COURSE ANALYSIS REPORT FOR EDUCATIVE(2011-2017)

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1. Project Description

(Background of the project with the business problem clearly defined)

We are facing a significant challenge at Educative: identifying effective strategies to increase revenue for the upcoming quarter. The Head of Curriculum believes that our Web Development courses, which are perceived as the most popular, could potentially generate more revenue if their prices were increased. This initiative aims to explore this hypothesis and propose data-driven solutions.
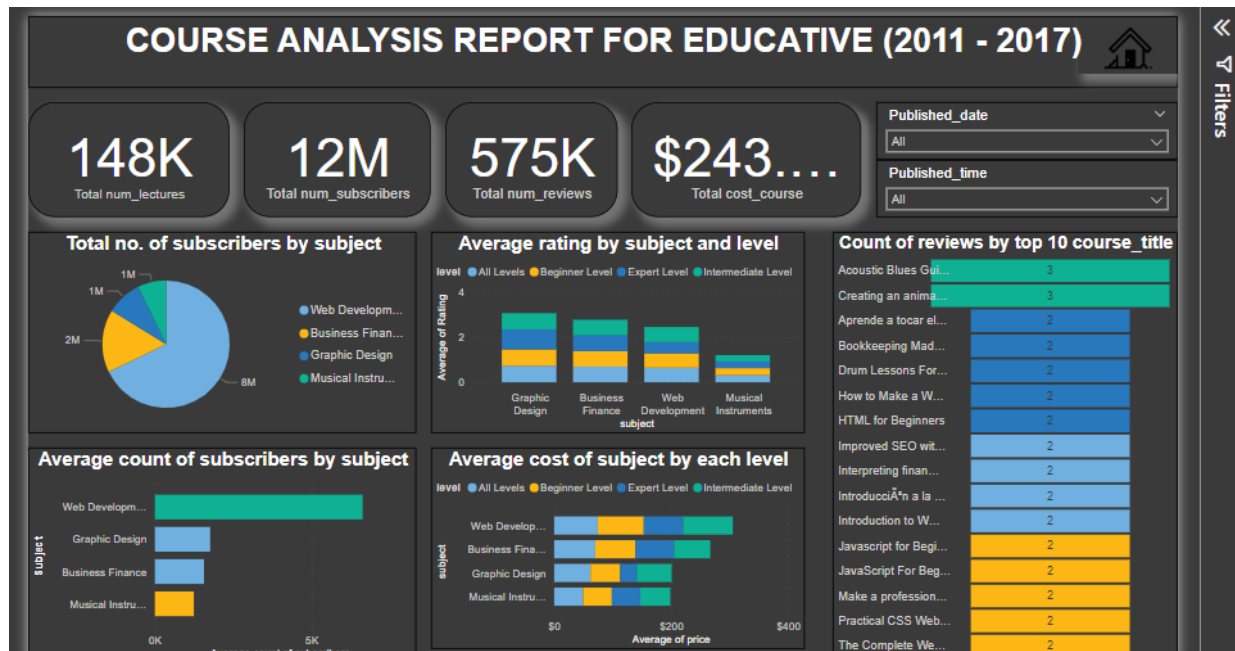
2. Design

(What steps have you taken to clean the data? What visualization tools have you used to share the data and why.)

To prepare the data, the dataset underwent a series of steps in the Power Query Editor. Duplicates and blank rows were eliminated, text separation was applied using the "Text to Columns" feature, new columns were generated with appropriate headers, and Find and Replace was utilized to maintain consistency in subject titles. Additionally, certain data types were modified as necessary. Visualization tools used include Excel for data analysis and Power BI for creating interactive dashboards. Excel's pivot tables and charts provided insights into course performance, while Power BI enhanced data visualization.

3. Findings

(include your 3 tables from Excel and some visuals from Power BI)

	course_title	level	Course_duration in Hrs	Published_date	Free or paid
2	Learn HTML5 Programming From Scratch	Beginner Level	252	2/14/2013	free
3	Coding for Entrepreneurs Basic	Expert Level	84	6/9/2013	free
4	The Web Developer Bootcamp	Beginner Level	1032	11/2/2015	paid
5	Build Your First Website in 1 Week with HTML5 and CSS3	All Levels	72	4/8/2014	free
6	The Complete Web Developer Course 2.0	Beginner Level	732	3/8/2016	paid
7	Free Beginner Electric Guitar Lessons	All Levels	108	6/15/2012	free
8	Web Design for Web Developers: Build Beautiful Websites!	All Levels	72	4/13/2015	free
9	Learn Javascript & JQuery From Scratch	All Levels	48	10/10/2013	paid
10	Practical PHP: Master the Basics and Code Dynamic Websites	Intermediate Level	156	7/19/2014	free
11	JavaScript: Understanding the Weird Parts	All Levels	276	3/12/2015	paid
12	Pianoforall - Incredible New Way To Learn Piano & Keyboard	Beginner Level	720	8/7/2014	paid
13	Angular 4 (formerly Angular 2) - The Complete Guide	Beginner Level	528	2/11/2016	paid
14	Beginner Photoshop to HTML5 and CSS3	All Levels	48	7/27/2012	free
15	Web Development By Doing: HTML / CSS From Scratch	All Levels	24	9/25/2013	free
16	HTML and CSS for Beginners - Build a Website & Launch ONLINE	All Levels	144	3/19/2015	free
17	Become a Web Developer from Scratch	All Levels	660	11/19/2011	paid
18	Bitcoin or How I Learned to Stop Worrying and Love Crypto	All Levels	192	4/20/2013	free
19	Quickstart AngularJS	Beginner Level	36	11/22/2014	free
20	Learn Responsive Web Development from Scratch	All Levels	108	12/9/2013	free

4. Analysis

(your findings from the root cause/5 Whys analysis)

The analysis revealed that Web Development courses attract the highest number of subscribers, suggesting their popularity. However, pricing strategies may need to be revisited to optimize revenue. Courses with longer durations may require adjustments to maintain learner engagement and satisfaction.

- **Why do Web Development courses have a high subscriber count but low revenue?**
- **Why do Musical Instrument courses have a lower subscriber count?**
- **Why are some of the courses free while others are paid?**
- **Why was there a rise in cost from 2011 to 2015 and decrease in cost in the year 2017?**
- **Why is there a higher number of lectures at the beginner level than in expert level and intermediate level.**

5. Conclusion

In conclusion, by examining the data and understanding the market and student behaviors, we can develop targeted strategies to increase our revenue. These strategies include adjusting our pricing model, diversifying our course focus, enhancing marketing efforts for underrepresented courses, and gaining deeper insights into student preferences. This comprehensive approach aims to not only boost revenue for the next quarter but also position Educative for sustained growth in the future.