Purpose

• To be a single source of MOOC aggregation

• To provide education to all irrespective of location

• To empower users with information about existing courses so that they can make the right decisions

• To provide a mash up of all online technology courses from the most popular universities
Business Case

Primary Goal
- Aggregate MOOC based websites

Strategic Advantage
- Offers the best of all MOOC – worlds

Easy access
- Makes learning easily accessible at one place

Improved Course Choice
- Make informed decisions

Revenue Model
- MOOC providers
Novelty Factor

- Twitter based analysis for courses and topics
- Users get an idea about the most popular topic and the not so popular ones
In a nutshell - Features

- Browse through all available courses from MIT, Stanford and many others
- See what’s trending on Twitter about relevant topics
- Share interesting information about a course with your friends!
API’s Used

**MOOC API’s**

Khan Academy
Open Course Ware
Coursera
Udemy
Edx

**Social Media API’s**

YouTube
Facebook
Twitter Post
Twitter Timeline
Twitter Streaming

**Analytics API’s**

HighCharts
GeoCoding
## Market Landscape

<table>
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<tr>
<th>Total Courses</th>
<th>406</th>
<th>6,000</th>
<th>28</th>
<th>1,089</th>
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<tbody>
<tr>
<td>Variety in courses</td>
<td>✔</td>
<td>✔</td>
<td></td>
<td>✔</td>
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<tr>
<td>Social Media Integration</td>
<td>✔</td>
<td>✔</td>
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<td>✔</td>
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<tr>
<td>Freemium Model</td>
<td></td>
<td></td>
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<td>✔</td>
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<tr>
<td>Analytics - Sentiment Analysis</td>
<td></td>
<td></td>
<td></td>
<td>✔</td>
</tr>
</tbody>
</table>

→ Novelty
System diagram

Mooc-Central

Amazon EC2 Cloud

Web Server

MySQL Database

Web API's

MOOC Central System Architecture
Twitter Sentiment Analysis

Overall Sentiments on MOOCs

Positive: 43.2 %
Neutral: 53.2 %
Negative: 1.6 %

Sentiments on MOOC Providers

<table>
<thead>
<tr>
<th>MOOC Provider</th>
<th>Positive</th>
<th>Neutral</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>COURSERA</td>
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</table>

Highcharts.com
Screen - shots
Future extensions

• Integrate more MOOC Based Providers
• Instructor based analysis for users
• Recommendation system for users
Team Contribution

Amogh Ravish
- Data Scraping
- APIs

Elton D'Souza
- Front end development
- Analytics

Pradeep Nagendra
- Database setup
- Analytics

Elma Pinto
- Data Scraping
- API's
Questions