

ONLINE COURSES IN UDEMY

Insights from Udemy Course Data

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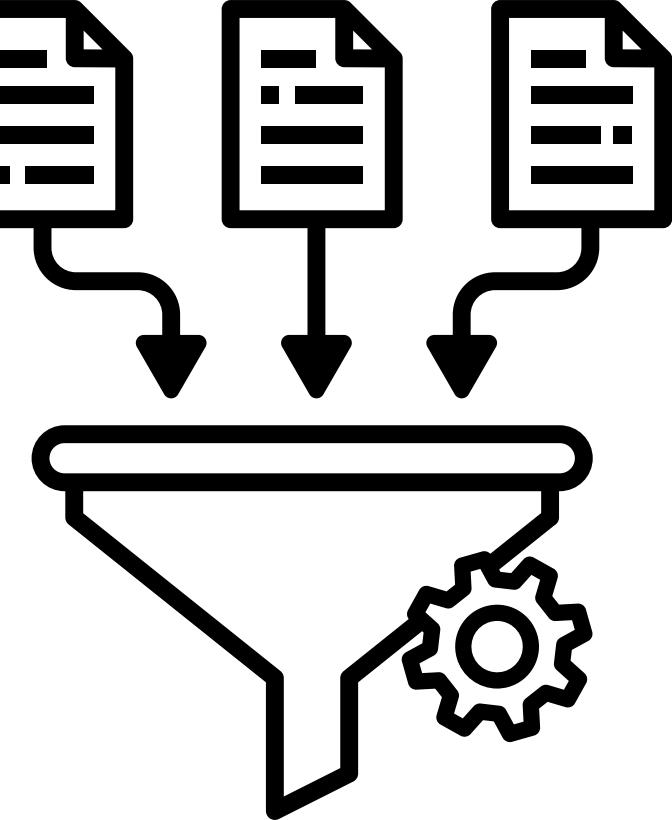
Introduction

UDEMY PLATFORM



- Global online learning and teaching platform that offers a vast array of courses across various subjects.
- Founded in 2010, Udemy connects learners with educators from around the world, providing a platform where users can access high-quality educational content at their own pace.

DATA DESCRIPTION



Course Information

- Course ID
- Course Title
- Course URL
- Whether the course is free or paid
- Course Price
- Course Difficulty (expert, intermediate, beginner, all levels)
- Course Subject (web development, business/finance, graphic design, musical instruments)

Course Metrics

- Course ID
- # Number of Subscribers
- # Number of Reviews
- # Number of Lectures
- Course Duration
- Published Timestamp

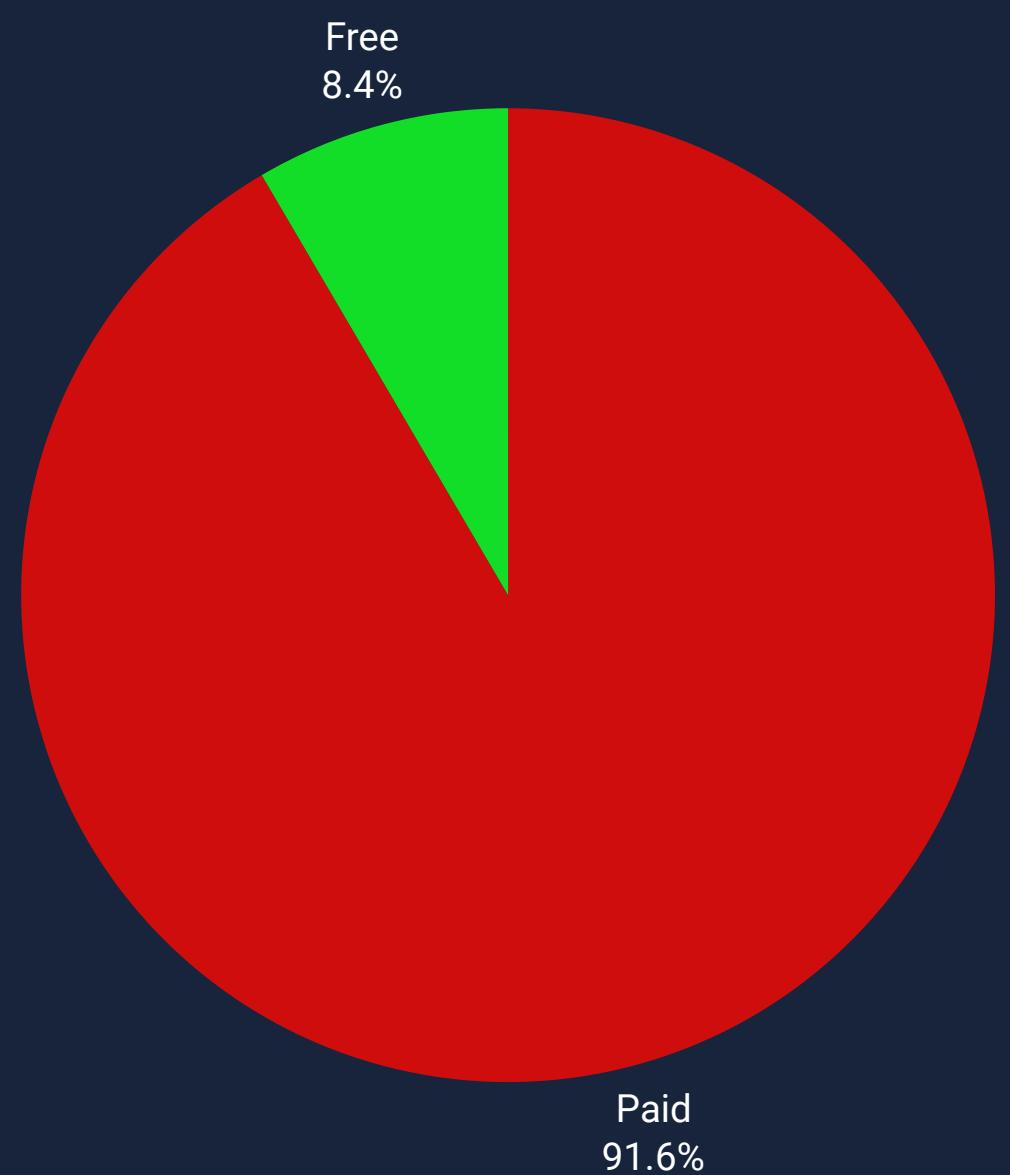
HYPOTHESIS

- 1) FREE COURSES TEND TO HAVE MORE SUBSCRIBER COUNTS COMPARED TO PAID COURSES.
- 2) WEB DEVELOPMENT COURSES ARE THE MOST EXPENSIVE.
- 3) COURSES WITH HIGHER DIFFICULTY LEVELS HAVE LONGER CONTENT DURATION.
- 4) CORRELATION BETWEEN COURSE DURATION AND NUMBER OF LECTURES.

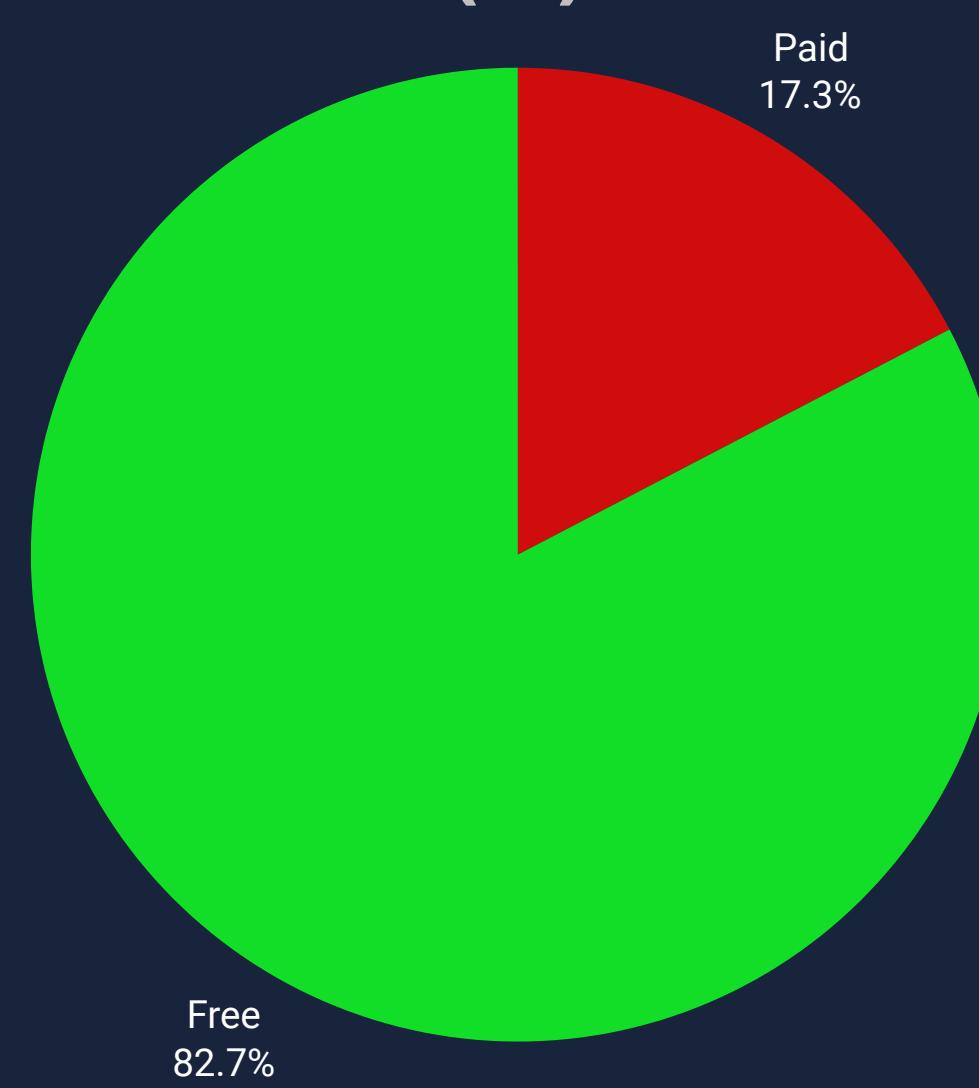


Paid or Free ?

Paid And Free courses (%)

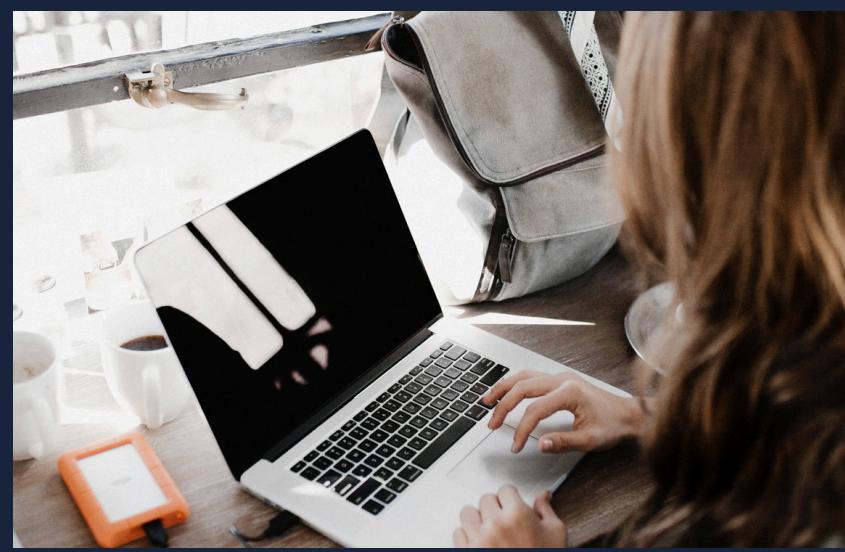
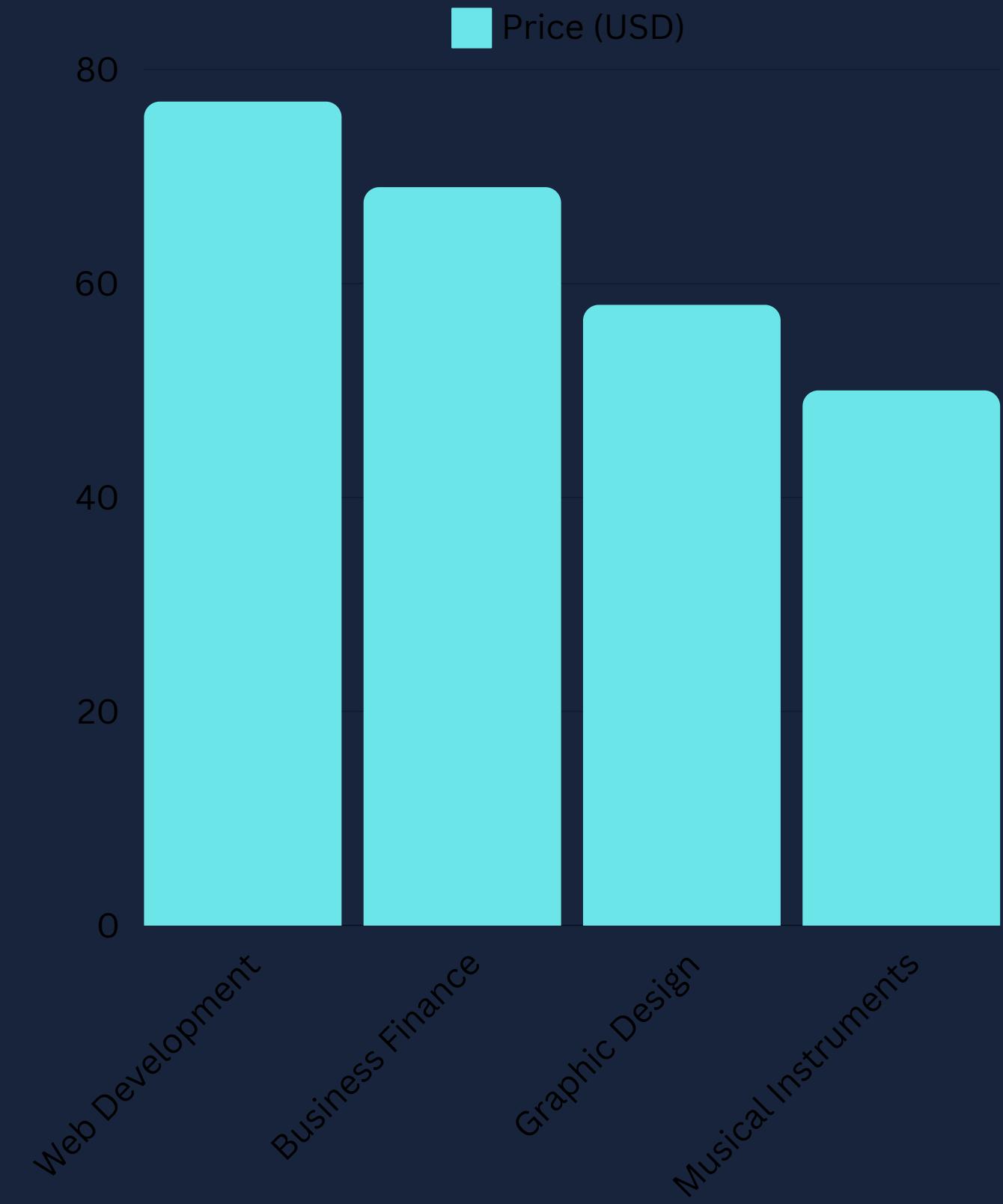


Subscribers to Paid And Free Courses (%)



RESULTS

Course price by subject



Top 5 Most Subscribed Courses

[SUBSCRIBE](#)

Subject	Total Subscribes	Subject
Learn HTML5 Programming From Scratch	268,923	Web Development
Coding for Entrepreneurs Basic	161,029	Web Development
The Web Developer Bootcamp	121,584	Web Development
Build Your First Website in 1 Week with HTML5 and CSS3	120,291	Web Development
The Complete Web Developer Course 2.0	114,512	Web Development

Most Subscribed Courses For Each Subject

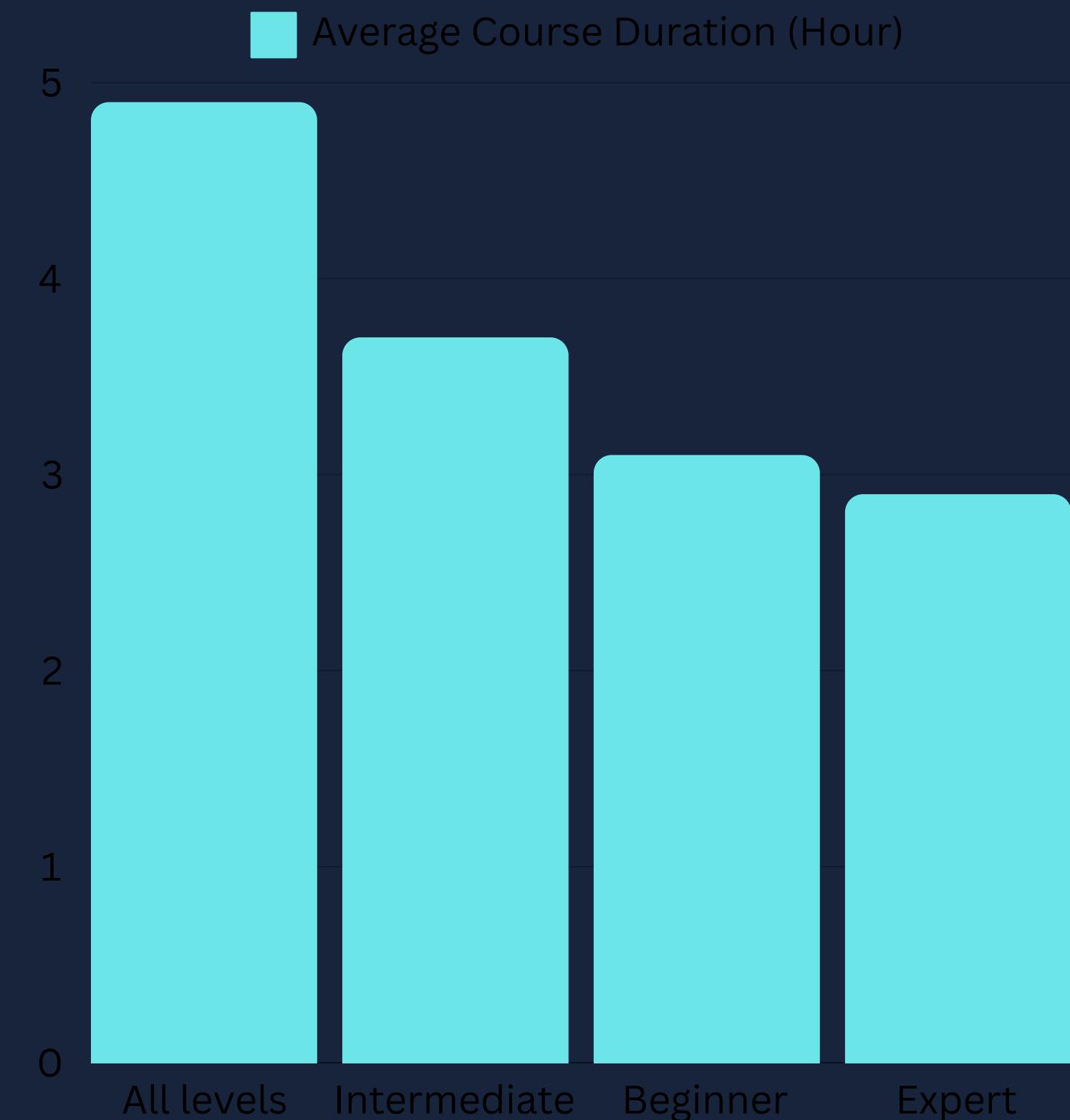
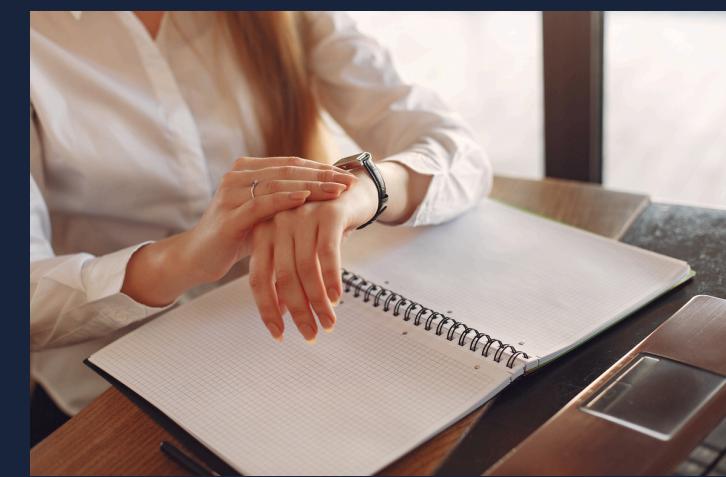


SUBSCRIBE

Subject	Total Subscribers	Subject
Learn HTML5 Programming From Scratch	268,923	Web Development
Bitcoin or How I Learned to Stop Worrying and Love Crypto	65,576	Business/Finance
Photoshop In-Depth: Master all of Photoshop's Tools Easily	53,851	Graphic Design
Free Beginner Electric Guitar Lessons	101,154	Musical Instruments

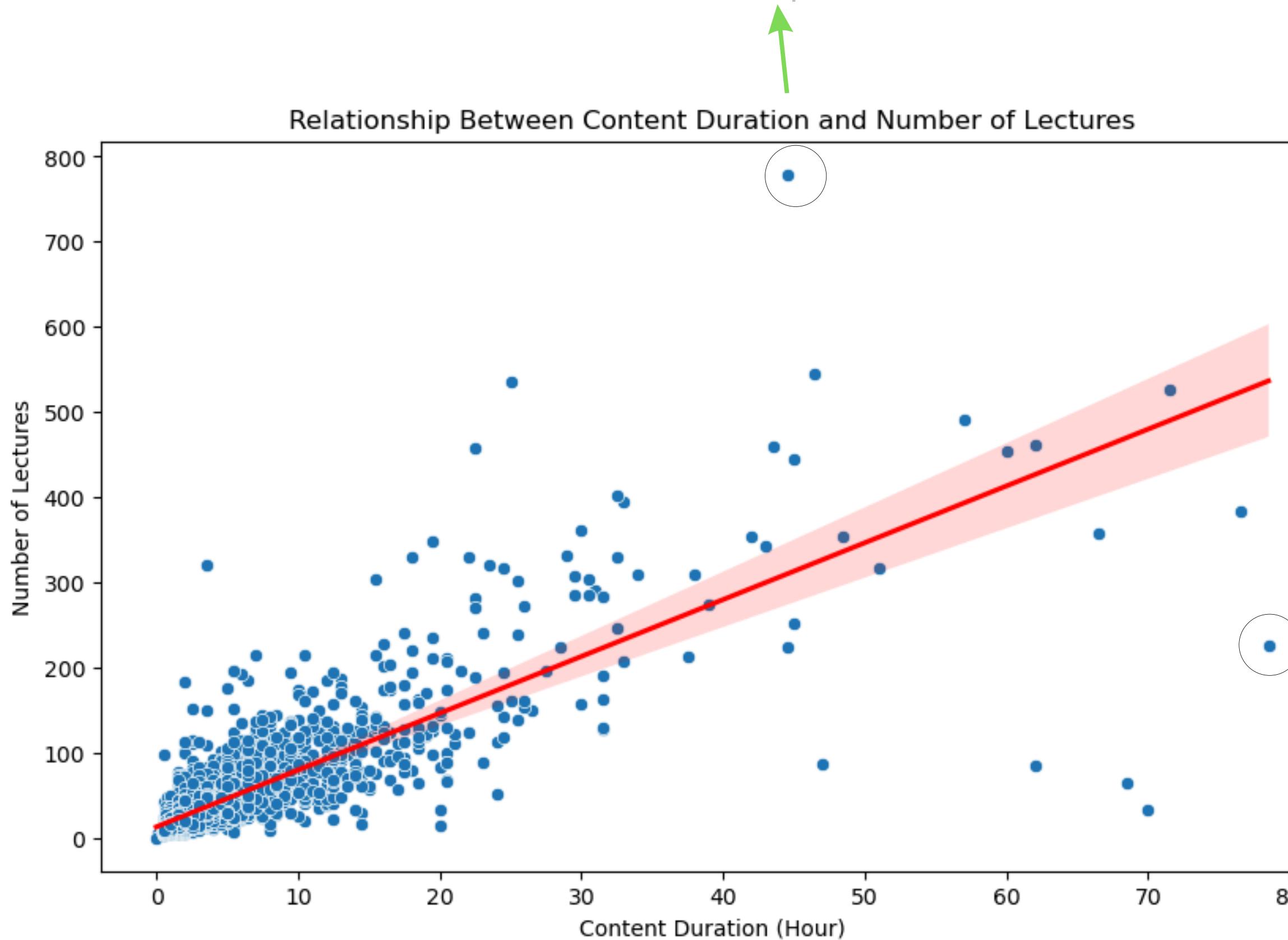
RESULTS

Course Duration by Difficulty



Back to School Web Development and Programming Bundle -

Web Development 779 lectures



The Complete Figure Drawing
Course HD - Graphic Design
78.5H

Pearson correlation coefficient: 0.80

KEY FINDINGS

- Free courses have more subscribers compared to paid courses.
- Web development courses are the most expensive.
- Courses with higher difficulty levels have lower course duration.
- There is a correlation between course duration and number of lectures.





THANK YOU