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**PROJECT DESCRIPTION**

The background of this project is that I am a Data Analyst working for the education tech company, Educative. I have been asked by my manager, Head of Curriculum at Educative, to present the data on course revenue, and I have been provided with data on courses from different topics to understand where opportunities to increase revenue may lie and track the performance of courses.

My manager has suggested encouraging Web Development courses to charge more, because she believes that these are the most popular courses. She needs to send a report to the CEO in the next three weeks on how they will increase their next quarter earnings.

The business problem is centered around optimizing course revenue for Educative.

**DESIGN**

**1.1** I combined the raw data on the various courses and began to do some data cleaning. I employed the use of Microsoft Excel for cleaning the data since it is an effective tool for that.

The following are some of the cleanings I conducted:

\*Removed duplicates.

\*Removed blank cells that wouldn’t affect the data in any way.

\*Created proper headers for some columns.

\*Used the “Find and Replace” tool to replace the subject title for Web Development.

**1.2** I created visualizations in Microsoft Excel and in Microsoft Power BI because that is the preference of the CEO and they are very easy to work with. The charts mainly used here were pie charts, column and bar charts, and area charts.

**FINDINGS**

***Table1. Total Subscribers per Subject***

|  |  |
| --- | --- |
| **Subject** | **Total Subscribers** |
| Web Development | 7,937,287 |
| Business Finance | 1,868,711 |
| Graphic Design | 1,063,148 |
| Musical Instruments | 846,689 |
| **Grand Total** | **11,715,835** |

***Table2. Average Cost of Subjects per Level***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Average Cost** | **Column Labels** |  |  |  |  |
| **Subject** | **All Levels** | **Beginner Level** | **Expert Level** | **Intermediate Level** | **Grand Total** |
| Web Development | $74.55 | $78.83 | $67.14 | $84.25 | $77.04 |
| Business Finance | $70.20 | $68.73 | $65.80 | $62.01 | $68.69 |
| Graphic Design | $62.12 | $50.68 | $28.57 | $59.41 | $57.89 |
| Musical Instruments | $49.58 | $48.98 | $48.33 | $51.60 | $49.56 |
| **Grand Total** | **$66.75** | **$65.31** | **$58.02** | **$66.64** | **$66.10** |

***Table3. Average Rating for Subjects per Level***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Average Rating** | **Column Labels** |  |  |  |  |
| **Subject** | **All Levels** | **Beginner Level** | **Expert Level** | **Intermediate Level** | **Grand Total** |
| Graphic Design | 0.73 | 0.73 | 0.88 | 0.72 | 0.73 |
| Business Finance | 0.69 | 0.69 | 0.70 | 0.70 | 0.69 |
| Web Development | 0.65 | 0.63 | 0.50 | 0.67 | 0.64 |
| Musical Instruments | 0.31 | 0.31 | 0.30 | 0.28 | 0.31 |
| **Grand Total** | **0.62** | **0.60** | **0.59** | **0.62** | **0.61** |

**DIAGRAMS**

**Fig 1**.

**Fig 2**.

**Fig 3.**

**ANALYSIS**

**Findings:**

**Subscribers:**

* Web Development courses have the highest total number of subscribers, indicating a strong demand for it.
* Business Finance closely follows Web Development in terms of total subscribers.
* Web Development courses have the highest average number of subscribers, indicating sustained interest and engagement.
* Graphic Design closely follows Web Development in terms of average subscribers.

**Pricing and Revenue:**

* Web Development has the highest prices among the courses, with Business Finance following closely.
* The combination of high prices and a large subscriber base positions Web Development as a significant revenue generator.

**Course Ratings:**

* Graphic Design courses have the highest ratings, suggesting a high level of satisfaction among learners.
* Business Finance closely follows Graphic Design in terms of ratings.

**Recommendations:**

* Given the popularity and revenue potential of Web Development courses, consider a strategic price adjustment to maximize earnings while ensuring competitiveness.
* Expand the Graphic Design course portfolio with advanced or specialized topics to maintain high ratings and attract more subscribers.
* Research and explore emerging topics to diversify our course offerings and tap into new markets.
* Allocate resources to targeted marketing campaigns for Business Finance courses to attract a broader audience.

**CONCLUSION**

The data-driven insights presented in this report provide a solid foundation for strategic decision-making to enhance revenue growth. By capitalizing on the popularity and pricing potential of Web Development, strategically marketing Business Finance, expanding Graphic Design offerings, and exploring new course topics, Educative can position itself for a successful next quarter.

This report is intended to guide future strategies, and I am available for any further analysis or clarification needed.