Udemy Data Analysis

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Project Description:

- *To better understand the pricing and subscriptions data of Udemy courses (for four different subjects) and identifying trends and patterns*

- *This will help us to:*

  - *Identify for which subject more courses should be created*
  - *Create targeted strategies to increase the company revenue*

Key questions:

1. What are the total numbers of subscribers in each subject?
2. How does the average content duration/price/number of students vary across different subjects?
3. How many courses are free and paid for each subject?
4. What is the average price of web development courses at different levels?
5. What are the 20 most popular courses? Also, include the following information:
   - Their level
   - Whether they are free or paid
   - Whether any are free beginner courses,
   - and the duration of the courses.
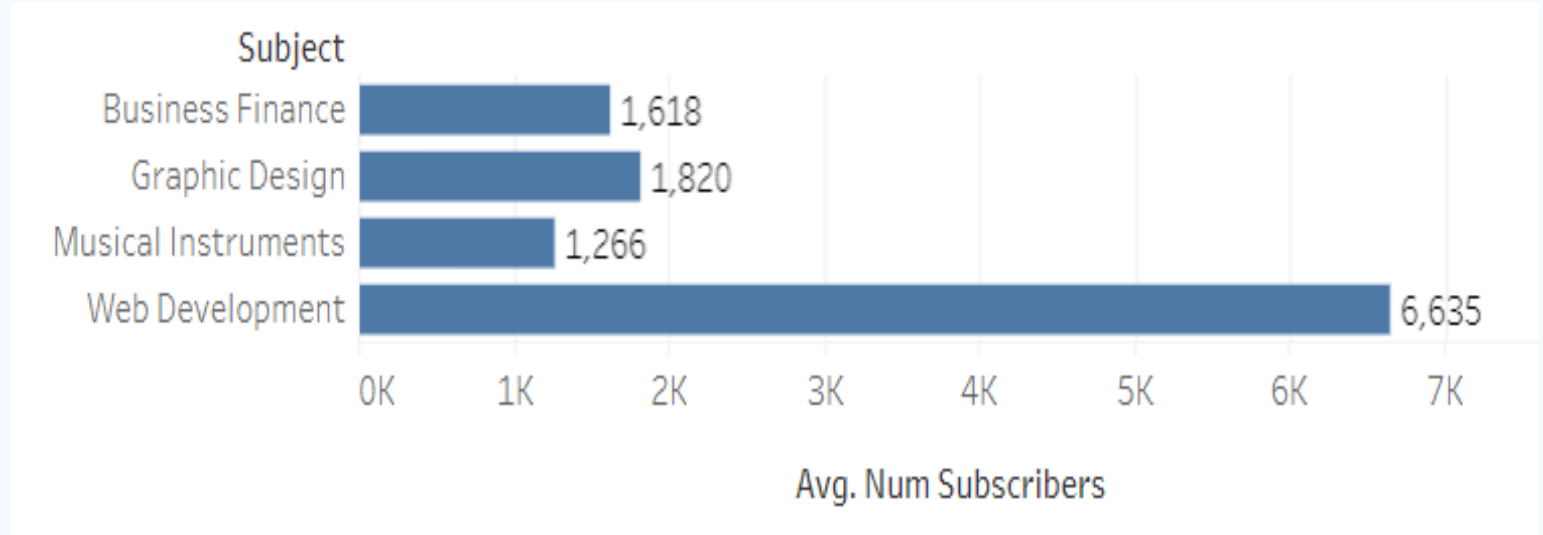6. Does content duration impact the price of the course?
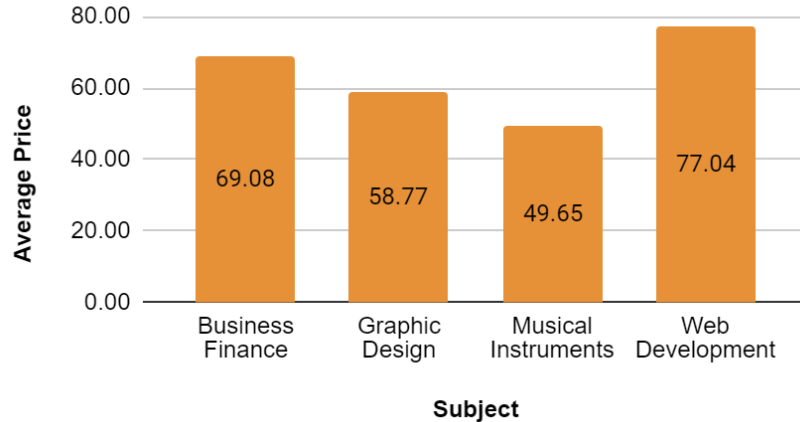
Findings & Insights

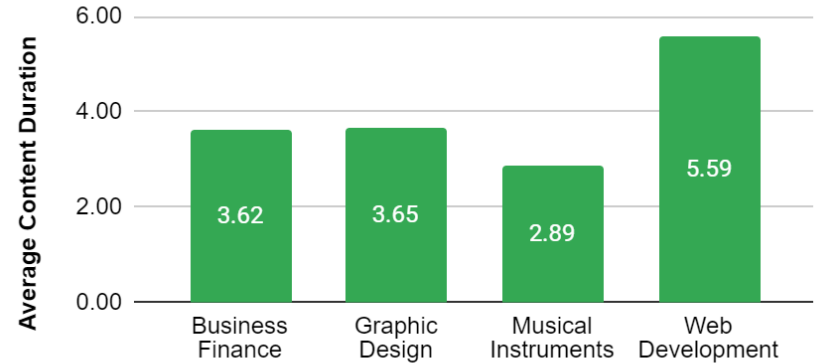# 1. What are the total numbers of subscribers in each subject?

2. How does the average content duration/price/number of students vary across different subjects?

Average Price

Subject	Average Price
Business Finance	69.08
Graphic Design	58.77
Musical Instruments	49.65
Web Development	77.04

Content Duration

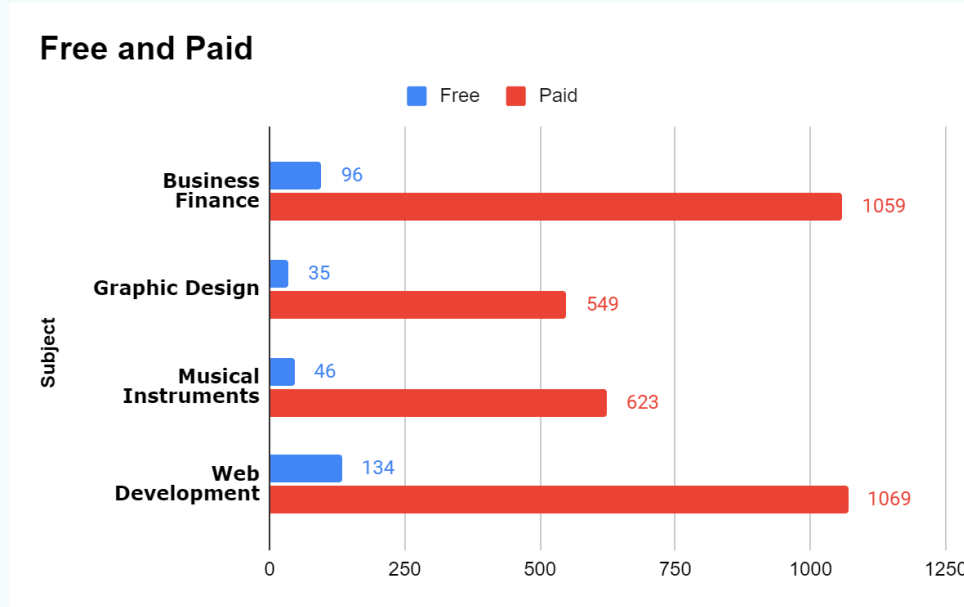| Subject	Average Content Duration
Business Finance	3.62
Graphic Design	3.65
Musical Instruments	2.89
Web Development	5.59

- The average of students in Web Development courses is high
- There are detailed sessions for Web Development to tailor the approach for students at different levels
- Due to an in-demand subject, the Web Development courses are much expensive on an average

3. How many courses are free and paid for each subject?

Free and Paid

Free ■ Paid ■

Subject

Business Finance — Free: 96, Paid: 1059

Graphic Design — Free: 35, Paid: 549

Musical Instruments — Free: 46, Paid: 623

Web Development — Free: 134, Paid: 1069

(x-axis: 0, 250, 500, 750, 1000, 1250)

The chart indicates that web development courses have the highest number of paid offerings, closely followed by business finance. Additionally, web development courses also lead in the number of free offerings

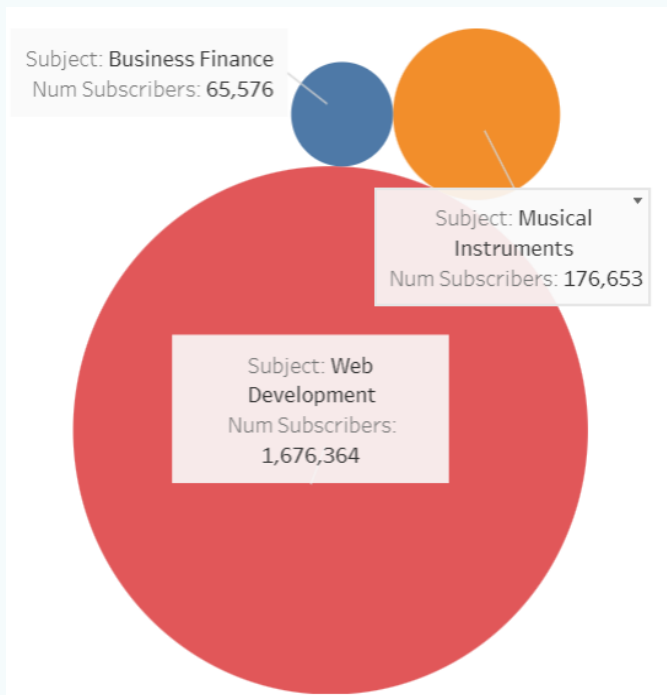# 4. What is the average price of web development courses at different levels?
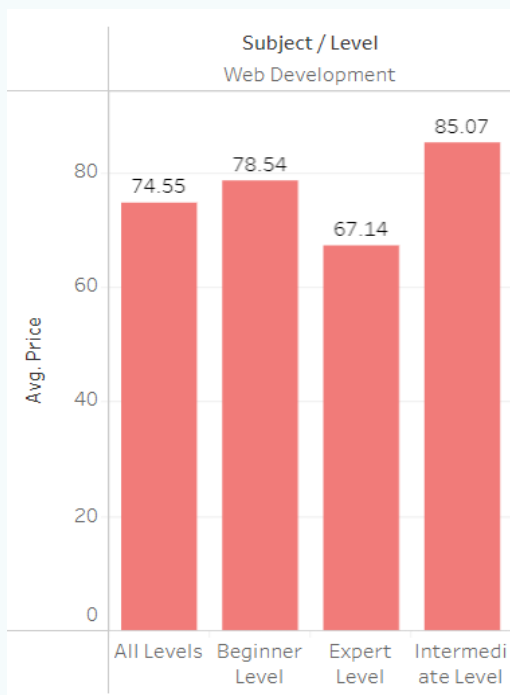
1. **Intermediate Level**: Highest average price at $85.07, indicating strong perceived value for learners with some prior knowledge.

2. **Advanced Level**: Lower average price at $67.14, suggesting competitive pricing or a smaller target audience.

3. **Beginner Level**: Average price at $78.54, reflecting high demand for foundational courses.

Overall Average: The average price across all levels is $74.55.

In summary, intermediate courses are priced the highest, likely due to their high value perception. Advanced courses are priced lower, possibly due to market competition or a smaller user base. Beginner courses are also priced relatively high due to significant demand

5. What are the 20 most popular courses?

Subject: **Business Finance**
Num Subscribers: 65,576

Subject: **Musical Instruments**
Num Subscribers: 176,653

Subject: **Web Development**
Num Subscribers: 1,676,364

My key findings:

1. **Web Development**: Dominates the chart with over 1,600,000 subscribers, showcasing its popularity across both paid and free courses. This indicates a strong demand for web development skills at all levels—beginner, intermediate, and advanced.

2. **Musical Instruments**: Secures the second spot with 170,000+ participants. This suggests a significant interest in learning musical instruments, though the participation is considerably lower than web development.

3. **Business Finance**: Has the lowest participation among the top 20, with only 65,000+ subscribers. Despite being a critical skill area, it appears to attract fewer learners compared to the other subjects.

Overall, the data highlights web development as the most sought-after subject on Udemy, followed by musical instruments and business finance. This distribution of popularity spans various course levels, reflecting the broad appeal and necessity of these skills.

# 5. What are the 20 most popular courses?

Top 20 Courses against subscribers

Free or Paid	Course Title	Subject	Level	Num Subscribers
Free	Beginner Photoshop to HTML5 and CSS3	Web Development	All Levels	73,110
	Bitcoin or How I Learned to Stop Worrying and Love Crypto	Business Finance	All Levels	65,576
	Build Your First Website in 1 Week with HTML5 and CSS3	Web Development	All Levels	120,291
	Free Beginner Electric Guitar Lessons	Musical Instruments	All Levels	101,154
	HTML and CSS for Beginners - Build a Website & Launch ONLINE	Web Development	All Levels	70,773
	Learn Responsive Web Development from Scratch	Web Development	All Levels	59,639
	Web Design for Web Developers: Build Beautiful Websites!	Web Development	All Levels	98,867
	Web Development By Doing: HTML / CSS From Scratch	Web Development	All Levels	72,932
	Learn HTML5 Programming From Scratch	Web Development	Beginner Level	268,923
	Quickstart AngularJS	Web Development	Beginner Level	64,128
	Coding for Entrepreneurs Basic	Web Development	Expert Level	161,029
	Practical PHP: Master the Basics and Code Dynamic Websites	Web Development	Intermediate Level	83,737
Paid	Become a Web Developer from Scratch	Web Development	All Levels	69,186
	JavaScript: Understanding the Weird Parts	Web Development	All Levels	79,612
	Learn Javascript & JQuery From Scratch	Web Development	All Levels	84,897
	Angular 4 (formerly Angular 2) - The Complete Guide	Web Development	Beginner Level	73,783
	Learn and Understand AngularJS	Web Development	Beginner Level	59,361
	Pianoforall - Incredible New Way To Learn Piano & Keyboard	Musical Instruments	Beginner Level	75,499
	The Complete Web Developer Course 2.0	Web Development	Beginner Level	114,512
	The Web Developer Bootcamp	Web Development	Beginner Level	121,584

Num Subscribers: 59,361 — 268,923

The accompanying table provides a detailed breakdown of the 20 most popular courses, categorized by their availability (free or paid), subject, course level, and number of subscribers. This visualization clearly shows which courses are free or paid, how they are distributed across different subjects and levels, and the subscriber count for each course. It effectively illustrates the relationship between course pricing, subject matter, and popularity, offering a comprehensive view of the most sought-after courses on Udemy

6. Does content duration impact the price of the course?
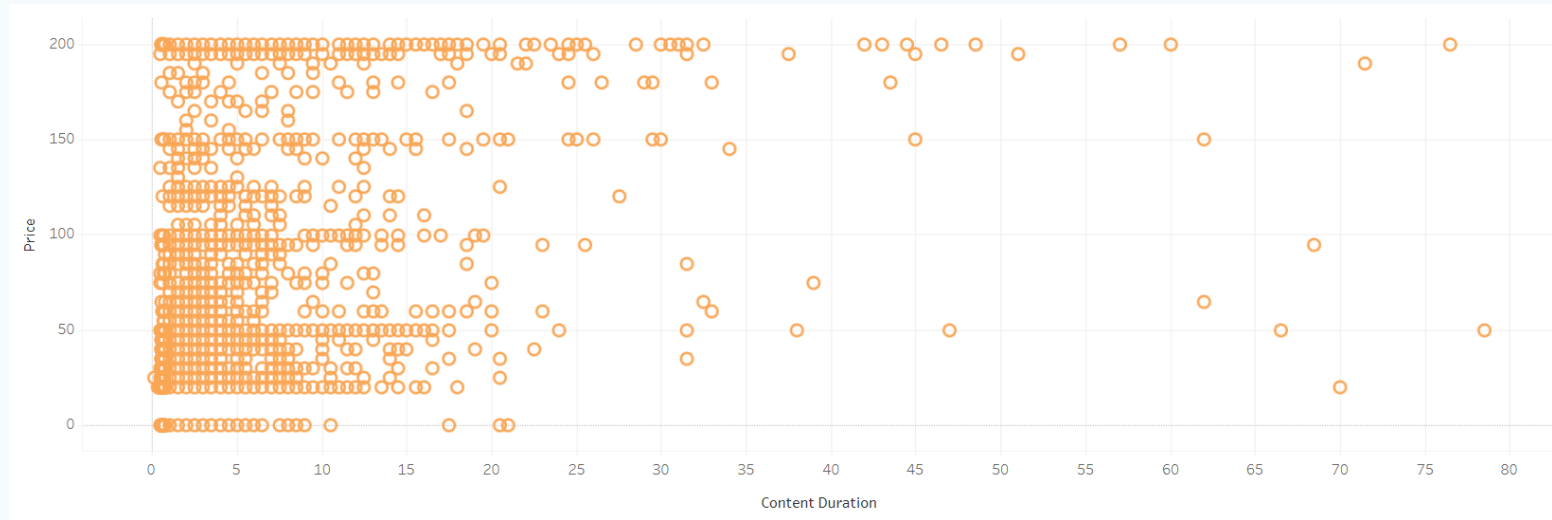
The analysis indicates that content duration does not significantly affect the price of courses. Despite varying lengths, course prices remain relatively consistent across different durations. This suggests that factors other than duration, such as course level, subject matter, and perceived value, play a more crucial role in determining the pricing of Udemy courses.

Summary

Summary of findings:

- **Top 5 courses:**

  - *Almost 68% of subscribers come from Web Development and the top 5 courses are for Web development as well*

- **Business Finance vs Web Development:**

  - *Business Finance and web development have almost equal number of total courses (1155 vs 1203), but web development course are almost 2x in content duration and have 4x the average subscribers*

- **Course Pricing:**

  - *Course pricing does not significantly impact the target audience within each subject area. Web development courses are the most profitable for Udemy, with an average price of $77.04, compared to business finance at $69.08, graphic design at $58.77, and musical instruments at $49.65. This indicates high demand and profitability for web development, while musical instruments courses have the lowest prices and likely the least participation.*

Actions & Recommendations

Recommended actions:

Product recommendations:

Musical Instruments:

➢ *Enhance Course Engagement:*
Encourage creators to develop courses with interactive elements like quizzes, assignments, and practical exercises. These activities help keep learners engaged and motivated throughout the course.

➢ *Diversify Course Content:*
Expand course offerings to cover a broader range of musical instruments, genres, and skill levels. This diversity attracts a wider audience and addresses niche interests within the musical community.

Graphic Design:

➢ *Expand Course Coverage:*
Offer comprehensive courses that span various aspects of graphic design, such as digital illustration, UI/UX design, branding, and more. Catering to different skill levels—from beginners to advanced professionals—ensures courses are accessible and valuable to a broader audience.

➢ *Optimize Course Quality:*
Ensure high-quality content with clear, visually appealing presentations and practical demonstrations. Incorporate real-world examples and case studies to illustrate concepts effectively.

Recommended actions:

Marketing Recommendations:

Targeted Marketing Efforts:
Redirect marketing and advertising efforts from the heavily subscribed web development courses to Musical Instruments and Graphic Design. Highlight the unique benefits and learning opportunities in these subjects to attract more participants.

Promotional Strategies:
Implement time-sensitive promotions and discounts to incentivize enrollment in Musical Instruments and Graphic Design courses. Bundling related courses or offering free introductory lessons can also encourage new sign-ups and increase course visibility.

SEO Optimization:
Optimize course titles, descriptions, and tags with relevant keywords specific to Graphic Design. This improves search engine visibility on Udemy and enhances the chances of attracting organic traffic from interested learners.

Thank you!