

# UDEMY COURSE ANALYSIS SUMMARY



## UDEMY COURSE PERFORMANCE DASHBOARD

2011 2012 2013 2014 2015 2016 2017

Total Revenue  
\$884.98M

Total Courses  
4K

Total Lectures  
148K

Total Subscribers  
12M

Paid Courses  
3K

Free Courses  
310

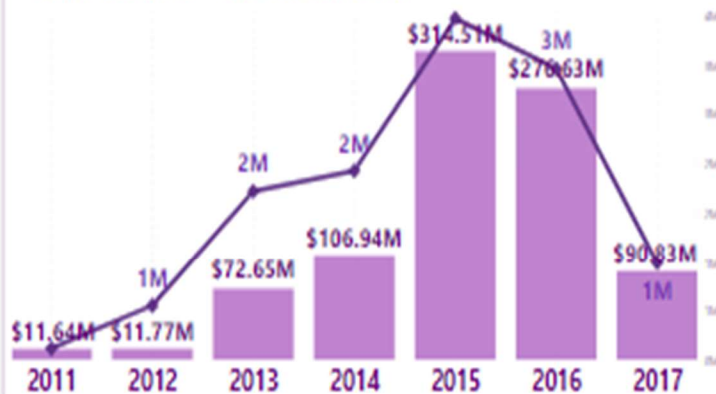
Distinct Subjects  
4

Rating Score



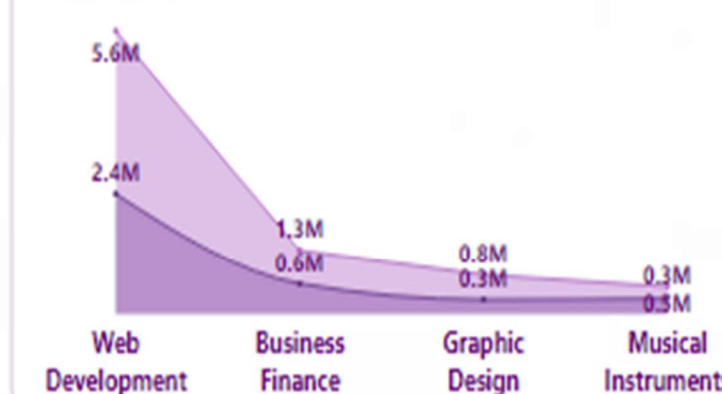
### Revenue & Subscribers Trend Over Time

● Total Revenue ● Total Subscribers



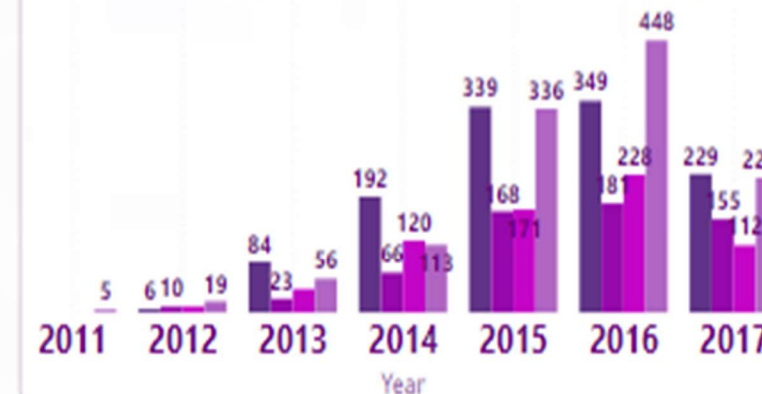
### Subscribers Distribution by Course Subject

● FREE ● PAID



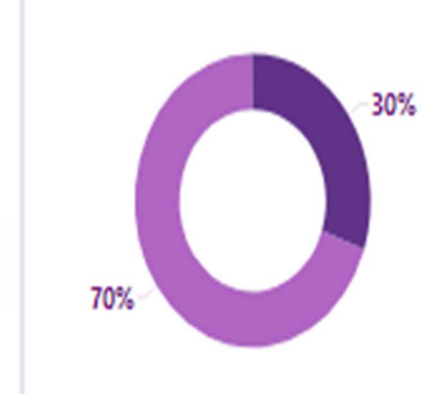
### Yearly Course Leaders: Subject Categories

● Business Finance ● Graphic Design ● Musical Instruments ● Web Development



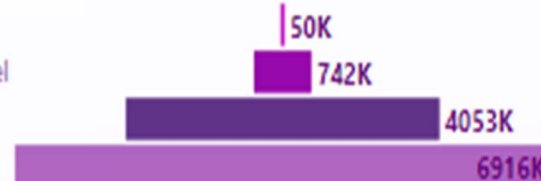
### Subscriptions by users

Users ● PAID ● FREE



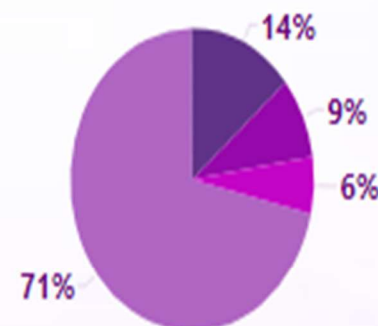
### Subscribers by Course Level

Expert Level  
Intermediate Level  
Beginner Level  
All Levels



### Revenue Distribution by Course Subject

subject  
● Web Development  
● Business Finance  
● Graphic Design  
● Musical Instruments



### Course Performances

course_title	Total Subscribers	Total Revenue	Average review
The Web Developer Bootcamp	121584	\$2,43,16,800....	27,445.00
The Complete Web Developer Course 2.0	114512	\$2,29,02,400....	22,412.00
Angular 4 (formerly Angular 2) - The Complete Gui...	73783	\$1,40,18,770....	19,649.00
JavaScript: Understanding the Weird Parts	79612	\$1,39,32,100....	16,976.00
Modern React with Redux	50815	\$91,46,700.00	15,117.00
Total	11761156	\$88,49,82,39...	156.09

## Overall Insights:

- "Web Development" and "Business Finance" are the most prominent subject categories on Udemy, with a high number of distinct courses and significant revenue generation.
- "Web Development" courses attract the highest average number of subscribers per course, indicating strong user engagement and demand for web development-related content.
- Paid courses significantly outnumber free courses, suggesting a preference for paid content among Udemy users.
- "Business Finance" courses receive the highest average review rating, indicating high-quality content and positive learner feedback.
- "All Levels" courses are the most common difficulty level, catering to learners with diverse skill levels and preferences.
- "Business Finance" consistently leads in courses published annually, indicating sustained interest and demand over the years.
- The top 10 courses meeting specific criteria demonstrate substantial subscriber engagement and potential revenue generation opportunities.
- Course prices are distributed across different ranges, with the majority falling within the 0-50 and 51-100 price brackets, reflecting affordability and accessibility.