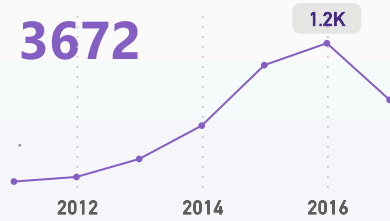


Total Courses

3672



Average Course Price

66.10

Average No of lectures

40.14

Course Distribution

310

Free

3362

Paid

Average Course Hours

4.10

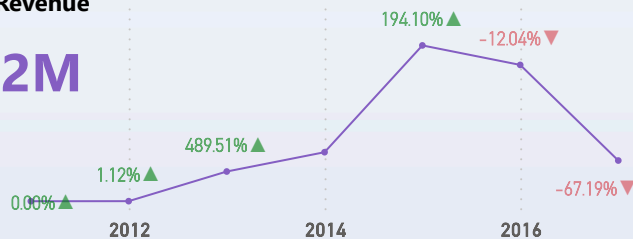
Total Hours Content

15.05K



Total Revenue

882M



Total Revenue

Revenue per sub

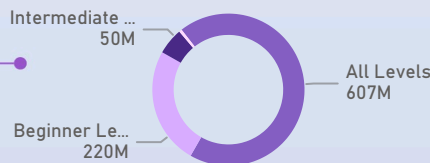
Revenue per course

Total Revenue by subject



Web development courses have the highest engagement, contributing 71.18% of total revenue, indicating strong market demand.

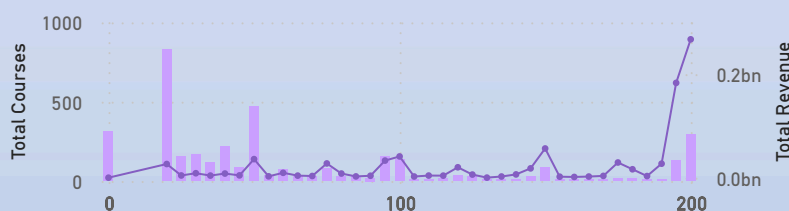
Total Revenue by level



Despite expert-level courses accounting for just 0.62% of total revenue, they generate the highest revenue per subscriber. Attracting subscribers to expert-level courses has the potential to significantly boost revenue.

Total Courses and Total Revenue by price

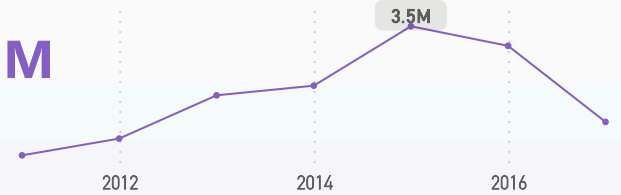
Total Courses Total Revenue



51.09% of revenue comes from just 422 courses priced between \$190-\$200, a much larger segment of over 2,330 courses in the \$0-\$50 range only generates 6.33% of revenue. This shows that subscribers are less interested in lower-priced courses

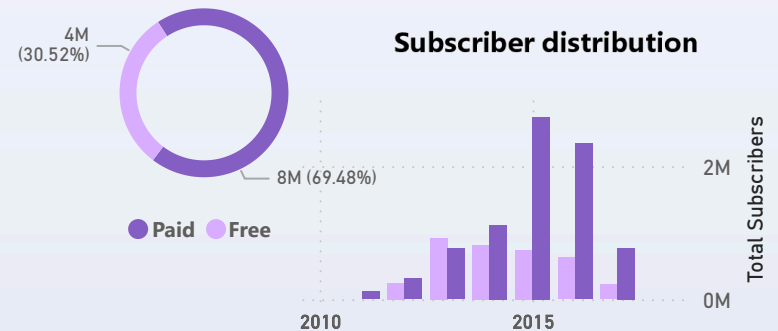
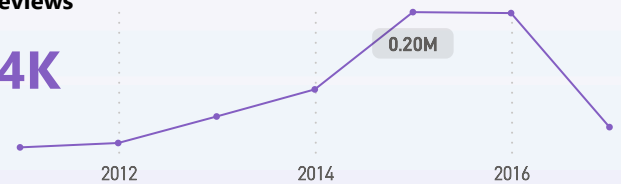
Total Subscribers

12M

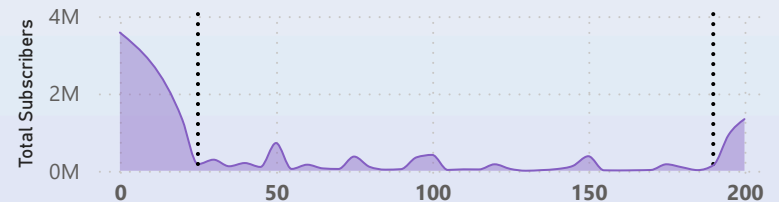


Total Reviews

574K



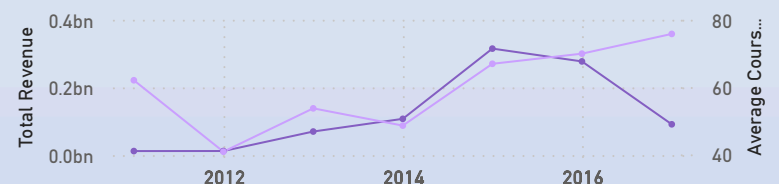
Total Subscribers by price



Subscriber behavior shows an interesting contrast: either subscribers favor free and low-cost courses in the \$0-\$25 range or courses priced between \$190-\$200, which belong to the highest price segment and include elite in web development and business finance programs

Total Revenue and Average Course Price by Year

Total Revenue Average Course Price



The inverse relationship between revenue and average course price highlights the price sensitivity of the course market. With average prices rising by 13.27% over the past two years, introducing mid-budget courses with high-quality content could enhance value and affordability for subscribers

Total Subscribers by content_duration

