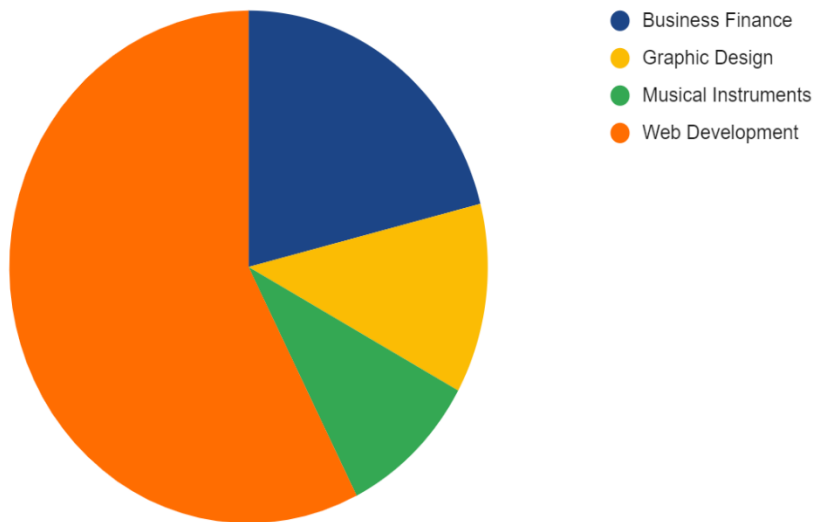


## REPORT ON ANALYSIS

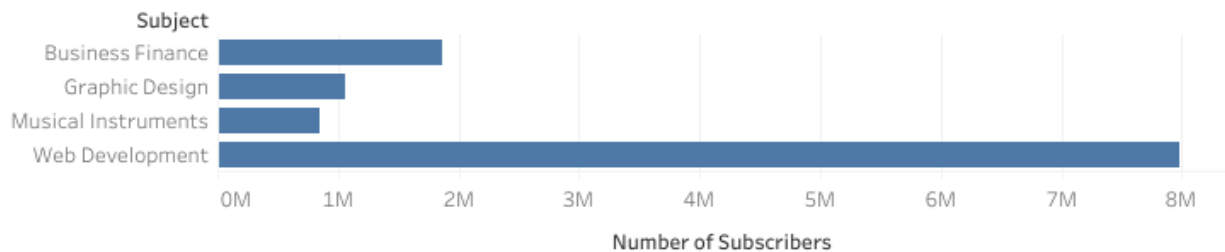
### DATA

subject	Total_number_of_subscribers
Business Finance	1868711
Graphic Design	1063148
Musical Instruments	846689
Web Development	5103950
<b>Grand Total</b>	<b>8882498</b>

Total\_number\_of\_subscribers for each subject



Total number of subscribers



From the above table, Web Development has the largest number of 5,103,950 subscribers which is 57% of total Udemy subscribers.

There are several reasons why Web Development has the largest number of subscribers on Udemy:

1. High demand: Web development is a highly sought-after skill in today's job market, and many people are looking to learn it to advance their careers or start their own businesses.
2. Wide range of topics: Web development covers a broad range of topics, including HTML, CSS, JavaScript, PHP, and many others. This means that there are a lot of different courses available on Udemy that cater to different skill levels and interests.
3. Easy accessibility: Udemy provides a convenient and accessible platform for people to learn web development from anywhere in the world. This makes it an attractive option for people who may not have access to traditional in-person courses or training.

To increase earnings over the next quarter by increasing subscription prices, Udemy could consider the following strategies:

1. Conduct market research: Udemy could conduct market research to determine how much people are willing to pay for their courses. This information can be used to set prices that are reasonable and competitive.
2. Create premium content: Udemy could create premium content for its web development courses that offer more in-offertraining, personalized coaching, or other value-added features. This can justify a higher subscription price.
3. Offer bundled packages: Udemy could offer bundled packages that include multiple web development courses or courses in related fields. This can provide more value for subscribers and justify a higher subscription price.

4. Provide discounts and promotions: Udemy could provide discounts and promotions to attract new subscribers and encourage existing subscribers to renew their subscriptions. This can help offset any potential price increases and keep subscribers engaged with the platform.