Udemy Courses Data Analysis

A REPORT TO SHOW ANALYSIS OF DIFFERENT SUBJECT DATA AND OPPORTUNITIES TO INCREASE REVENUE.

Project Description

This project was initiated be the Head of Curriculum to track performance of different courses and find out opportunities to increase revenue from data provided on courses.

A series of analysis and data model were implemented to convey insights with visualizations to answer important questions.

Design

The following are the data quality assessment steps

1. Collecting and cleaning data

Data of different subjects were provided in for tables; Business, Design, Music and Web Development

The four tables were consolidated and put into one Excel Workbook for the next step: Data Cleaning

Data cleaning is essential to prepare data to produce quality insights. The following modifications were made using Excel tools;

- Removing duplicates
- Removing blank cells
- Checking the column headers for clear and concise name

2. Data Analysis and Visualization

Excel Pivot tables and charts, data was presented in different illustrations as shown in the link.

More analytics was done on the dataset using LEFT function, IF function and VLOOKUP

Tableau was also utilized to create a dashboards of different visualizations on the four subjects. Link to visualization: UdemyCoursesVisual

- ✓The Key Performance Indicators included,
- ✓Total number of subscribers
- ✓Average number of subscribers
- ✓Average price per subject
- ✓Ratings of each subjects

Subscribers Per Subject

Subject

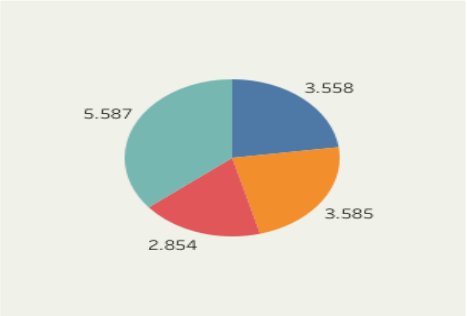
Business Finance	Graphic Design	Musical Instruments	Web Development
1,868,711	1,063,148	846,689	7,981,935

Average Subscribers

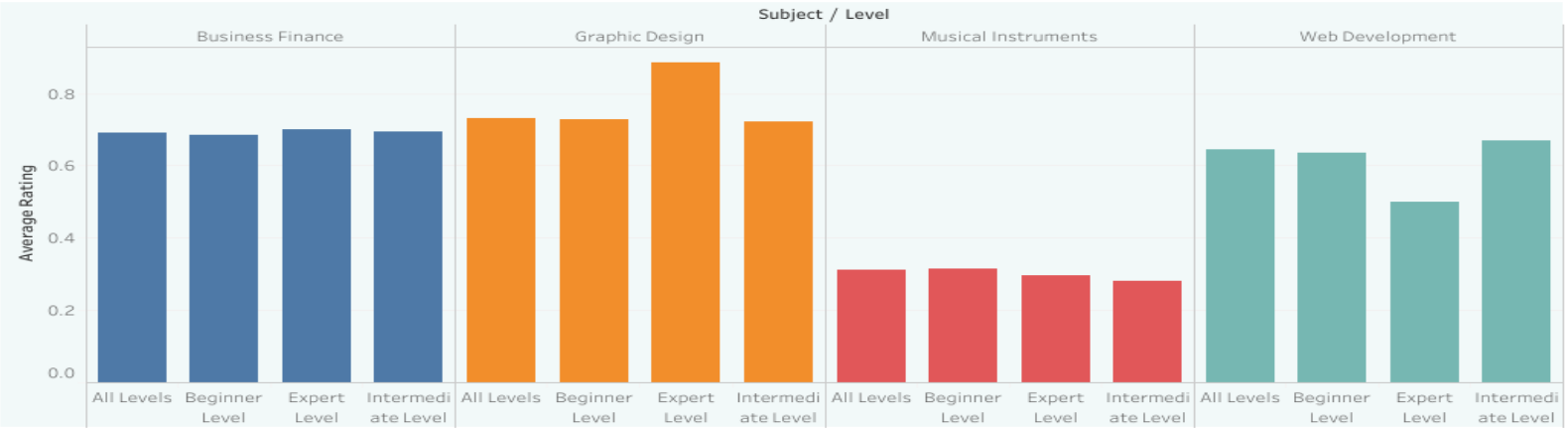
Subject

Business Finance	Graphic Design	Musical Instruments	Web Development
1,569	1,766	1,245	6,635

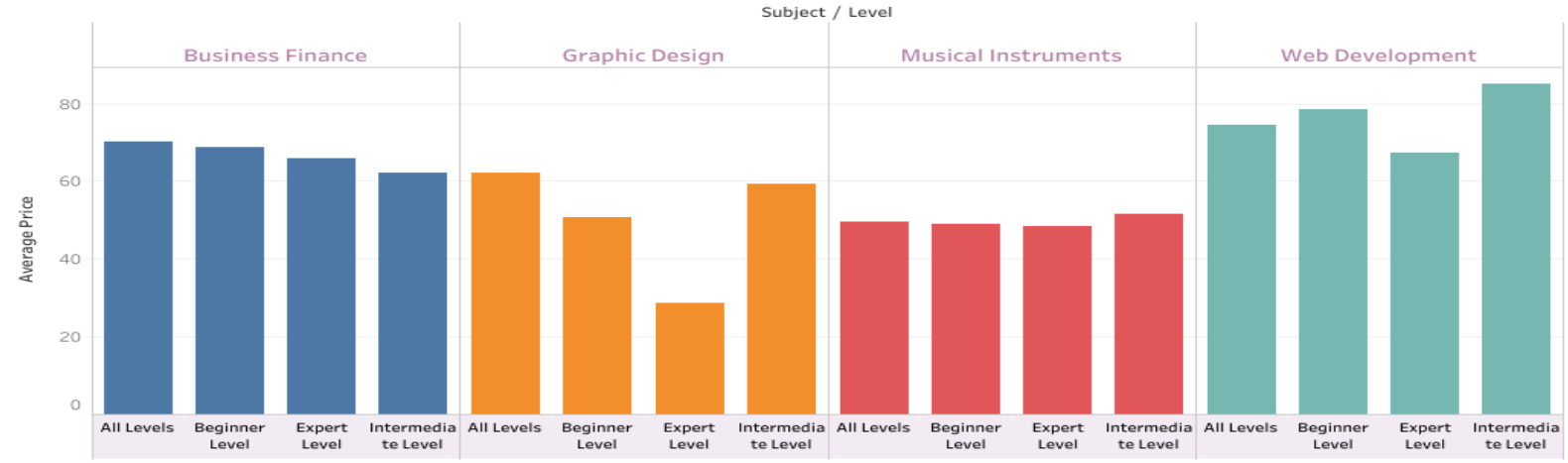
Average Content duration



Average rating per subject at each level



Average Price per subject at each level



The 5 Whys- (Business Solution)

1. Is Web Development a popular course?
2. Have there been Web development courses charged before? How has been the rate of subscriptions?
3. Why should Web Development courses charges be increased and not any other subject?
4. What are the opportunities of increasing revenue in other subject courses?
5. What are the opportunities envisioned for subjects with lower subscription and ratings?