

Udemy Courses Analysis Report

Analysis In increasing revenue for next Quarterly earnings

Description

The project provides the information about the provided data on courses offered by the main 4 streams i.e Web-Development, Business Finance, Music Instruments and Graphic Design. Analysis to increase the revenue for next quarterly earnings and to provide the solutions for the same is the goal of this project. The raw data was provided and we have to find the opportunities where we can increase the revenue for the same.

Design

In order to clean and get the insights from the given data we used google sheets to

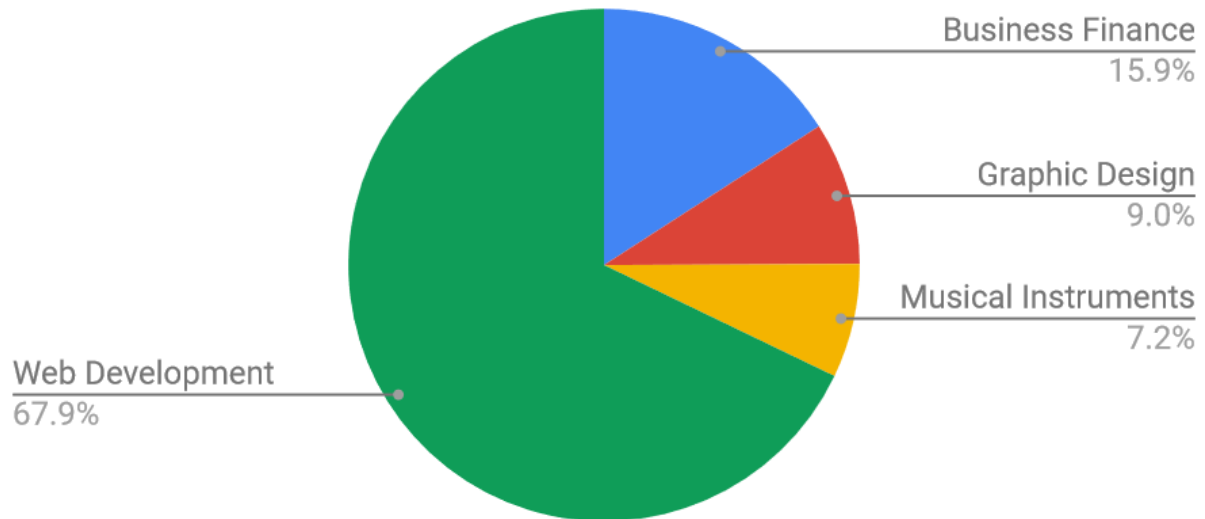
- remove the duplicates.
- We segregated each course based on it's price to check whether it is paid or free.
- Got a new dates column from the timestamp for our convenience.
- Removed the word "Subject" as an additional in the Subject column.

Visualization Tools used in-built Pivot charts from Google sheets. And the charts that are used to visualize data are as follows:

- Column Charts
 - Bar charts
 - Pie Charts
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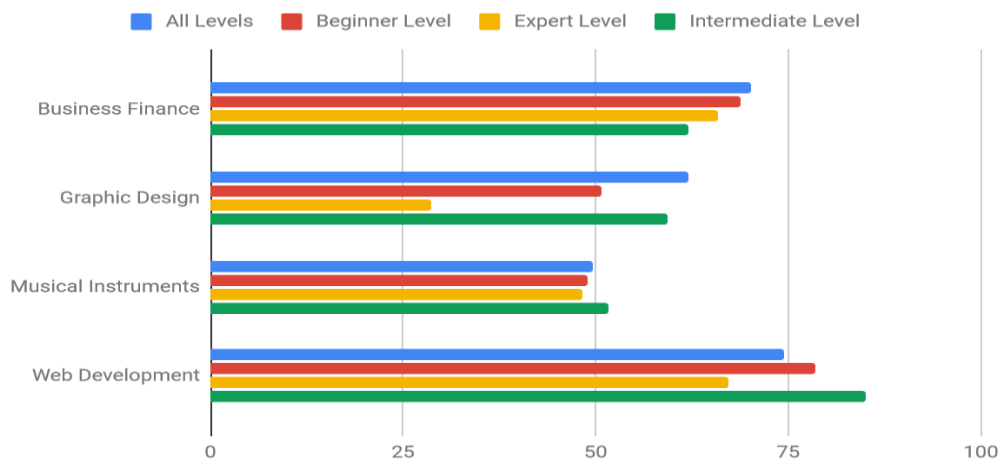
Findings

Subject - Total Num. of Subscribers



1. From the above Pie chart we can observe that the number of Subscribers in Web Development covers almost 65% of the total subscribers currently enrolled into courses.
2. Hence the main market where we can concentrate is the **field of Web Development.**

Average Cost of Courses at Each level vs Subjects all in one chart

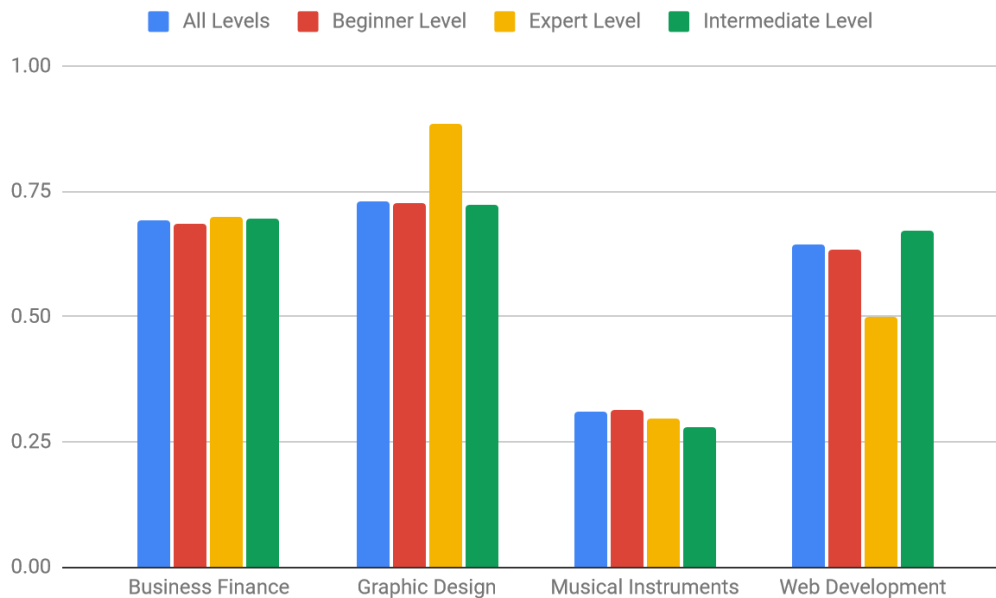


subject	All Levels	Beginner Level	Expert Level	Intermediate Level
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Web Development	74.54976303	78.54265403	67.14285714	85.07462687
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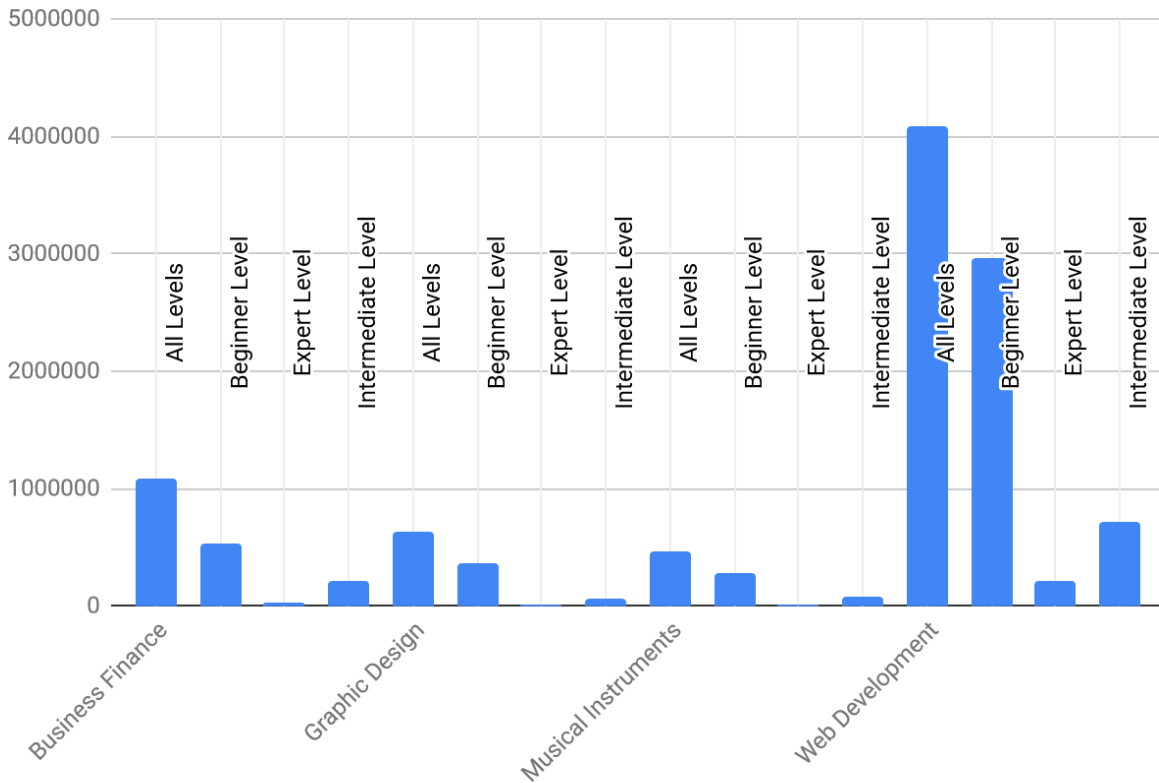
1. Now let's fix the domain on Web Development. Here we can observe currently we are charging for the **All levels** courses for an average of **Rs. 74.55** and the **Beginner Level** for **Rs. 78.54**
2. Another insight is focus on the Business Finance courses with second highest number of subscribers and an average cost for the **All Levels** courses.

Average Rating at each level vs Subjects all in one chart



1. The Price for the courses may have been set based on the rating and the feedback received from the customers.
2. Where we can observe that the All Level courses for Web development has got an average of 0.6 and the Beginner module has got 0.5
3. Whereas the rating for Business Finance courses for all levels is approximately above 0.60.
4. Rating for Graphic design for the same has an above average rating as well.

Sum of Number of Subscribers based on Levels



1. The above column chart shows the Number of subscribers in each Subject based on levels.
2. We observe that in Each subject - The **All Levels** and **Beginner Level** Courses are the one people are more attracted to and interested in.
3. Based on the ratings received in subjects for All levels and Beginner level courses it can be clearly seen if we increase the opportunities and bring in more courses at this level we can increase the revenue.

Table Containing Top 20 Most Subscribed Courses.

course_title	num_subscribe	level	Date	Free/Paid	content_duratio
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	rs				n
Learn HTML5 Programming From Scratch	268923	Beginner Level	2013-02-14	Free	10.5
Coding for Entrepreneurs Basic	161029	Expert Level	2013-06-09	Free	3.5
The Web Developer Bootcamp	121584	Beginner Level	2015-11-02	Paid	43
Build Your First Website in 1 Week with HTML5 and CSS3	120291	All Levels	2014-04-08	Free	3
The Complete Web Developer Course 2.0	114512	Beginner Level	2016-03-08	Paid	30.5
Free Beginner Electric Guitar Lessons	101154	All Levels	2012-06-15	Free	4.5
Web Design for Web Developers: Build Beautiful Websites!	98867	All Levels	2015-04-13	Free	3
Learn Javascript & JQuery From Scratch	84897	All Levels	2013-10-10	Paid	2
Practical PHP: Master the Basics and Code Dynamic Websites	83737	Intermediate Level	2014-07-19	Free	6.5
JavaScript: Understanding the Weird Parts	79612	All Levels	2015-03-12	Paid	11.5
Pianoforall - Incredible New Way To Learn Piano & Keyboard	75499	Beginner Level	2014-08-07	Paid	30

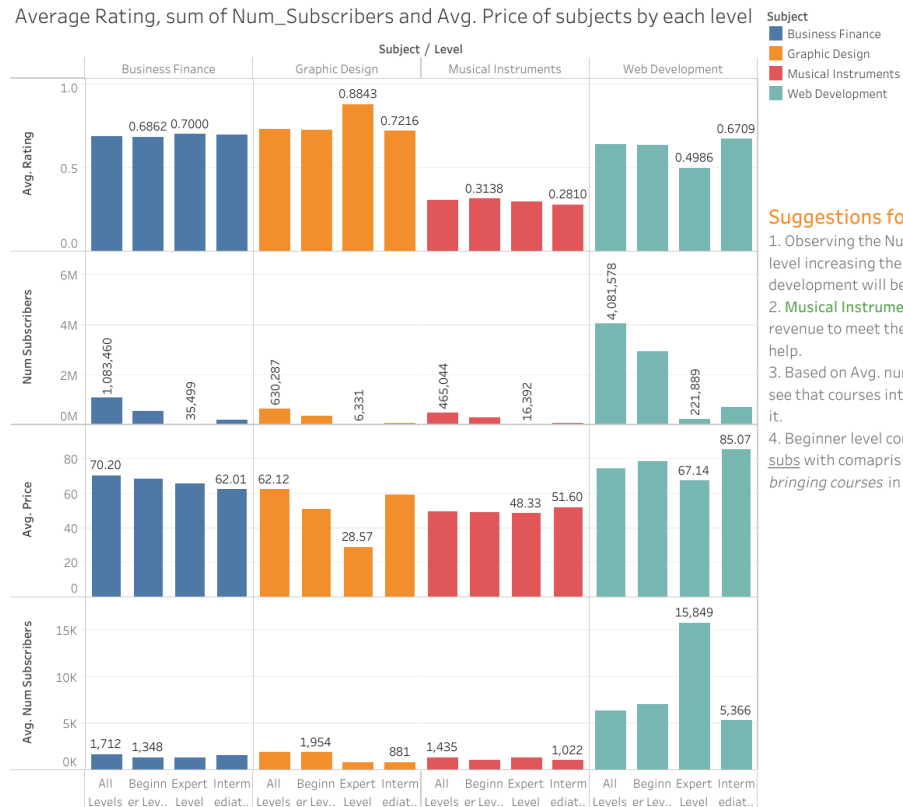
Angular 4 (formerly Angular 2) - The Complete Guide	73783	Beginner Level	2016-02-11	Paid	22
Beginner Photoshop to HTML5 and CSS3	73110	All Levels	2012-07-27	Free	2
Web Development By Doing: HTML / CSS From Scratch	72932	All Levels	2013-09-25	Free	1
HTML and CSS for Beginners - Build a Website & Launch ONLINE	70773	All Levels	2015-03-19	Free	6
Become a Web Developer from Scratch	69186	All Levels	2011-11-19	Paid	27.5
Bitcoin or How I Learned to Stop Worrying and Love Crypto	65576	All Levels	2013-04-20	Free	8
Quickstart AngularJS	64128	Beginner Level	2014-11-22	Free	1.5
Learn Responsive Web Development from Scratch	59639	All Levels	2013-12-09	Free	4.5
Learn and Understand AngularJS	59361	Beginner Level	2014-09-24	Paid	7

1. Observing the above Table and the analysis we conducted on the subjects most of the courses include the **All levels** and **Beginner Levels** courses.

- Out of 20 courses only **8** of them are paid courses making more of them paid and upbringing more beginner and all level courses would definitely help increase the revenue.

Tableau Visualizations -

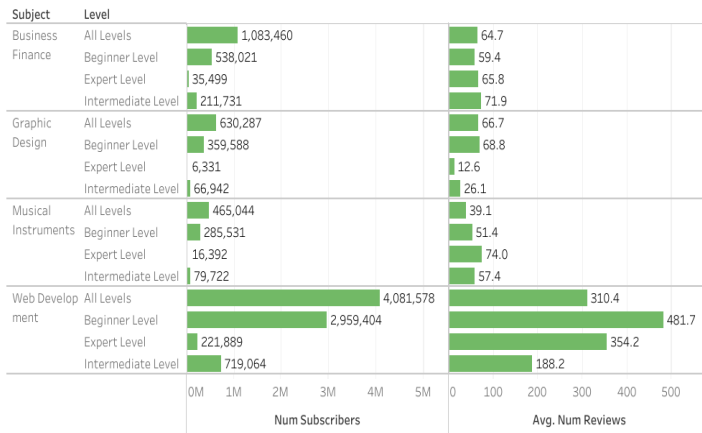
Average Rating, sum of Num_Subscribers and Avg. Price of subjects by each level



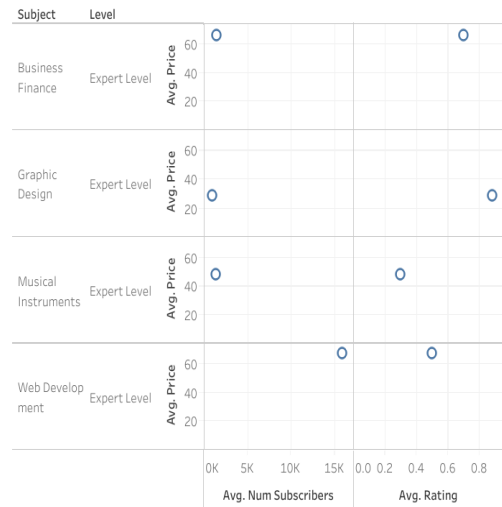
Suggestions for Refining the graph -

- Observing the Num_subs for **Web development** and a good rating level increasing the price and bring in more course for All levels Web development will be preferred.
- Musical Instruments** courses have got max. Num_Subs. increasing revenue to meet the requirements and bringing new courses would help.
- Based on Avg. num_subs. for Expert level of **Web development** we see that courses introduced are less as the total num_subs in least in it.
- Beginner level courses in **Graphic design** has good num of Avg. subs with comparison in Total num of subs. *increasing revenue and bringing courses* in this segment would help.

Sum of Num_Subscribers of each Subject by Levels



Avg. Price vs. Avg.(Num_Subscribers and Rating)



Suggestions on Improving revenue -

1. Based on Avg. num of reviews on **Beginner level of Web development** subject we observe people enrolled are less but reviews on each course is more making it one of the demanding skills and the revenue demanded for it is still the competitive price increasing it by 2% would make a great impact on revenue.
2. We observe that people are preferring all levels courses in all subjects more than a selective level as a mixed match levels are attracting people at extreme level making the courses in demand hence increasing number of courses in All level segment will definitely be a plus point in growth of company.
3. **Business and web development expert level** are getting more recognition introducing more courses and generating revenue from it would be beneficial.

Analysis -

- The price of All levels and Beginner Level courses was set low. **Why ?**
- In order to attract more subscribers to enroll into the course. **Why?**
- In order to increase the revenue later from the course. But now **what?**
- Since the Subscribers have increased, focusing on increasing the number of courses in these level segments would bring maximum profit and upliftment. **Why** should we focus on increasing money only at these levels(Beginner, All)?
- As the courses are on the top 20 and will be recommended to more people. **Why?**
- These courses are a bit out-dated, introducing new courses at these levels would bring new technologies and cost for the same would be received in the form of profit.

Conclusion -

1. Bringing up new paid courses in all Subjects but on “All Levels” and “Beginner Level” Courses are advised to increase the revenue.
2. Response for the Expert module is fine but up till now it is not preferred online so major focus on increasing entry level courses will bring good profit and will be good for the growth of the company.
3. Web Development being an in-demand skill requires base start more people prefer the in-demand skills so bringing base level courses at an effective price would be better.