

UDEMY COURSES DATASET REPORT

Introduction

This document contains the analysis, insights, and recommendations obtained from the Power BI report using the Udemy courses dataset. The report visualizes some Udemy courses covering multiple dimensions such as number of subscribers, reviews, course price and whether free or paid.

Problems/ Questions

This report is aimed at answering the following questions:

1. What are the trends in courses subscription and which courses contribute the most revenue to Udemy?
2. Which subjects have generated the highest subscription and reviews?
3. What are the top 20 course titles by subscription?
4. Which payment metric (free or paid) generated most subscribers?

Insight and analysis

Subject Distribution: Visualized the distribution of courses across different subjects using bar and pie charts. **Paid vs. Free Courses:** Compared paid and free courses in terms of subscriber counts and other key metrics. This shows that Web development has the maximum number of subscribers and generated the highest revenue while Graphic Design has minimum subscribers. Also, among the paid courses HTML has maximum number of subscribers.

Content Analysis: Investigated courses with the highest lecture counts, exploring trends and patterns. **Course Levels:** Analysed top 20 course titles and their characteristics, providing insights into the structure and depth of available course titles.

In conclusion, Web development as a subject doing greatly well and therefore more course titles relating to web development should be design to meet the growing number of subscribers.