UDEMY COURSE ANALYSIS SUMARY

UDEMY COURSE PERFORMANCE DASHBOARD

2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017

Rating Score

0.00 4.35 5.00

Total Revenue	Total Courses	Total Lectures	Total Subscribers	Paid Courses	Free Courses	Distinct Subjects
$884.98M	4K	148K	12M	3K	310	4

Revenue & SubscribersTrend Over Time

● Total Revenue ◆ Total Subscribers

$314.51M 3M
$276.63M
$106.94M
$72.65M
$90.83M 1M
$11.64M $11.77M
1M 2M 2M

2011 2012 2013 2014 2015 2016 2017
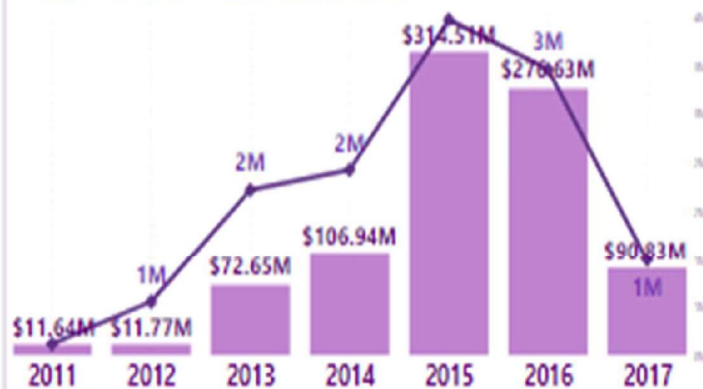
Subscribers Distribution by Course Subject

● FREE ● PAID

5.6M
2.4M
1.3M
0.6M
0.8M
0.3M
0.3M
0.3M

Web Development | Business Finance | Graphic Design | Musical Instruments
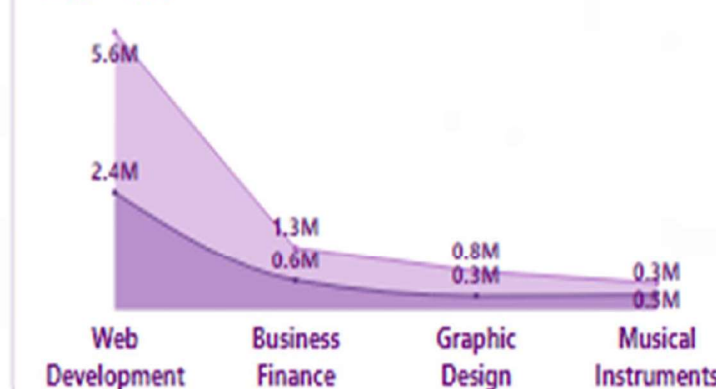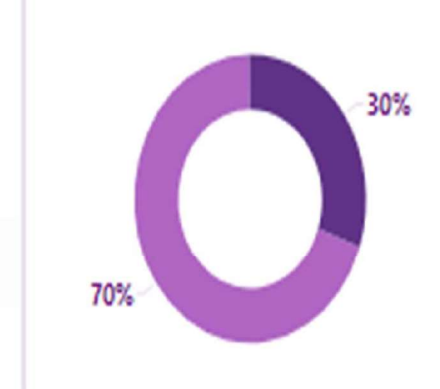
Yearly Course Leaders: Subject Categories

● Business Finance ● Graphic Design ● Musical Instruments ● Web Development

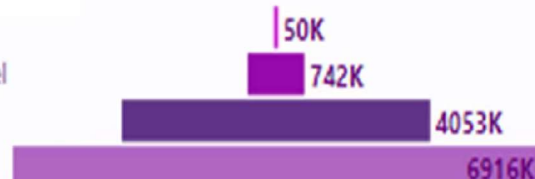|	2011	2012	2013	2014	2015	2016	2017
	5	6 10 19	84 23 56	192 66 120 113	339 168 171	336 349 181 228 448	229 155 12 223

Year
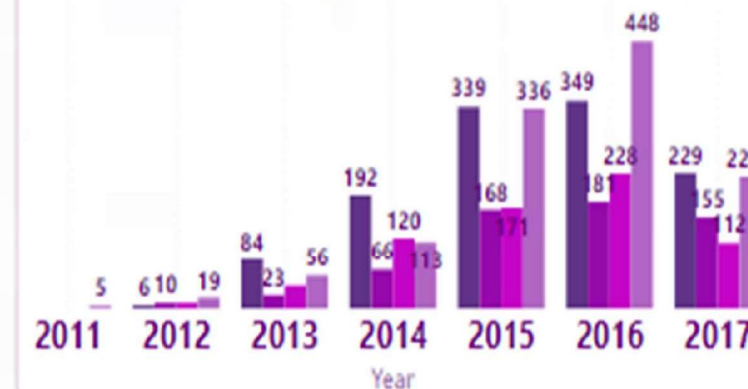
Subscriptions by users
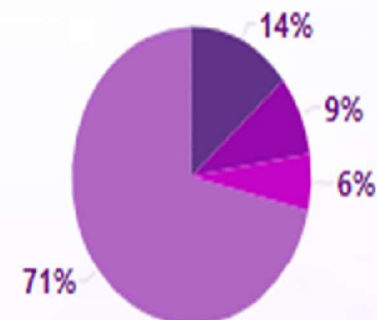
Users ● PAID ● FREE

30%
70%

Subscribers by Course Level

Expert Level 50K
Intermediate Level 742K
Beginner Level 4053K
All Levels 6916K

Revenue Distribution by Course Subject

subject
● Web Development
● Business Finance
● Graphic Design
● Musical Instruments

14%
9%
6%
71%

Cource Performances

course_title	Total Subscribers	Total Revenue	Average review
The Web Developer Bootcamp	121584	$2,43,16,800....	27,445.00
The Complete Web Developer Course 2.0	114512	$2,29,02,400....	22,412.00
Angular 4 (formerly Angular 2) - The Complete Gui...	73783	$1,40,18,770....	19,649.00
JavaScript: Understanding the Weird Parts	79612	$1,39,32,100....	16,976.00
Modern React with Redux	50815	$91,46,700.00	15,117.00
Total	11761156	$88,49,82,39....	156.09

Overall Insights:

- "Web Development" and "Business Finance" are the most prominent subject categories on Udemy, with a high number of distinct courses and significant revenue generation.

- "Web Development" courses attract the highest average number of subscribers per course, indicating strong user engagement and demand for web development-related content.

- Paid courses significantly outnumber free courses, suggesting a preference for paid content among Udemy users.

- "Business Finance" courses receive the highest average review rating, indicating high-quality content and positive learner feedback.

- "All Levels" courses are the most common difficulty level, catering to learners with diverse skill levels and preferences.

- "Business Finance" consistently leads in courses published annually, indicating sustained interest and demand over the years.

- The top 10 courses meeting specific criteria demonstrate substantial subscriber engagement and potential revenue generation opportunities.

- Course prices are distributed across different ranges, with the majority falling within the 0-50 and 51-100 price brackets, reflecting affordability and accessibility.

Dashboard Analysis

Key Performance Indicators (KPIs):

1. Total Revenue: The total revenue generated from all courses on the platform.
2. Total Subscribers: The overall number of subscribers enrolled in Udemy courses.
3. Total Courses: The count of all courses available for enrollment.
4. Total Lectures: The sum of all lectures across all courses.
5. Paid Courses: The number of courses that require payment for enrollment.
6. Free Courses: The count of courses available for free enrollment.
7. Distinct Courses: The number of unique courses offered on the platform, excluding duplicates or repetitions.

Data Visualizations:

1. Revenue & Subscribers Trend Over Time:
   - This visualization tracks the trend of revenue and subscriber count over time, providing insights into their correlation and identifying patterns.

2. Subscribers Distribution by Course Subject:
   - It illustrates the distribution of subscribers across different course subjects, helping identify popular subjects among subscribers.

3. Yearly Course Leaders by Subject Categories:
   - This chart showcases the leading subject categories in terms of the number of courses published each year, highlighting trends and changes in popularity.

4. Subscriptions by Users (Free vs. Paid):
  - It displays the distribution of subscriptions by user type (free vs. paid), providing insights into the balance between the two and their contribution to the overall subscription base.

5. Subscriptions by Course Level:
  - This visualization tracks the progression of subscribers through different course levels, aiding in analyzing conversion rates and identifying potential bottlenecks.

6. Revenue Distribution by Course Subject:
  - It presents the distribution of revenue across different course subjects, facilitating comparison and identification of top-performing subjects.

7. Course Details Table:
  - A tabular representation of course details allows for easy reference and comparison of key metrics for each course, aiding in detailed analysis and decision-making.

 Conclusion:
The dataset analysis and visualizations provide valuable insights into Udemy's online course platform. By understanding revenue trends, subscriber distribution, course popularity, and other key metrics, stakeholders can make informed decisions to improve course offerings, marketing strategies, and overall platform performance.