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INTRODUCTION

This project involves the analysis of educational courses of Educative, an educational tech company using excel and power BI. The company aims to understand where opportunities lie to increase revenue and also track performances of courses the sell for the next quarter of the year. The main attributes of the data include the course titles, URL, prices, number of subscribers, reviews, lectures, level, ratings, content duration, subjects, and published date.

DESIGN AND CLEANING OF DATA

The data was cleaned using excel. Excel is popular for data cleaning due to its user-friendly interface and basic functions like FIND and REPLACE. It offers filtering, sorting, and data validation tools for easy identification and correction of errors. Excel's formula capabilities enable custom calculations, and PivotTables aid in data summarization and analysis. It's effective for handling missing data and allows for easy splitting and merging of cells. Steps in cleaning educative data:

i.   Loaded four datasets into excel

ii.   Convert data into table using Ctrl +T

iii.   Removed duplicates from the entire data table using: click Data > Data Tools > Remove Duplicates

iv.   Removed hidden duplicated rows with the same course id using: click Home > Conditional Formatting>Highlight Cell Rules>Duplicate Values.

v.   Removed rows with more null values

vi.   Renamed headers and also removed underscores

vii.   Used the Find and Replace function to make the Web Development subject consistent with other subjects. Use: CTRL + F > Replace.

viii.   Removed blanks from "subject" column by deselecting all subjects except blanks, then delete the rows.

ANALYSIS

Total subscribers per subject

subject	number of subscribers
Business Finance	1,868,711
Graphic Design	1,063,148
Musical Instruments	846,689
Web Development	7,937,287
Grand Total	**11,715,835**
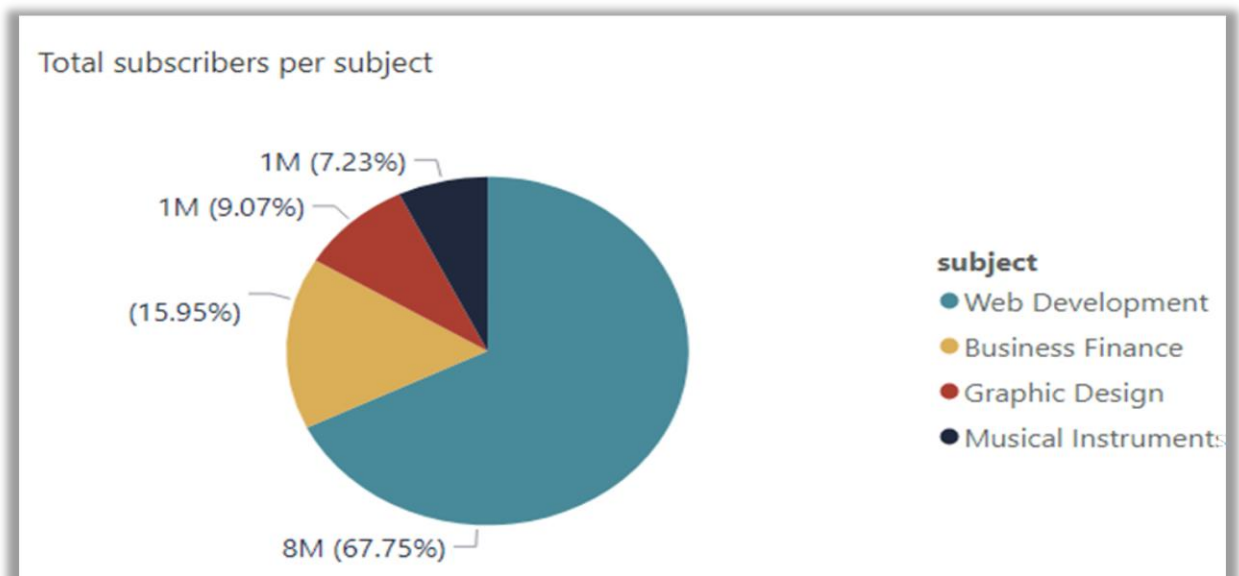
Total Courses per subject

subject	Total courses
Business Finance	1191
Graphic Design	602
Musical Instruments	680
Web Development	1199
Grand Total	**3672**

Total courses per subject

1199	Web Development
1191	Business Finance
680	Musical Instruments
602	Graphic Design
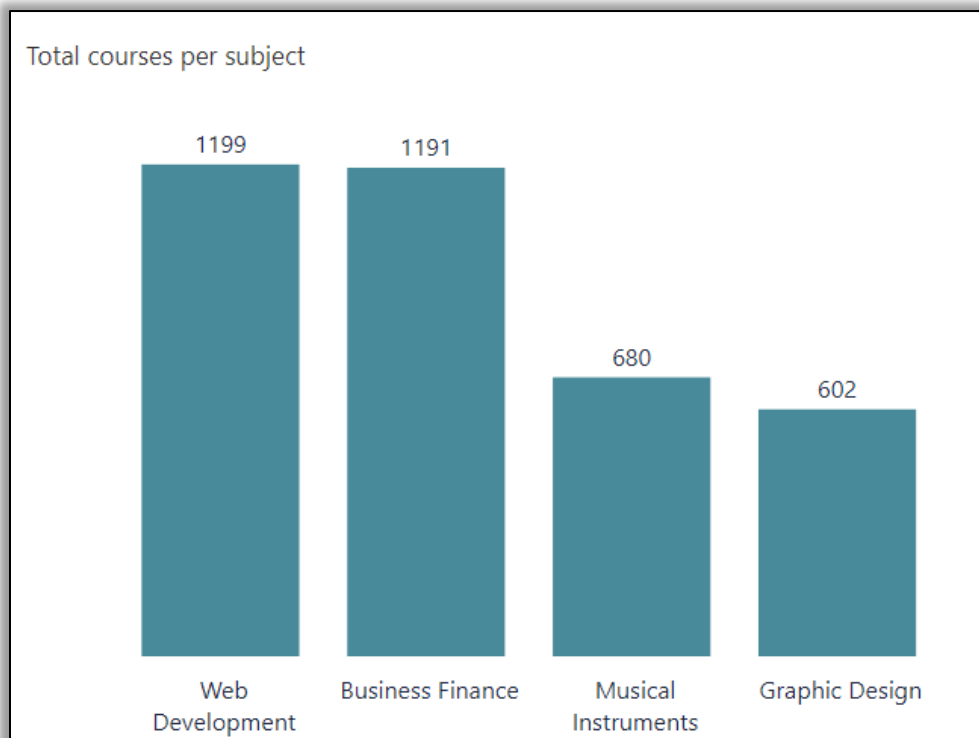
Total number of free and paid courses

Free or Paid	Count of course title
Free	310
Paid	3362
Grand Total	**3672**

Count and Percentage of courses as Free or Paid

310 (8.44%)

Free or Paid
- Paid
- Free

3362 (91.56%)
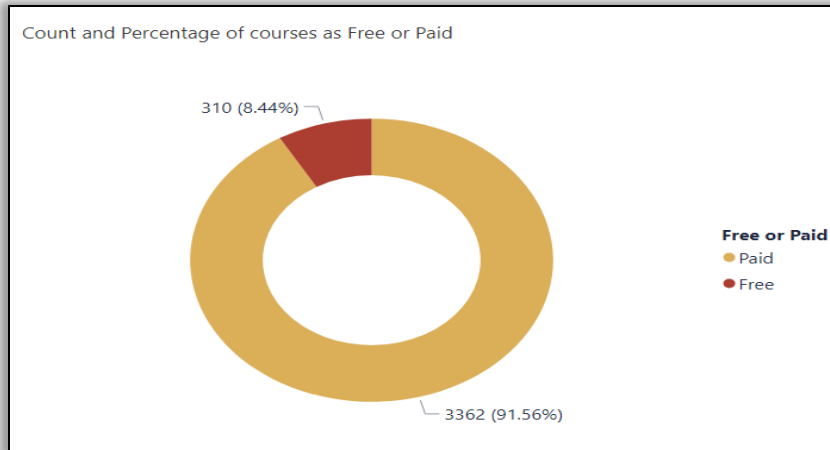
Total Sales per Subject

subject	Total Sales
Musical Instruments	$53,359,055
Graphic Design	$76,983,170
Business Finance	$123,735,315
Web Development	$627,597,400
Grand Total	$881,674,940

Total Sales by subject

Web Development	$628M
Business Finance	$124M
Graphic Design	$77M
Musical Instruments	$53M
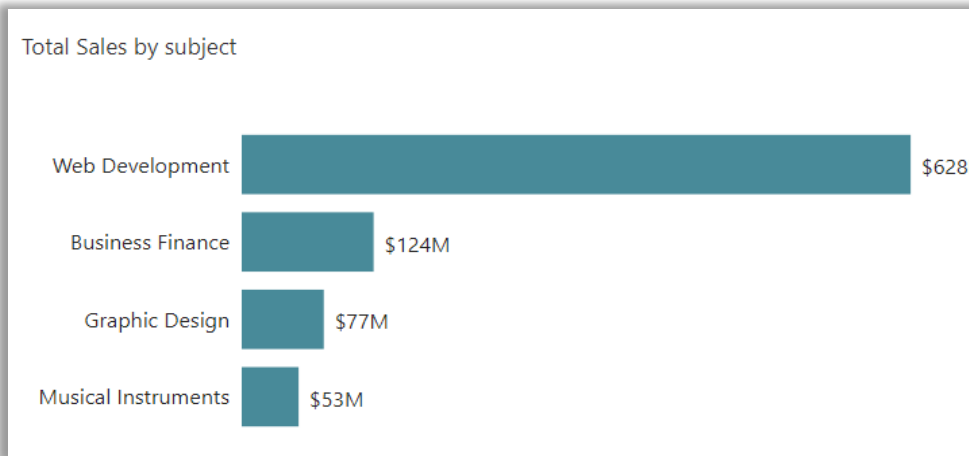
Total sales per level

level	Sum of Total Sales
All Levels	$439,666,210
Beginner Level	$340,861,680
Expert Level	$8,610,755
Intermediate Level	$92,536,295
Grand Total	$881,674,940

Total Sales by level

Level	Sales
All Levels	$440M
Beginner Level	$341M
Intermediate Level	$93M
Expert Level	$9M
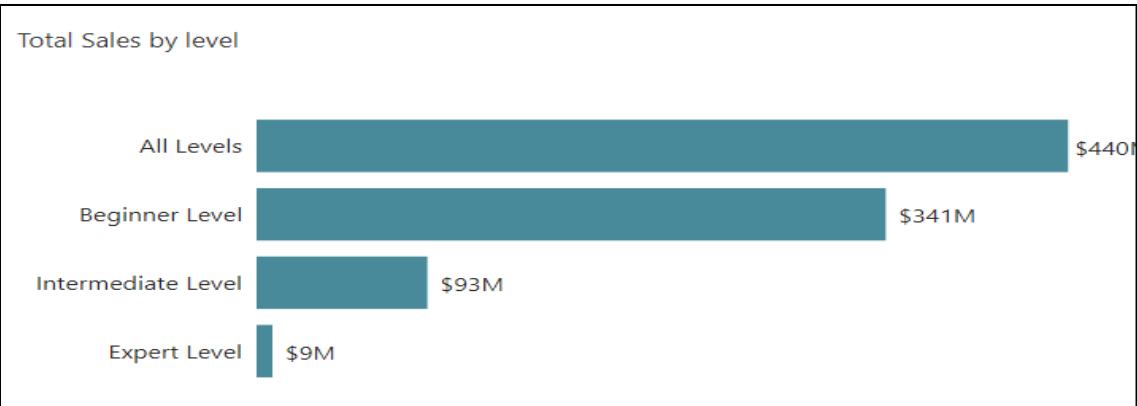
Correlation between number of subscribers and content duration

content duration, number of subscribers
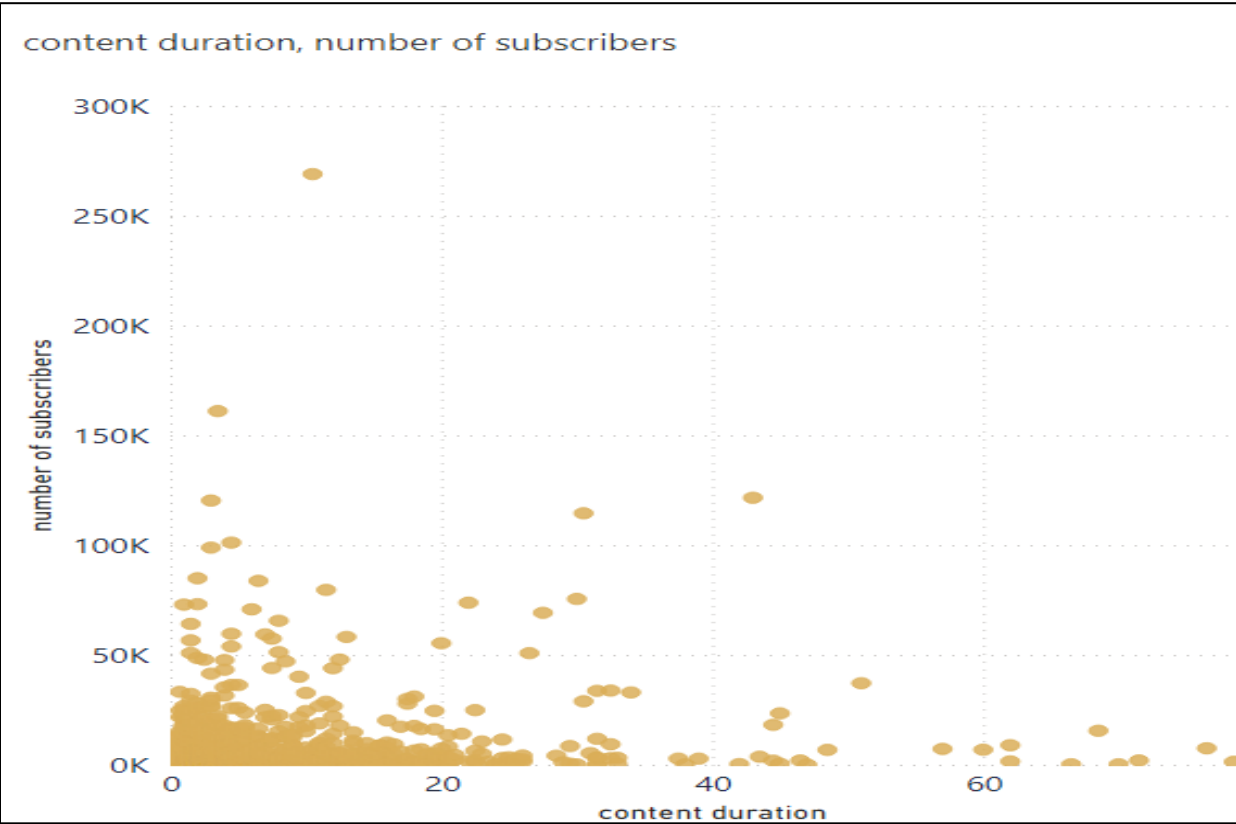
FINDINGS

After analyzing the data in power BI and excel, the following key findings were obtained:

i.   Web development has the highest number of subscribers: 7,937,287.

ii.   Web development has the highest total sales of $627,597,400.

iii.   The top ten selling courses were web development courses except for a piano for all course.

iv.   The highest total sales generated by level was the beginner level and All levels, with each bringing an amount of $340,861,680 and $439,666,210 across all subjects.

v.   The courses with less than or equal to 20 course duration time had more subscribers.

vi.   Courses with number of lectures less than 200 have the highest prices

CONCLUSIONS AND RECOMMENDATIONS

The findings confirm that web development courses generate more revenue than any other subject as suggested by Head of Curriculum. To increase sales for the next quarter, I recommend the following strategies be put in place to increase revenue across board:

i.   Develop more beginner and All level courses for all subjects to generate more sales.

ii.   Develop more courses with course duration time of 20 hours or less.

iii.   Revise and add a payment plan to the highly subscribed and in demand courses free courses