EDUCATION TECH COMPANY DATA ANALYSIS REPORT.

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BACKGROUND

This analysis was done for an Education Tech Company and we sought to track the performance of each course we've rolled out and also find opportunities in these courses that we were offering out in order to maximize revenue**.**

The data contains information about the 3676 courses the company has rolled out over the years. The information contained in are the titles of the courses, the subjects under which the topics fall, the number of subscribers we've had for each course, the number of reviews on each topic, the number of lectures, what level the course falls under, the rating, the duration of the course, the day and time the course was published and whether it's a free or paid course.

This data was made of four individual data gathered from multiple sources with for each subject (web development, musical instruments, graphic design and business finance).

DATA CONSOLIDATION

I uploaded the data on the same sheet in Microsoft Excel using the combine and load.

DATA CLEANING

At this stage, I checked the quality of my data and this I did by looking out for duplicates, removing blank cells, ensuring proper formatting of headers and also finding misspelt values and replacing them with the correct spellings. These were all done in Microsoft excel.

DESIGN

After going through the data to understand and study the relationships between the values, I went ahead to create visuals that I felt were interesting and would better convey and help me the tell a good story. The tools used were pie chart, bar chart, column chart in both Excel and Power Bi and line graph and cards in Power Bi.

FINDINGS

From the analysis, these are the insights I came up with:
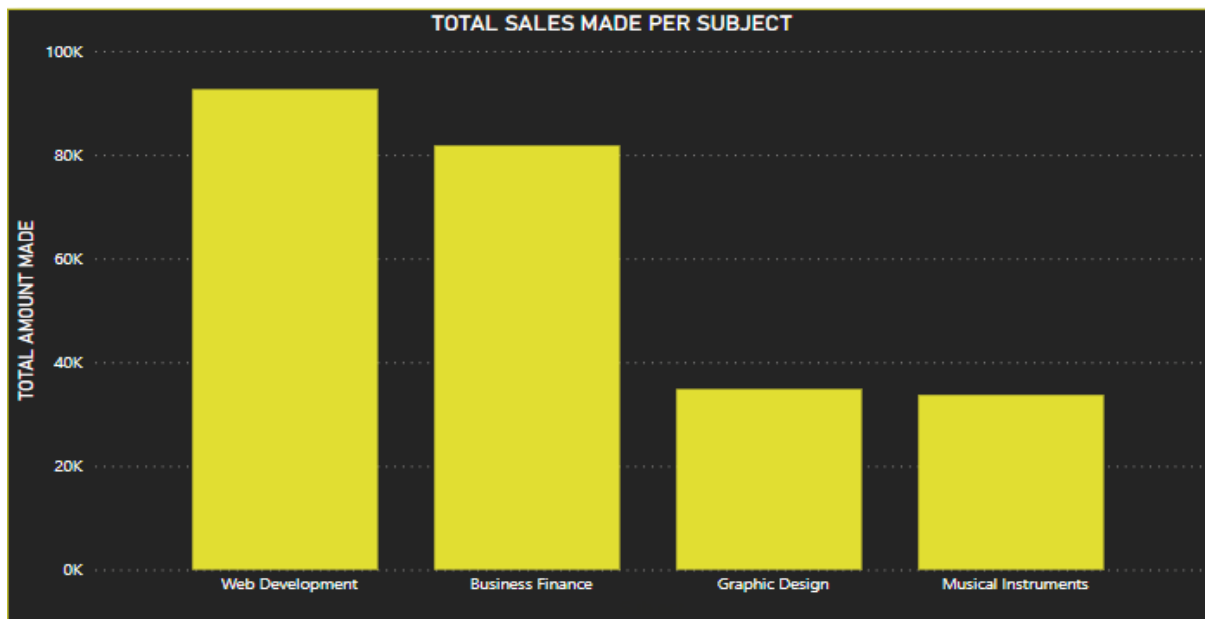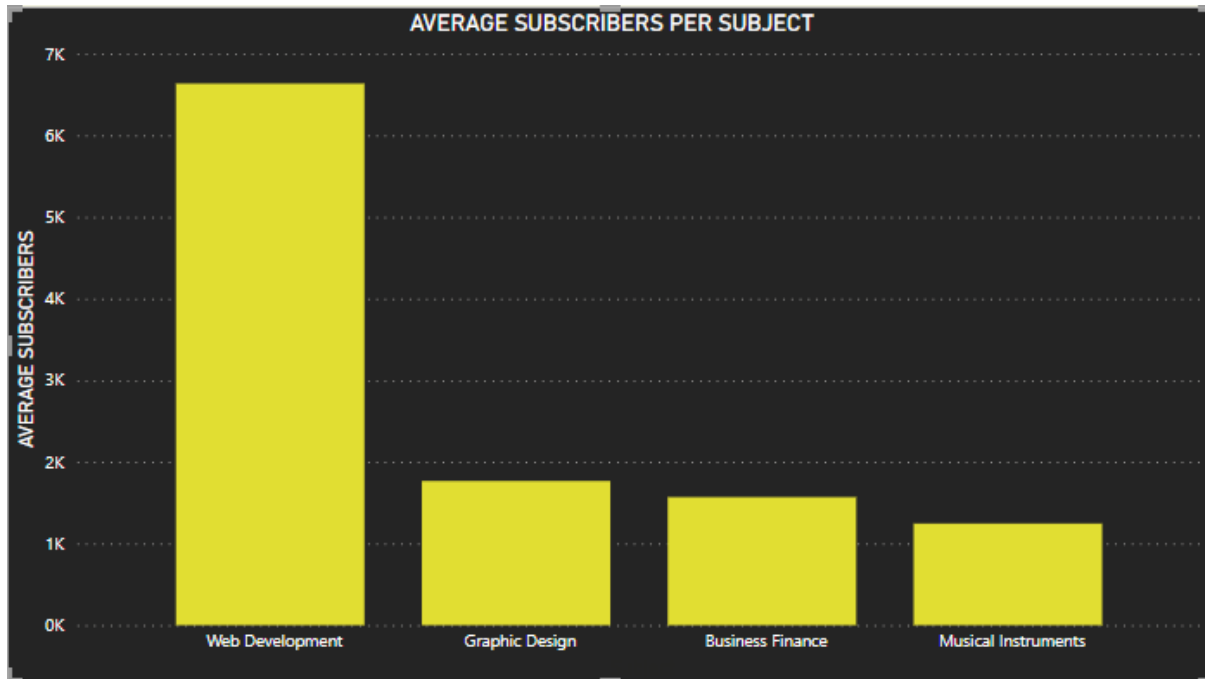
1. 70% of the top 20 courses are all under the web development subject. There are 3676 courses in all and 1203 all fall under the web development subject, with the second highest being business development.
2. It has also generated the company a revenue of about 92,675 Dollars.
3. The web development course has the highest number of subscribers and also generates the highest revenue even though it is one of the courses with low rating and long a duration.
4. All-levels has the highest number of subscribers and lectures in the level category across all subjects.

CONCLUSION

More courses in web development at the all-levels level should be rolled out in order to give subscribers more variety. With the recent revolution in technology, people are seeking to gain tech skills and that accounts for its dominance.

With the all-levels category leading in all subjects means subscribers want to have an all-round knowledge by subscribing to only one course. When courses are being rolled, that level category should be given priority.

If management intends to roll out more courses in other subjects, business finance should be given a look at.