

# Udemy Analysis Report

...

August 1, 2021

# Overview

Providing with data on courses from four subjects by tracking the performance to understand where opportunities to increase revenue may lie.

# **Project objective:**

**Find the right subject to  
develop having the chance to  
increase the revenue.**

# Understanding the problem

## Which subject?why?

What is the rational trend caused the subject popular, having more potential value?

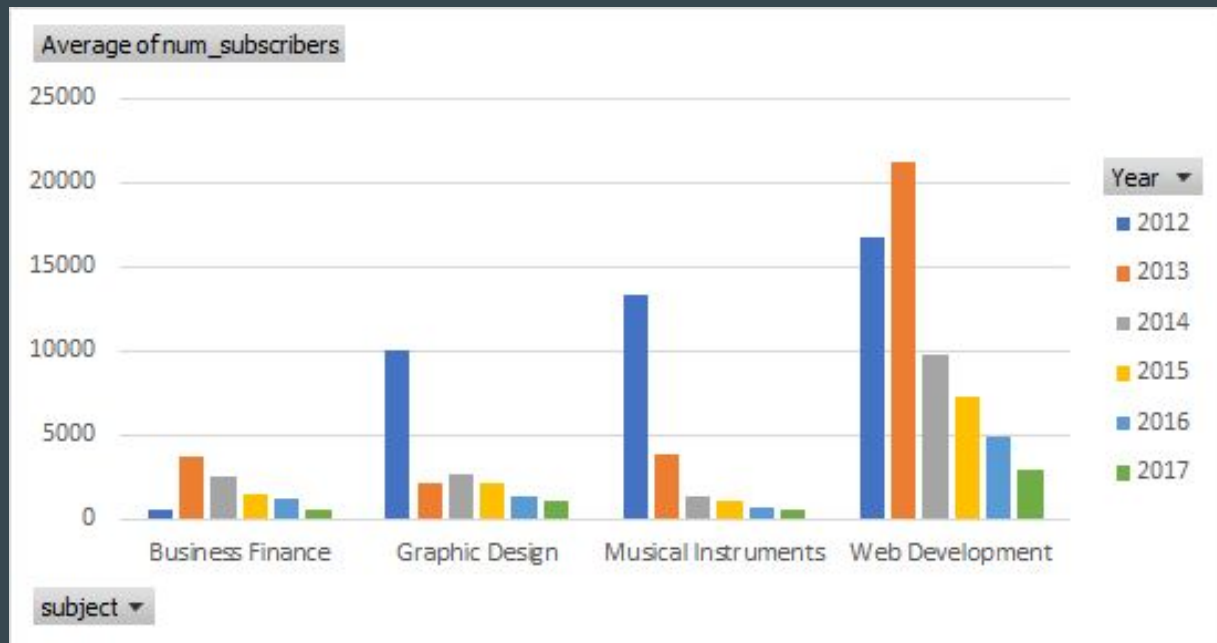
## How to increase RV?

Will charge more price on the popular subject bring more revenue for Udemy?

Is there better way to profit more by charging less price?

## How to evaluate?

How to evaluate the most potential subject in the future?



## Which subject?

From the Udemy database, we can see that from all different levels of courses, **Web-development has the most subscribers on Udemy.**

I did not include the 2011 data because the data in 2011 in the database. There are only web development subjects. It can be data collection bias. So I did not include that.

# Understanding the market

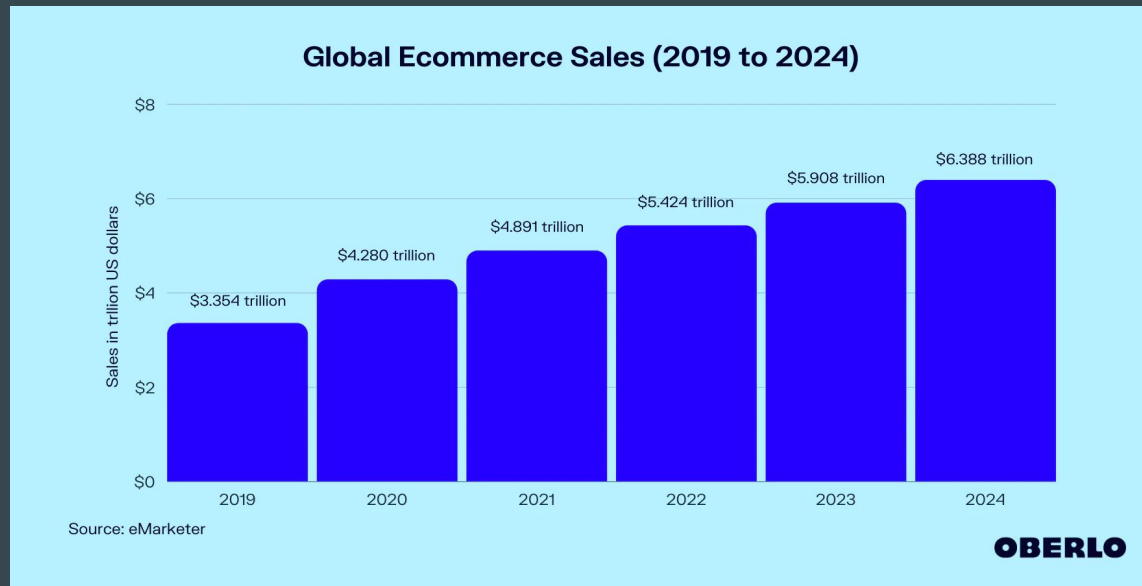
Why web-development?

# Market trends

## More business online

Global ecommerce sales are expected to total \$4.891 trillion worldwide in 2021. This number is expected to continue growing over the next few years. Since 2019, 3.354 trillion to 4.831trillion.

Reference:<https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/>



[MARKETS](#)[BUSINESS](#)[INVESTING](#)[TECH](#)[POLITICS](#)[CNBC TV](#)[WATCHLIST](#)[PRO](#)

TECH

# Coronavirus pandemic turbocharges online sales, which were up more than 31% in just three months

## Pandemic bring things online

e-commerce's share of global retail trade from 14% in 2019 to about 17% in 2020.

Reference: <https://www.cnbc.com/2020/08/18/e-commerce-sales-grew-more-than-30percent-between-q1-and-q2.html>



# Target Clients

How to increase revenue?

- Providing courses:

The lectures are pre-recorded by instructor can be watched repeatedly and make profit for them.

- Students are Self-learners can study at anytime for ultimate times in a certain time.
-

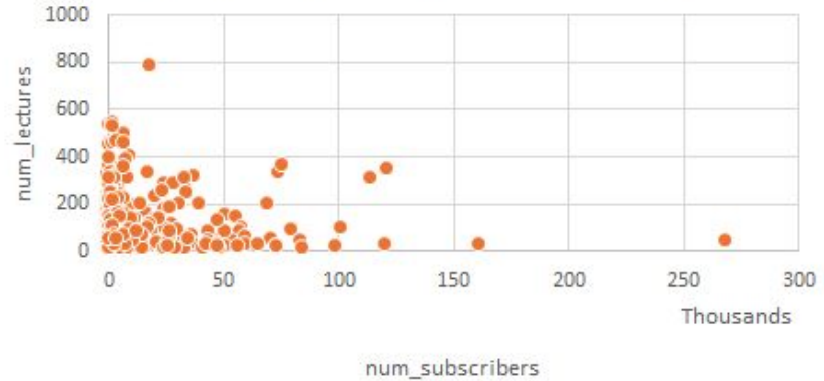
## How to increase RV? Students preference

The upper chart in the right we can learn that, The more lectures it has the more subscribers it owns. They have highly dependent on each other.

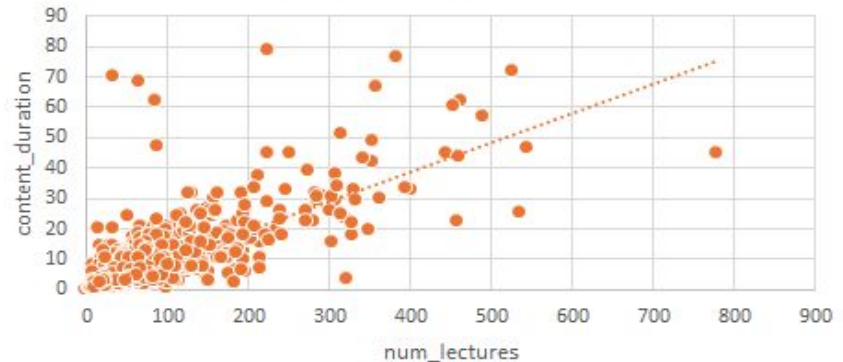
The lower chart we can learn that, more courses brings more time consuming to the students, it may cost students more on subscription.

This can be another way to create more profit without charging more.

Field: **num\_subscribers** and Field: **num\_lectures**  
appear highly dependent on each other.



Field: **num\_lectures** and Field: **content\_duration**  
appear highly correlated.



# Revenue Evaluation

How to evaluate the most potential subject  
in the future?

Revenue Evaluation =

$$\frac{\text{rating} * \text{price} * \text{number of} \\ \text{subscriber} * \text{content} \\ \text{duration} * 0.63}{}$$

---

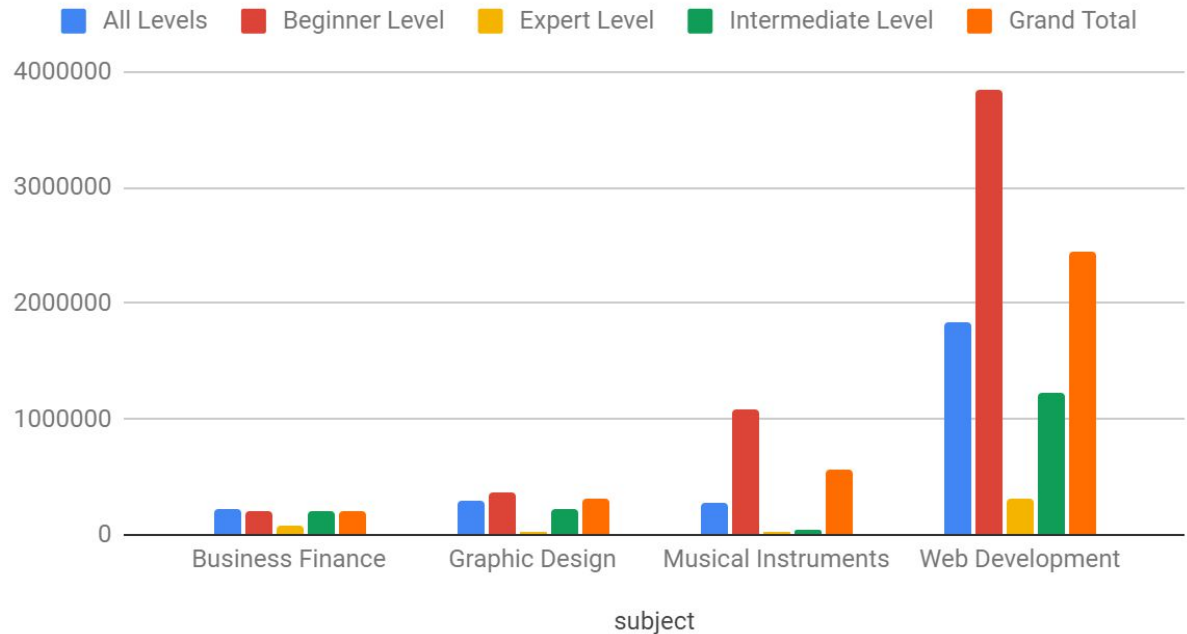
# Revenue Evaluation

- **Rating :**  
The higher the rating value the higher the possibility of being higher future value can be
- **Price\* number of subscribers:**  
it present the current sale
- **content\_duration:**  
The longer the content\_duration is the more subscription fee can be charged. It means the longer the more sale can be.
- **number of lecture:**  
The more lectures are the more costs may cause, so we put this as a denominator.
- **\*0.63:**  
Because the Udemy share certain 63% revenue with most of instructor so the cost for the company only affected by sale value, so timed 0.63 in the end.

## Facts from the Revenue Evaluation chart

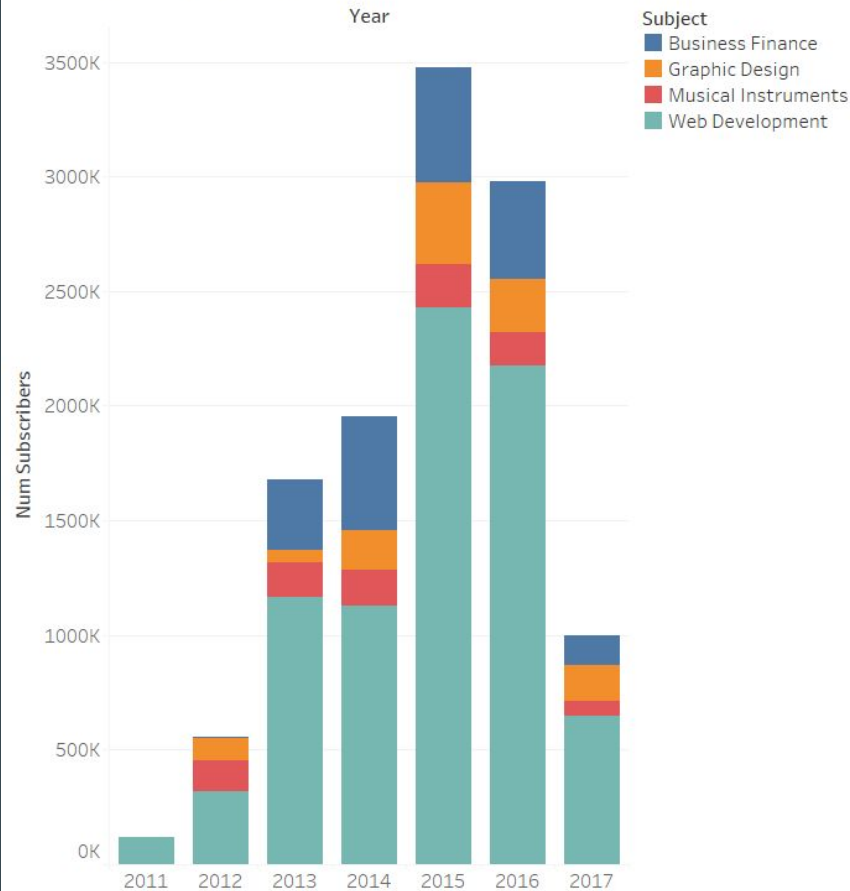
1. Web Development may bring the most Revenue in the future.
2. Beginner level course may bring more revenue than the other level courses.
3. Expert level may bring the least in Web development subject.

Average of Revenue Evaluation per level for each subject



**Problems  
in the analysis we found**

## Decreasing Subscribers



Sum of Num Subscribers for each Year. Color shows details about Subject.

### Problem:

**All the subjects having less subscribers.**

In the big market we learned that the business is growing however Udemy is getting less subscribers.

The increasing revenue objection need to be predicted more accurate with marketing analysis, competitor analysis and customer feedback analysis.

# Summary

- In the historical data, web development subject is the most profitable subject.
- The needs of learning web development is growing.
- Need to find the root reason of why the subscribers number is decreasing.