

Udemy Online Courses Dashboard – Key Insights



Project Steps – Udemy Data Analysis

1. Data Acquisition

- Collected the Udemy dataset in **CSV format** as the raw source of information.

2. Data Loading & Preparation

- Imported the dataset into **Power Query** to begin the ETL (Extract, Transform, Load) process.
- Ensured proper column recognition and data type assignments.

3. Data Cleaning

- Removed duplicates, handled missing values, and standardized inconsistent fields.
- Reformatted numerical and categorical variables for consistency.
- Applied transformations to make the dataset analysis-ready.

4. Data Structuring

- Organized the dataset into a clean model suitable for **Power BI**.
- Created relationships and structured tables to support dashboard building.

5. KPI Development

- Defined and calculated the **main indicators**:
 - Average Price, Total Subscribers, Total Reviews, Total Lectures.
- Established measures to track performance across subjects and payment categories.

6. Insight Extraction

- Analyzed visualizations to understand pricing strategies, subscriber behavior, and engagement trends.

- Highlighted differences between free vs. paid courses and subject-specific pricing.
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KPIs Snapshot

3,676 Courses | 147K+ Lectures → A rich and in-depth content library

1.1M Subscribers | 574K Reviews → High user engagement

Average Price: \$66 (Range: \$0–\$200) → Balanced free and premium pricing strategy

Courses Growth Trend

Strong growth until 2016, followed by a decline

Indicates a shift from rapid expansion to content optimization and quality focus

Subscribers by Subject

Web Development dominates by a large margin

Followed by Business Finance and Graphic Design

 Insight: Technology-related courses are the main demand and revenue driver.

Courses Distribution

High concentration in Web Development and Business

 Risk: Content saturation reduces visibility and increases competition

 Recommendation: Focus on niche topics and structured learning paths.

Top Courses Patterns

Beginner-friendly

Practical and outcome-driven

Clear, simple course titles

Pricing Strategy

Users value quality over low pricing

Free courses work well as entry points to paid content

Price Analysis

Visualization-Based Insights

1. Avg_Price by Subject (Bar Chart)

- **Web Development** has the highest average price ($\$77$), followed by **Business Finance** ($\$69$).
- **Musical Instruments** and **Graphic Design** are priced lower ($\sim \$50-58$).
- This suggests subject matter significantly influences pricing strategy.

2. Avg_Price by Course_Duration (Scatter Plot)

- No clear linear trend between course duration and average price.
- Courses with both short and long durations show varied pricing.
- Indicates pricing may depend more on content quality or niche than length.

3. Subscribers by Price (Scatter Plot)

- High subscriber counts are clustered around **lower price points**.
- Free and low-cost courses attract the most users.
- Premium pricing may limit reach but could target niche audiences.

4. Subscribers by Price Category (Pie Chart)

- **Free courses** account for **30.51%** of subscribers.
- Paid tiers (3M–5M) show increasing subscriber shares, suggesting value perception grows with price—but only to a point.

5. Reviews by Payment (Donut Chart)

- **Paid courses** generate **77%** of reviews.
- Indicates stronger engagement and feedback from paying users.

6. Lectures by Payment (Donut Chart)

- **Free courses** contain **95.5%** of all lectures.
- Suggests free offerings are more content-heavy, possibly used for lead generation or brand building.

7. Subscribers by Payment (Donut Chart)

- **Free courses** attract **69.49%** of subscribers.
- Paid courses still hold a solid **51%**, showing monetization potential despite lower reach.