Udemy_course

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Summary

- Overview and Key Metrics and Analysis
- Results
- Recomendation

Overview of Udemy courses

- 9445 entries
- 20 fields

Key entries: ID,

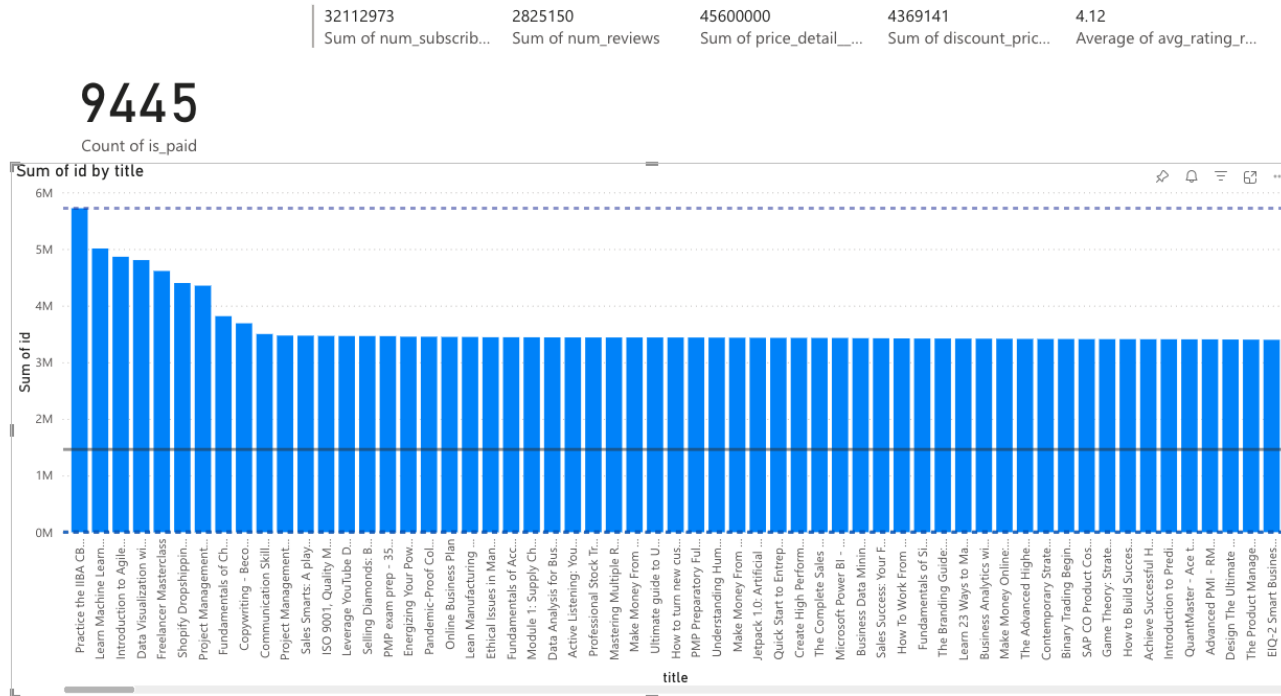Title of the course,

number of subscribers,

rating,

number of reviews

Creation date

Payment information, and discuounts.
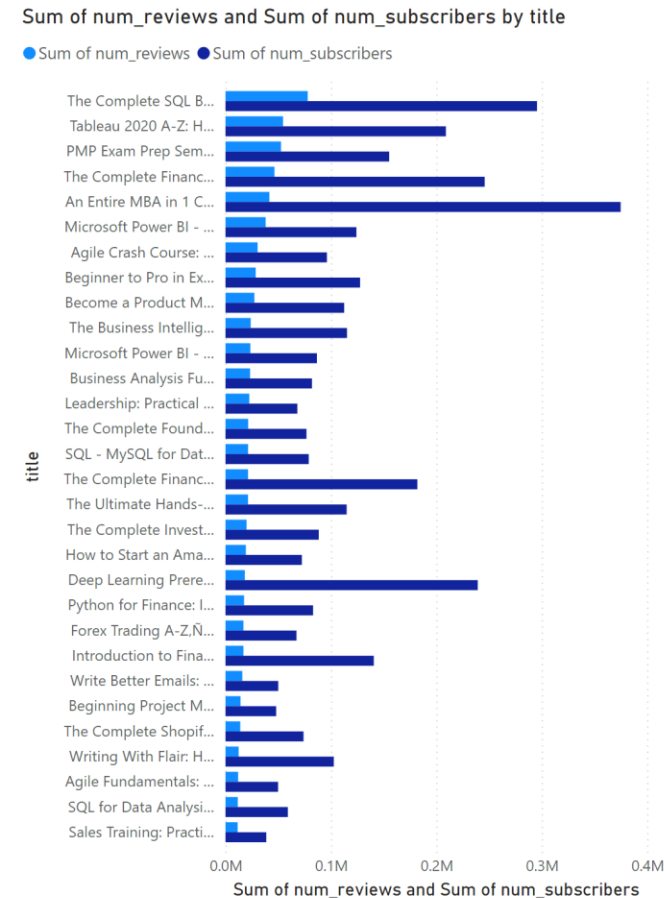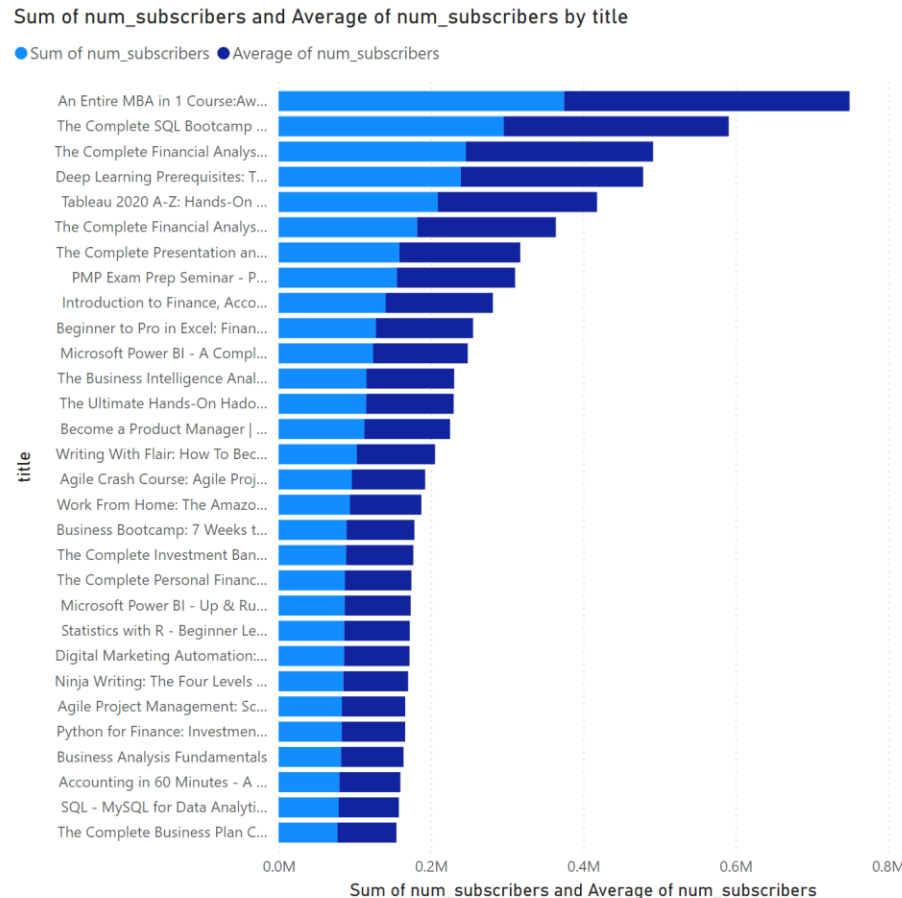
Total Count of titles

- The count of the title is 9445

- The plot shows the count of people enrolled.

- The sum of subscribers is overall: 32112973

- The sum of the reviews obtained: 2825150

- The average rating is 4.12

- The total sum is £45600000

- The sum of the discount is £4369141

Subscribers and reviews by title

The bar chart shows the sum and average of the numbers by title. The most popular course is "An Entire MBA in 1 Course," followed by "The C omplete SQL Bootcamp."

Sum of num_subscribers and Average of num_subscribers by title

● Sum of num_subscribers ● Average of num_subscribers

Sum of num_subscribers and Average of num_subscribers

Sum of num_reviews and Sum of num_subscribers by title

● Sum of num_reviews ● Sum of num_subscribers

Sum of num_reviews and Sum of num_subscribers

The bar chart shows the total number of subscribers and the total number of reviews by title. The courses with the most reviews are:
1. The Complete SQL Bootcamp
2. Tableau 2020
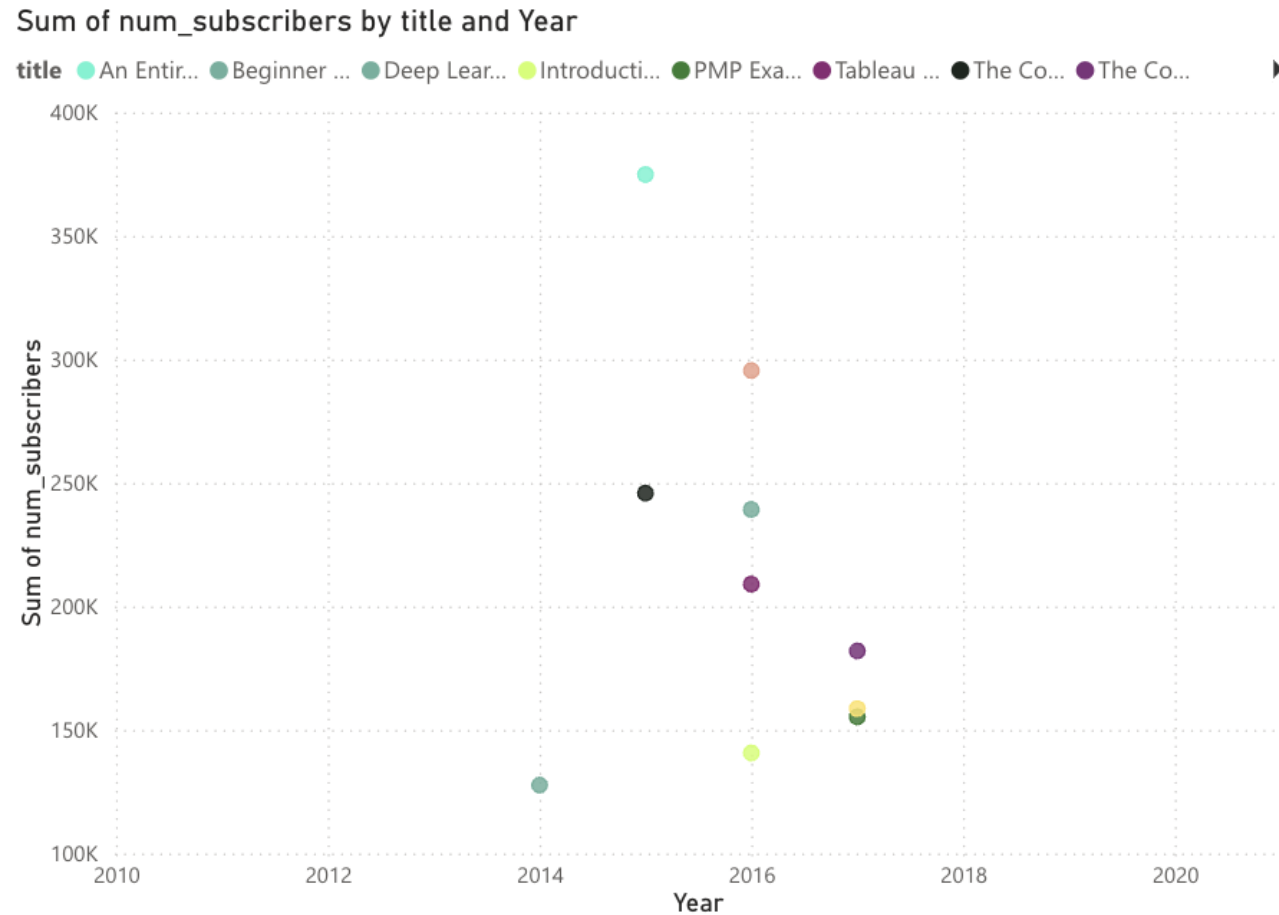3. An Entire MBA in 1 Course is ranked as the sixth most reviewed.

Subscribers and reviews by title

The bar chart shows the top ten titles per number of subscribers. The most popular course is "An Entire MBA in 1 course," followed by "The complete SQL Bootcamp."

Sum of num_subscribers by title
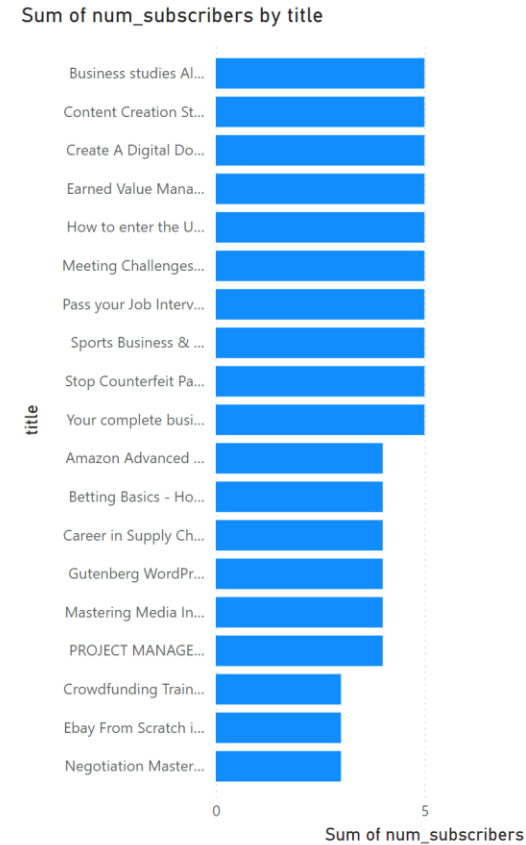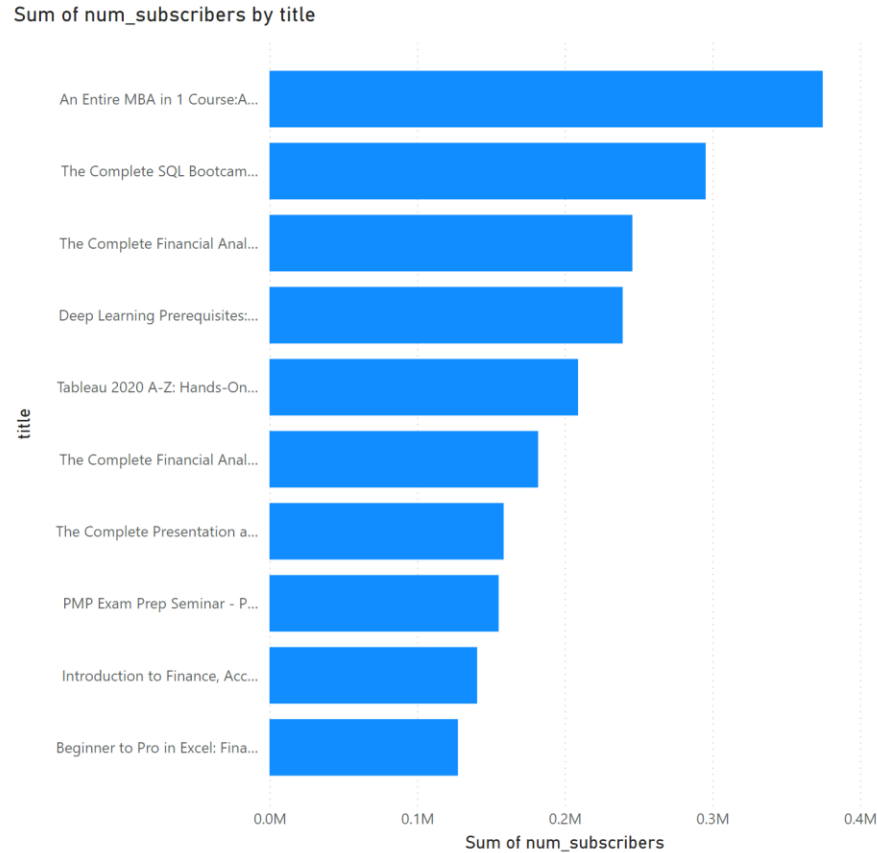
The bar chart shows the bottom ten titles per number of subscribers. The least popular course is: Negotiation Mastery, eBay from Scratch and Crowdfunding Training
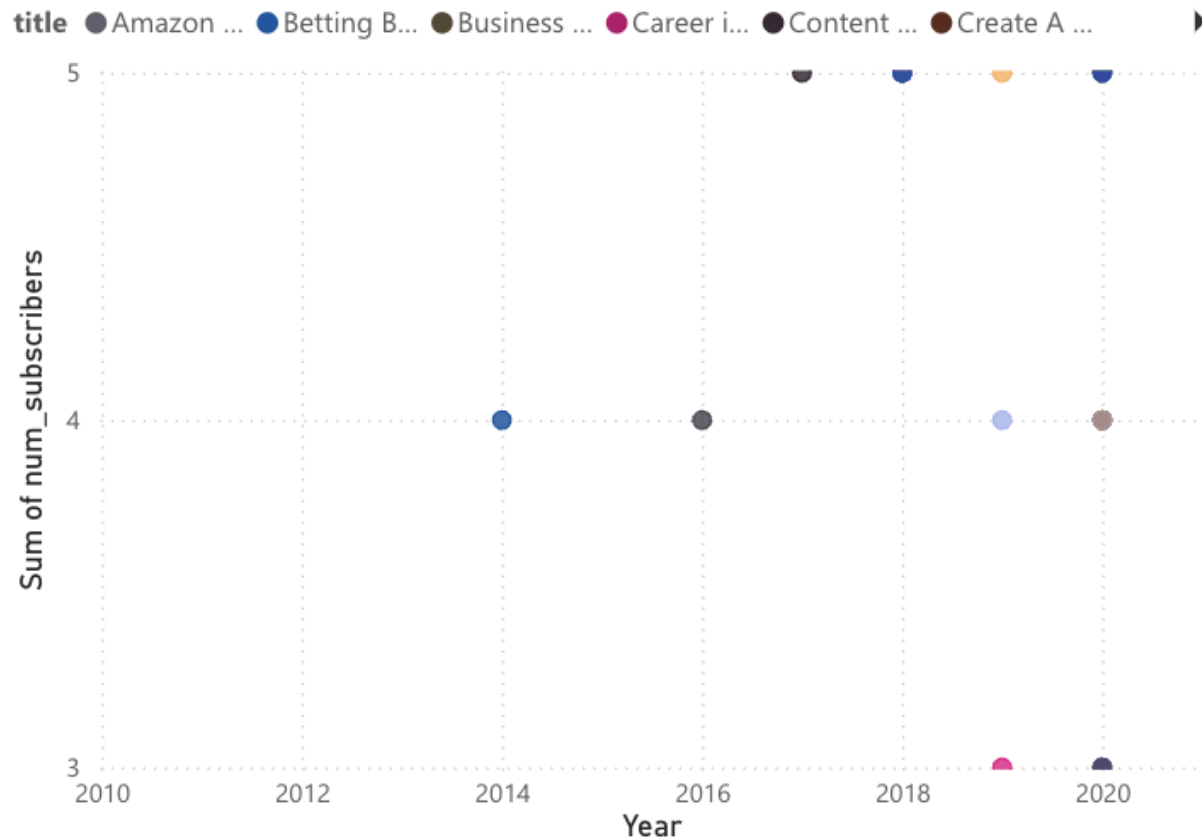
Top 10 subscribed by titles per year

Sum of num_subscribers by title and Year

title ●An Entir... ●Beginner ... ●Deep Lear... ●Introducti... ●PMP Exa... ●Tableau ... ●The Co... ●The Co... ▶

"The top 10 titles were created before 2017, with a pic in 2016.

Top 10 subscribed by titles per year

Sum of num_subscribers by title and Year

title ● Amazon ... ● Betting B... ● Business ... ● Career i... ● Content ... ● Create A ... ▶
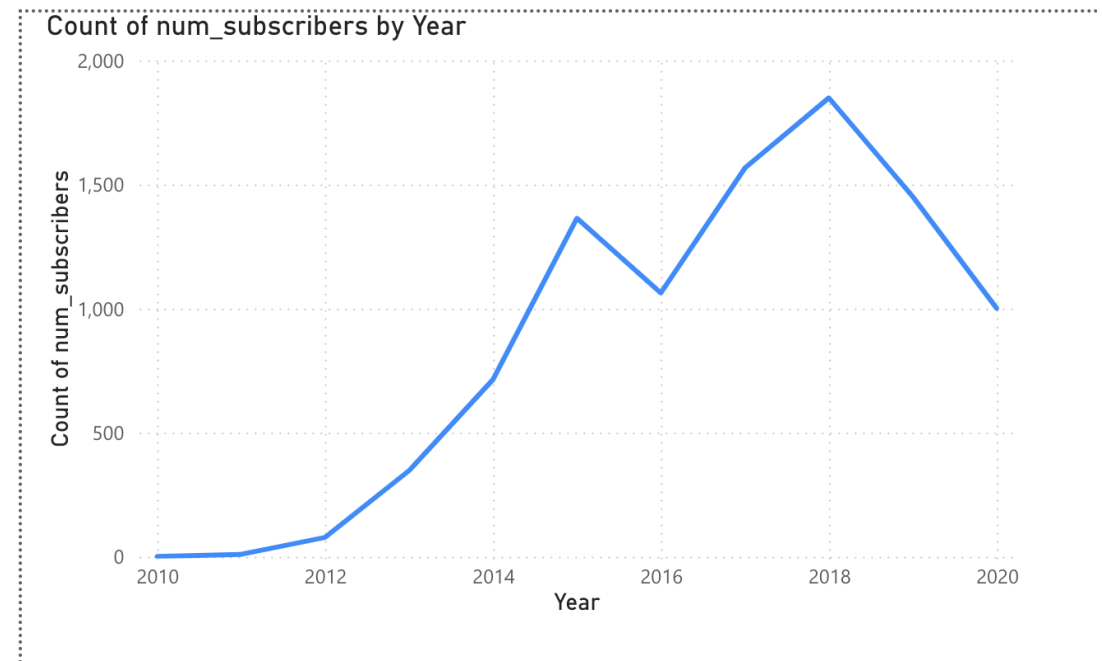
Most of the bottom 10 titles were created between 2018 and 2020.

Count of subscribers per year

- The plot indicates the number of subscribers per year.
- The top of subscribers was in 2018 with 1849 subscribers

Count of num_subscribers by Year
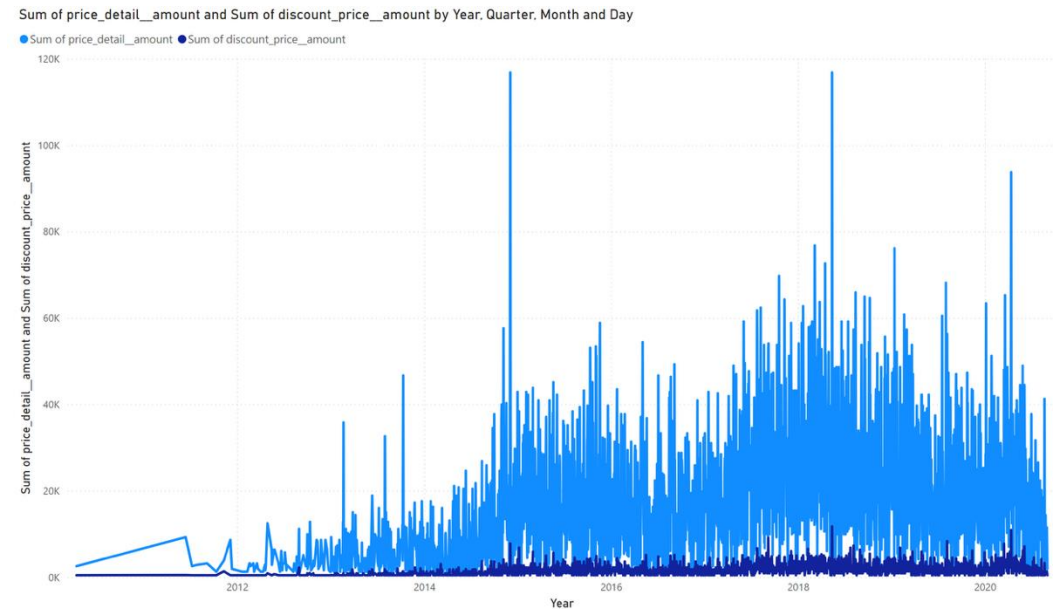
Count of titles per year

- The plot indicates the number titles created per year .

- The top of creating was in 2018 with 25 new titles

Count of title by Year, Quarter, Month and Day
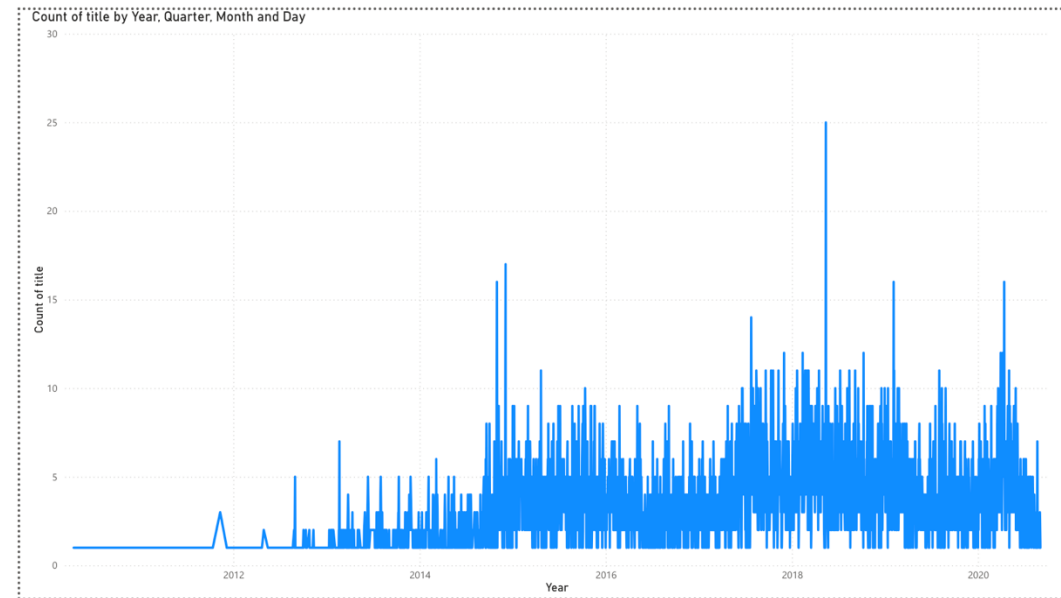
Total amount price and discounts

The top sum was recorded in

- May 2018,

- December 2014

- April 2020

Sum of price_detail__amount and Sum of discount_price__amount by Year, Quarter, Month and Day
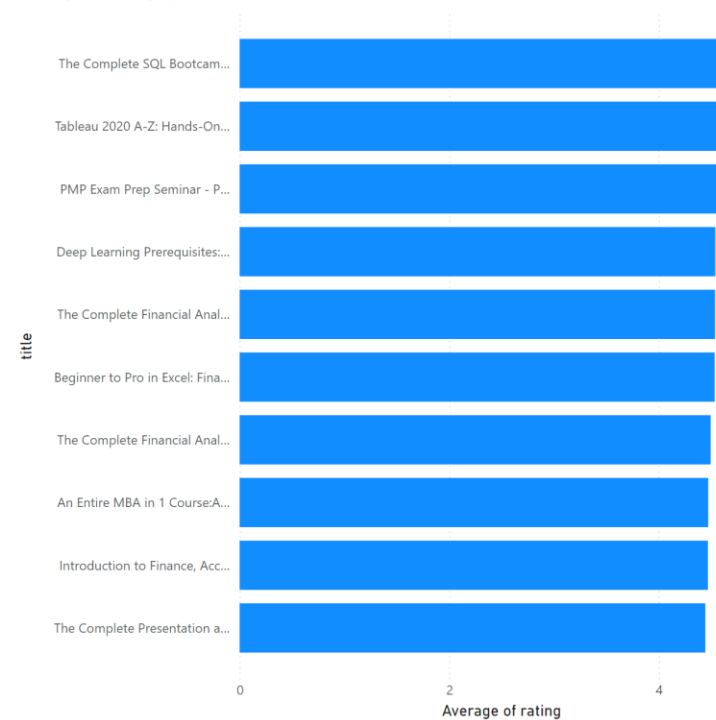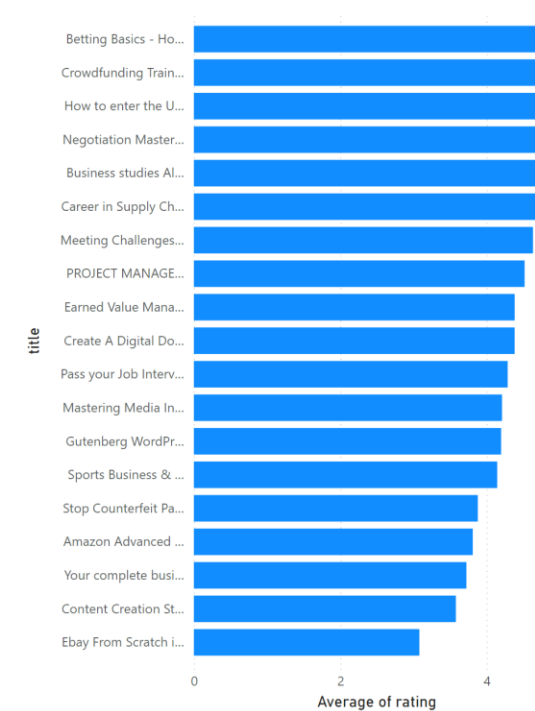
Rating by title

ten top titles per rating. At the top are:
1. The Complete SQL Bootcamp,
2. Tableau 2020,
3. An Entire MBA in 1 Course is the 8th most rated.

Average of rating by title

Average of rating by title

Bottom twenty titles per rating: The least popular courses are "eBay from Scratch" and "Content Creation Studio."

Summary

The most popular courses were created between 2015 and 2017 and include:
- - An Entire MBA in 1 Course
- - The Complete SQL Bootcamp
- - Tableau 2020

Most of the least popular courses were created between 2018 and 2020. More data is needed to make a judgment.

The total number of subscribers is: 32112973

The average rating is 4.12

Overall revenue of £45600000

Reccomendation

Record the enrollment dates and not only the creation and publication date of the course to track its popularity.

Revise the marketing strategy for the new titles.

Few titles might need rebranding.