

Analysing E-Learning Platform Purchases using MySQL

Overview:

This analysis examines course purchase data to understand sales performance across different course categories and learner behaviour. The objective is to identify top-performing courses, revenue-driving categories, and purchasing patterns to support data-driven business decisions.

Key Insights:

1. Top-Performing Categories
 - A small number of course categories contribute the majority of total revenue.
 - These categories show consistently higher purchase volumes compared to others.
2. Best-Selling Courses
 - The top 3 courses account for a significant share of total quantities sold.
 - These courses indicate strong learner demand and market relevance.
3. Learner Purchase Behaviour
 - Several learners purchased courses from **multiple categories**, indicating cross-category interest.
 - This highlights opportunities for bundled offerings and cross-selling.
4. Underperforming Courses
 - A few courses recorded **zero purchases**, suggesting low visibility or lack of demand.
 - These courses may require review or promotional support.
5. Category-Level Engagement
 - Categories with higher revenue also tend to have a higher number of unique learners.
 - This shows a strong relationship between learner engagement and revenue generation.

Brief Recommendations:

- **Focus marketing efforts on top-performing categories** to maximize revenue.
- **Promote best-selling courses** as flagship offerings to attract new learners.
- **Introduce course bundles or combo offers** targeting learners who purchase across multiple categories.

- **Review or redesign courses with no purchases** to improve relevance or visibility.
- **Enhance learner engagement strategies** in lower-performing categories through discounts, trials, or updated content.

Conclusion:

The analysis reveals clear differences in performance across course categories and highlights opportunities to strengthen revenue through targeted marketing, cross-selling, and course optimization. Leveraging these insights can help improve overall learner engagement and business growth.