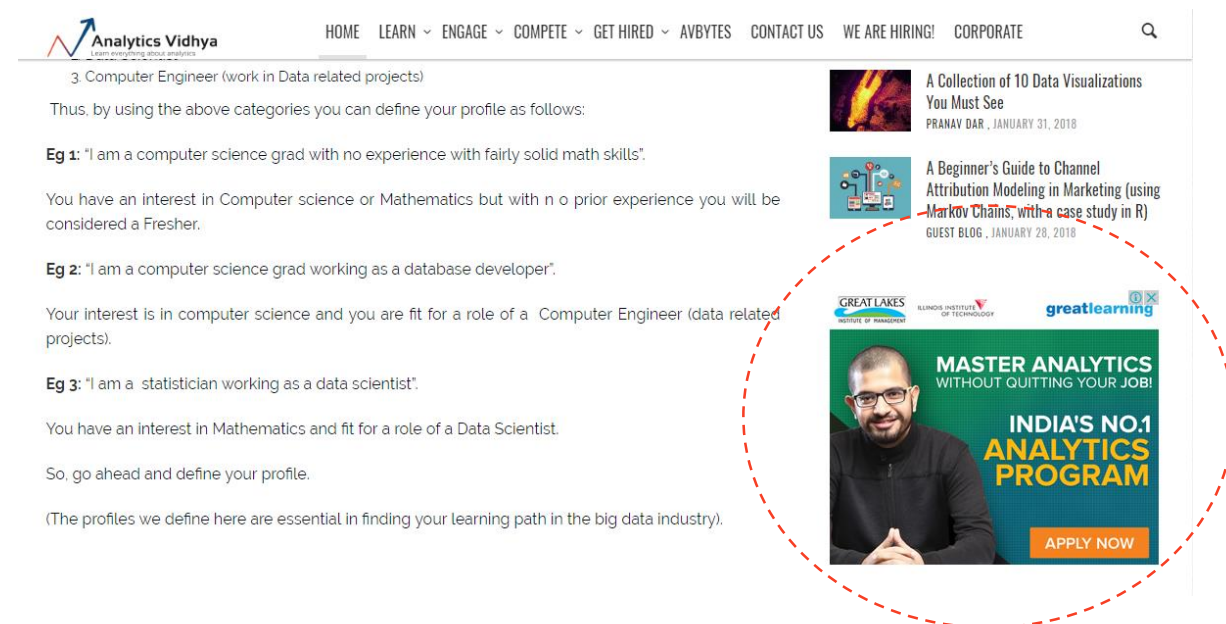


- Below the fold side banner (300 x 250) on all blog pages
- 3rd Position just above "Popular Posts" excluding AV banners
- CPM Price: Rs. 175
- Monthly Pricing: Rs. 2,00,000

BANNER OPTIONS AT ANALYTICS VIDHYA'S BLOG PAGE



- Below the fold side banner (300 x 250) on all blog pages
- 4th Position just above “Recent Posts” excluding AV banners
- CPM Price: Rs. 150
- Monthly Pricing: Rs. 1,75,000



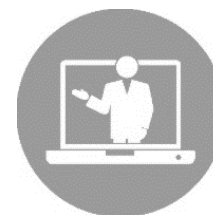
- Below the fold side banner (300 x 250) on all blog pages
- 5th Position just below “Recent Posts” excluding AV banners
- CPM Price: Rs. 125
- Monthly Pricing: Rs. 1,50,000

OTHER ADVERTISING OPTIONS



Sponsored Offline-Meetups

- 6+ cities in India
- 100-250 participants
- Advanced and Beginners Meetup at Client's premises
- Pricing: Rs. 2,00,000



Sponsored Online-Webinars

- 100-500 participants
- Creating thought leadership within community
- Global reach
- Pricing: Rs. 1,50,000

WORKED WITH CLIENTS ACROSS INDUSTRIES



BFSI



TECHNOLOGY



CPG



eCOMMERCE



HEALTHCARE



CONSULTING

OUR CLIENTS

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greatlearning





Thank You



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