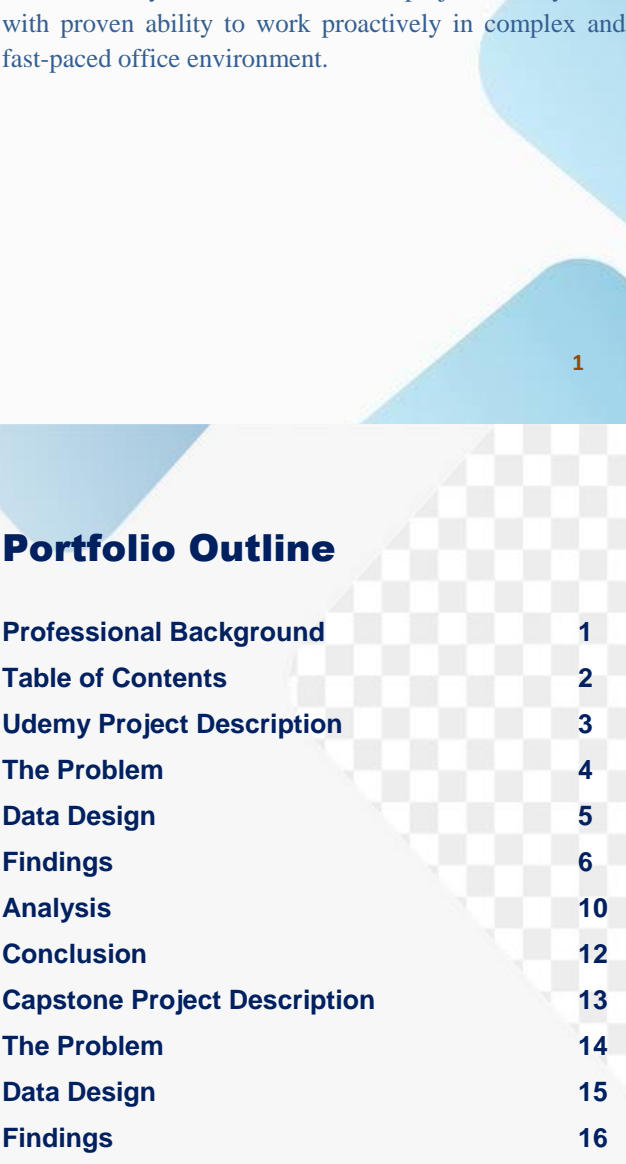
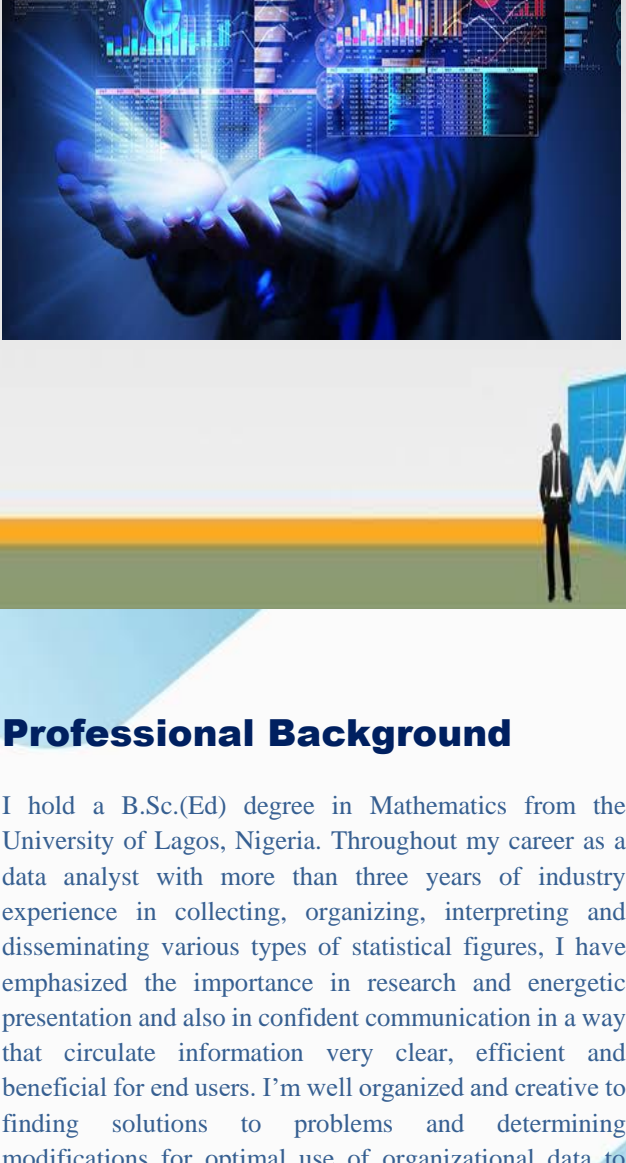


# DATA ANALYSIS PORTFOLIO

PREPARED BY: NKEONYE EMERALD UGOCHUKWU



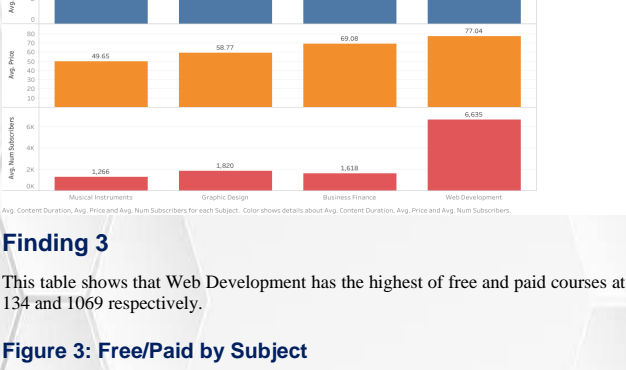
## Professional Background

I hold a B.Sc.(Ed) degree in Mathematics from the University of Lagos, Nigeria. Throughout my career as a data analyst, with more than three years of industry experience in collecting, organizing, interpreting and disseminating various types of statistical figures, I have emphasized the importance in research and energetic presentation and also in confident communication in a way that circulate information very clear, efficient and beneficial for end users. I'm well organized and creative to finding solutions to problems and determining modifications for optimal use of organizational data to drive successful business solutions. I enjoy working collaboratively but can also run with projects on my own, with proven ability to work proactively in complex and fast-paced office environment.



## Portfolio Outline

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## Udemy Project Description

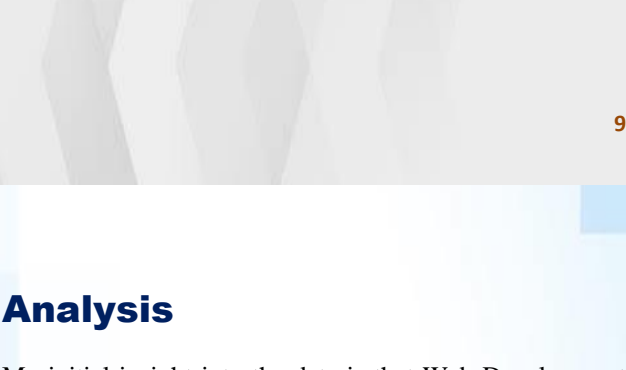
- As a data analyst for Udemy, I was tasked by my finance manager and senior leadership team to present data on course revenue in order to understand and identify opportunities to increase revenue and improve the company's business model, monitor the performance of the various courses, and identify the top twenty most popular courses.

### Methodology

- I investigated Udemy consumer subscription trends in four (4) different subject areas. Using Google Sheets, the data was cleaned up of duplicates, blank cells were removed, and inconsistent data was corrected. To build the necessary charts and visuals, Google Sheets and Tableau were used to evaluate the clean data. The study's objectives are to pinpoint potential chances for revenue growth and monitor performance in the areas of web development, graphic design, business finance, and musical instruments.

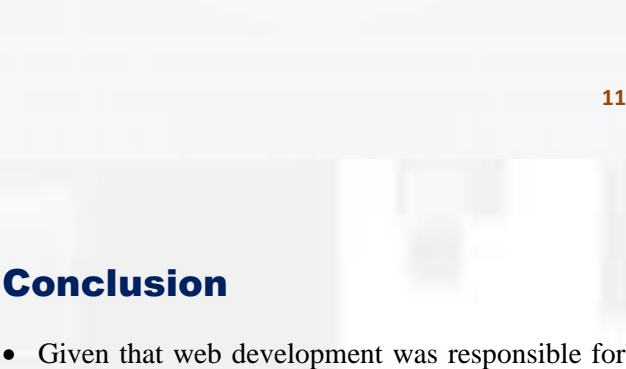
### Result/Conclusion

- The provided data shows that web development is the most popular of all the subjects and also provided the highest revenue.
- Reduction of free web development most popular courses will further help drive up more revenue.
- Given that web development was the main source of most of the revenue, there may be opportunities to further boost revenue.



## The Problem

- The business problem is to analyze and measure the performance of different courses provided on the Udemy website, discover opportunities for additional revenue increase, and identify the top 20 most popular subject areas that members found interesting. The data analysis should be completed within three (3) weeks.
- Data from the following topics: Web Development, Graphic Design, Business Finance, and Musical Instruments will help in providing requisite information. To facilitate comprehension, the data is presented in descriptive, tabular, and visual formats.
- The analysis seeks to understand the subject with the largest number of subscribers, the subject with the highest average content duration, price, and number of students, the subject with the highest free and paid courses, the level with the highest average price of web development courses, the subject with the highest top 20 most popular courses, and if content duration impact the price of courses.



## Data Design

I investigated Udemy consumer subscription trends in four (4) different subject areas. Using Google Sheets, the data was cleaned up of duplicates, blank cells were removed, and inconsistent data was corrected. To build the necessary charts and visuals, Google Sheets and Tableau were used to analyze the clean data.

The study's objectives are to pinpoint potential chances for revenue growth and monitor performance in the areas of Web Development, Graphic Design, Business Finance, and Musical Instruments.

According to the findings, Web Development has the highest income and outperformed the other subject areas.

I used Tableau to visualize the data since it is better suited to managing large data sets and can provide a more detailed analysis.



## Findings

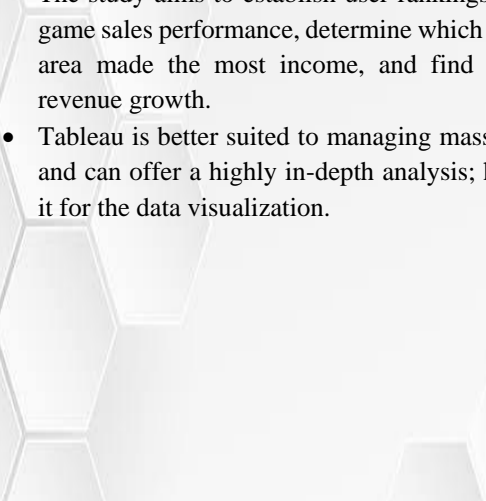
### Finding 1

Table 1: Total Subscriptions by Subject

According to the provided data on the different course titles, the largest percentage (67.9%) of the subscribers enrolled in Web Development. The total number of subscribers is 57,931,955.

subject	SUM of num_subscribers
Business Finance	1868711
Graphic Design	1063148
Musical Instruments	846689
Web Development	7981935
Grand Total	11760483

Figure 1: Total Subscribers by Subject



### Finding 2

The result of the analysis revealed that Web Development has the highest average content duration, price, and number of students.

Figure 2: Average Content Duration/Price/Number of Students by Subject



### Finding 3

This table shows that Web Development has the highest of free and paid courses at 134 and 1069 respectively.

Figure 3: Free/Paid by Subject



### Finding 4

The analysis showed that the Intermediate Level has the highest average price of Web Development Course compared to the other Levels.

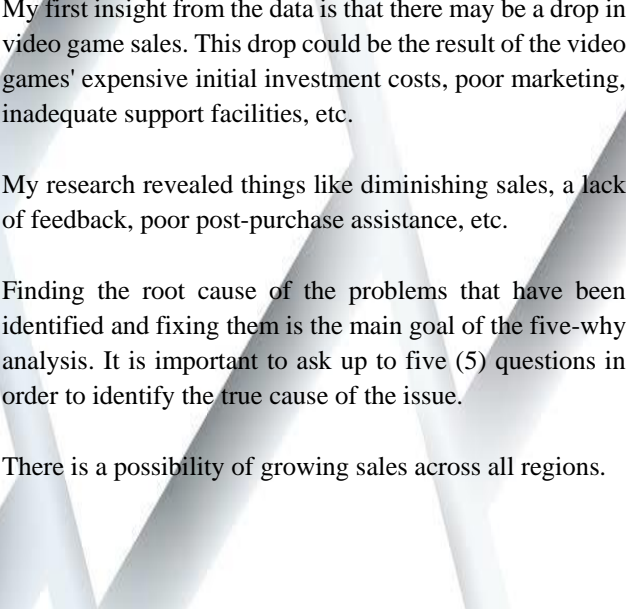
Figure 4: Average Price of Web Development by Levels



### Finding 5

The result of the analysis shows that the top twenty most popular courses were subjects for are the Web Development Courses compared to the other subjects.

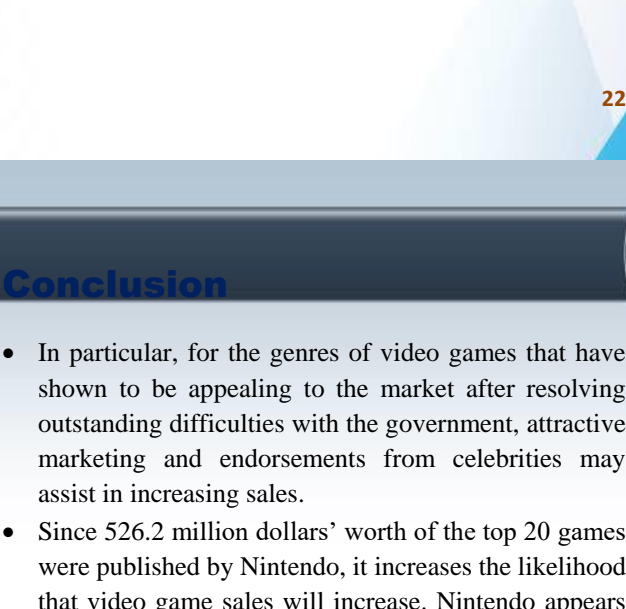
Figure 5: Top 20 Most Popular Courses by Subscribers



### Finding 6

The analysis showed that based on the trend, content duration do not have any effect or impact on the price of any course.

Figure 6: Content Duration by Price



## Analysis

My initial insight into the data is that Web Development would have the highest number of subscribers among the different subjects being studied because it is the most popular of all the subject areas.

My inferences include a likely decrease in revenue because most of the top Web Development courses were offered for free, and more advanced level Web Development courses had higher prices, which discouraged subscribers from enrolling in additional Web Development courses.

The goal of the 5 why analysis is to identify and fix the root cause of the identified problems. The number of questions asked allowed for the identification of the root cause of the observed problem.

According to the findings of the investigation, there is a chance to grow sales in various subject areas.



## Analysis

### Whys Analysis



## Conclusion

- Given that web development was responsible for the majority of revenue generated, there are possible prospects to grow revenue even higher.
- It may be necessary to calculate the total profit in relation to the number of subscribers enrolled in the various subjects.
- Reducing the most popular free web development courses will help increase revenue.
- According to the data supplied, web development is the most popular of all subjects and also generates the most revenue.

