

Analysis For edX Courses

Where can we grow and which types of courses are more preferred.

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Description

The data for edX Courses was given which contained information of people enrolled into courses varying on 31 different subjects, having different levels of difficulty. We were asked to get the insights and findings where and which subjects, types and level of courses should be introduced in order to increase the number of subscribers in near future.

Main goal is to increase the number of subscribers in these courses based on preference of people preferring edX.

Design

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

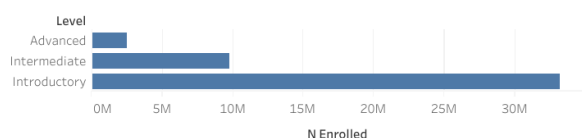
- Removed the duplicates
- Blank spaces and for which the data was not provided, removed values with N/A
- Organized and got the main data and used the following for visualization through Tableau.

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

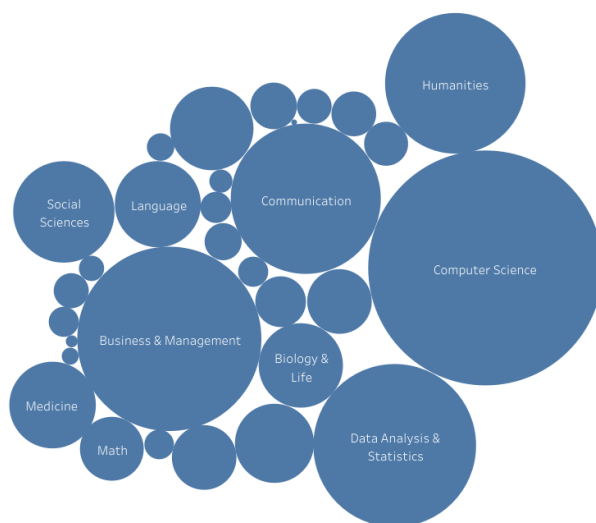
- Bar charts
- Packed Bubble charts
- Column Charts

Findings

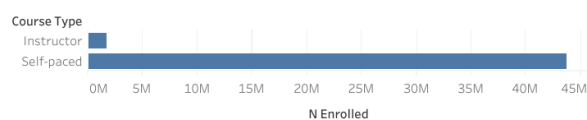
Num_Subscribers based on level of Courses



Num_Subscribers based on Subject



Num_Subscribers based on Course Type



Num_Subscribers based on length of Course

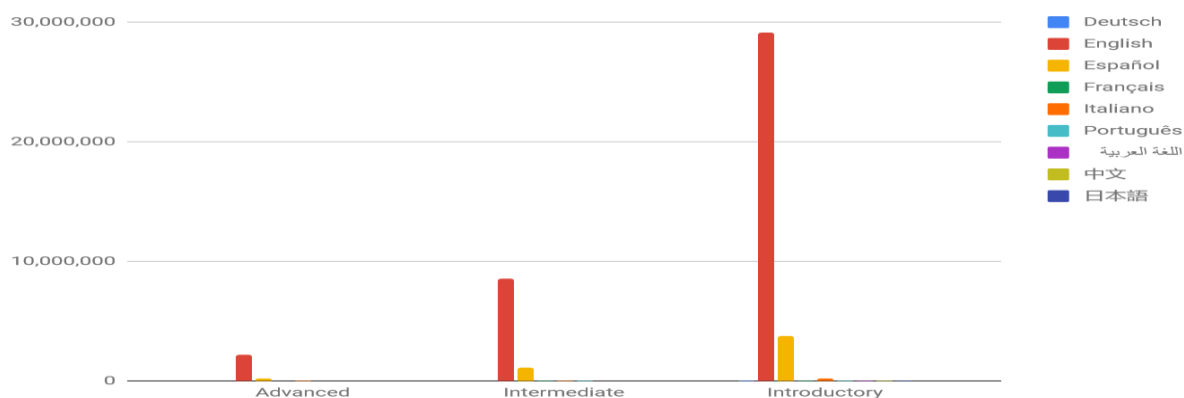
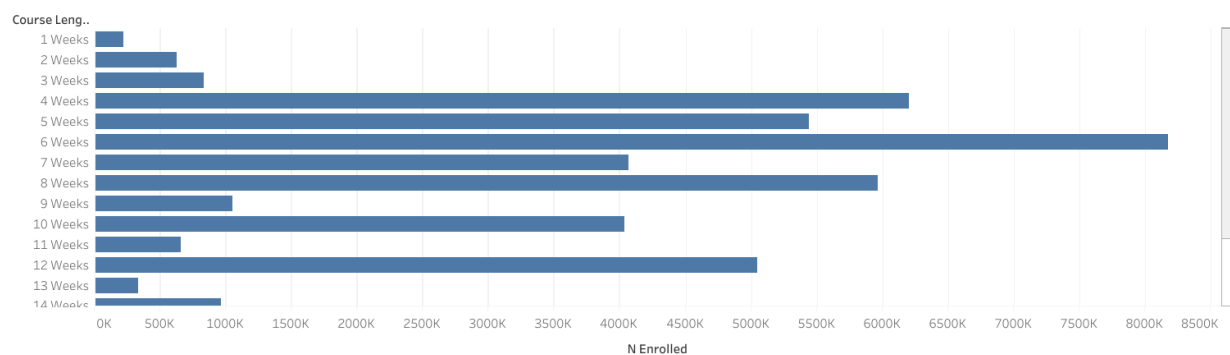


Table of Top 15 most enrolled courses on edX

title	n_enrolled	level	subject	language	course_type	course_length
CS50's Introduction to Computer Science	2,442,271	Introductory	Computer Science	English	Self-paced	12 Weeks
IELTS Academic Preparation	1,103,777	Introductory	Communication	English	Self-paced	8 Weeks
TOEFL® Test Preparation	1,022,489	Introductory	Communication	English	Self-paced	6 Weeks
CS50's Web Programming	698,950	Intermediate	Computer Science	English	Self-paced	12 Weeks
Introduction to Linear Algebra	642,088	Introductory	Computer Science	English	Self-paced	14 Weeks
Data Science: Regression and Probability	528,782	Introductory	Data Analysis & Statistics	English	Self-paced	8 Weeks
The Science of Happiness	475,614	Introductory	Social Sciences	English	Self-paced	11 Weeks
Contract Law: From Theory to Practice	414,181	Intermediate	Business & Management	English	Self-paced	8 Weeks
The Architectural Design Process	406,181	Introductory	Architecture	English	Self-paced	10 Weeks
Basic Spanish 1: Grammar and Vocabulary	400,169	Introductory	Communication	English	Self-paced	7 Weeks
Justice: What's Behind the Headlines?	392,588	Introductory	Humanities	English	Self-paced	12 Weeks
Fundamentals of Biology	380,167	Introductory	Biology & Life Sciences	English	Self-paced	5 Weeks
CS50's Introduction to Computer Science	346,748	Intermediate	Computer Science	English	Self-paced	12 Weeks
HTML5 and CSS3	335,895	Introductory	Computer Science	English	Self-paced	6 Weeks

From the above charts and table we can observe -

1. Subjects like Computer Science, Business Management, Data Analysis & Statistics and Communication are the in-demand Subjects.
2. Subscribers prefer **self-paced** Courses over **instructor timeline based** courses.
3. **Introductory level** courses are the most opted courses.
4. Subscribers prefer the course length to vary between **4 weeks to 8 weeks** or 12 week courses.
5. Though courses are available in many different languages, **English and Spanish** are the most used.

Analysis -

- Which type of courses should we increase for more number of Subscribers?
- Out of the in-demand subjects on edX which type is preferred, self_paced or instructor based.

Why?

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- What is the ideal course length/ duration they are preferring to continue the course. And **why**?
 - Courses for introductory level are easy to understand so **why** 12 weeks?
 - Communication based subjects teach the base and those courses should be introduced more on edX.
 - **Why** only English and Spanish? - Because these are one of the top speaking languages in the world.

Conclusion -

1. Introducing new introductory level courses in top 4 subjects - CS, Communication, Data Analysis & Statistics and Business Management should be beneficial.
2. The courses should be kept self-paced.
3. The length/duration of course should be between 4-8 weeks.
4. Language preferred should be English and Spanish.

This will certainly help in increasing the number of subscribers and revenue for edX.