

## ENTRYLEVEL PORTFOLIO

### MODULE 2

Tracking courses performance on revenue generation and analyzing if charging more on popular courses would have a positive impact on Udemy revenue generation.

Understanding where opportunities to increase revenue may lie.

A period of one week would be needed to complete the first phase of this project and any additional observations would be forwarded in another one week.

In order to be able to analyze if charging more on popular courses would have a positive impact on Udemy revenue generation. The following Data would be needed for analysis.

1. Previous customer data- which should include characteristics of customers, historical purchase data, response of customers to previous satisfaction survey on the intended courses. Correlation between customer's satisfaction survey and subsequent purchase. Kindly include customer demographic data.
2. Historical price data – These should indicate the previous prices and charge and level of purchase, how likely are the customer to churn due to increase in the price of web development courses.
3. Churned data – kindly include churned data of previous courses whose price was once increase, what is the price index of other strong competitors and course quality rating by customers. Kindly include all other relevant data. You can provide this data in Excel or Csv format.

Kindly include the data of previous customer's satisfaction survey on the intended courses, customer's demography and Udemy price index, also include information about the cost of similar courses on competitor sites. All other needed information have been mention above.

Once you have been able to provide these data, we need to engineer features based on the quality of data obtained. The data would be analyzed for useful insight and a predictive model may be built for prescriptive purpose. The trend in the historical data would also be visualize using Tableau or Power BI.

The report from visualization and predictive machine learning model if necessary would help Udemy to make informed business decision as to if increasing the prices of popular courses would increase Udemy's Revenue or maintaining the price to draw more customers. Furthermore the analysis would facilitate the survey of business impact of the proposed increments and actionable insights.