



# ANALYSIS ON UDEMY COURSES

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# INTRODUCTION

Udemy is a global marketplace for learning and teaching, with over 54 million students and more than 204,000 courses taught by more than 71,000 instructors from over 75 countries. This dataset covers the information of Udemy courses specialized in Web Development, Graphic Design, Musical Instruments, and Business Finance from July 9, 2011, to July 6, 2017.

The purpose of this analysis is to identify what factors contribute to popularity, track the performance of courses and uncover opportunities to generate more revenue for business as well as to inform customers about how courses are charged and on which factors, they are based.

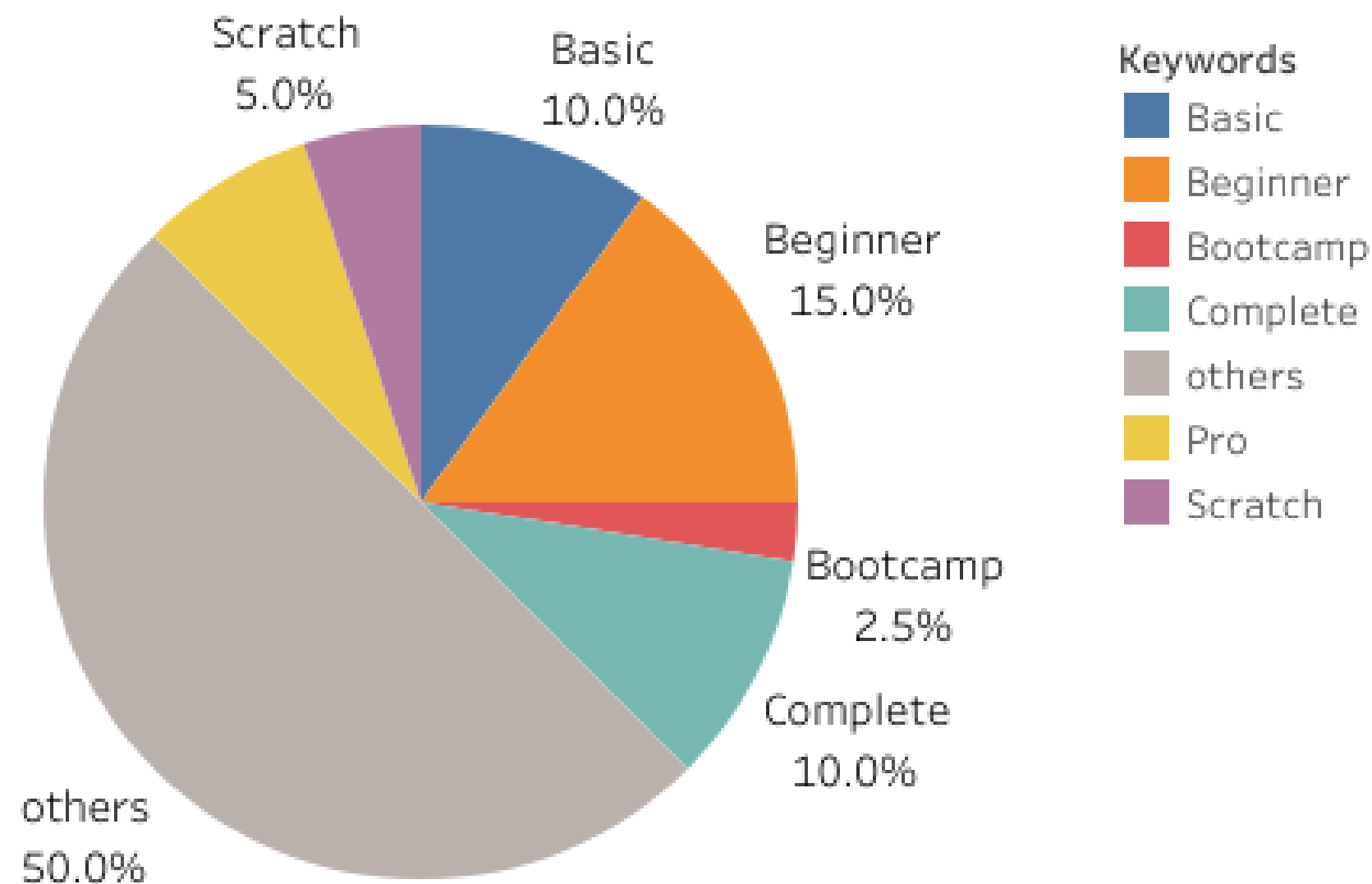
## Data Source

Udemy Courses | Kaggle

## Challenge

No sales data limits to track the financial performance of the whole business as well as courses.

# KEYWORDS



Millions of similar courses on the same platform, but what makes some courses stand out? After analyzing Top 10 courses from each category, it is found that **50%** of top courses have **keywords** like "**complete**", "**bootcamp**", "**beginner**", "**ultimate**", "**from scratch**", "**pro**", "**basic**" in their titles.

These words are powerful as they allow us to reach a wide audience and make our courses more appealing to potential subscribers.

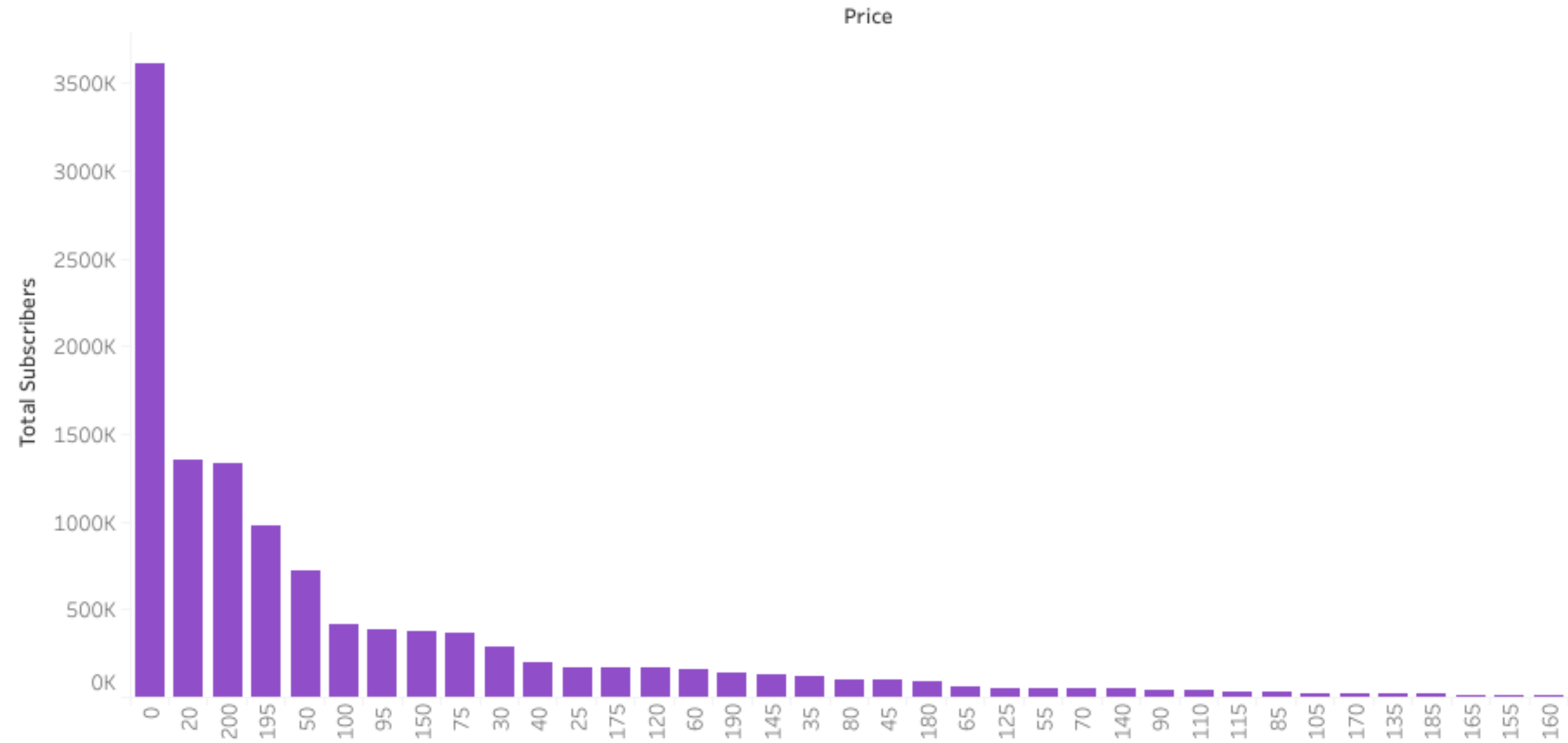
In either marketing campaigns of existing ones or designing titles for new courses, we **can leverage these words to attract subscribers** and communication team can leverage these words to communicate effectively with potential customers.

# PRICE

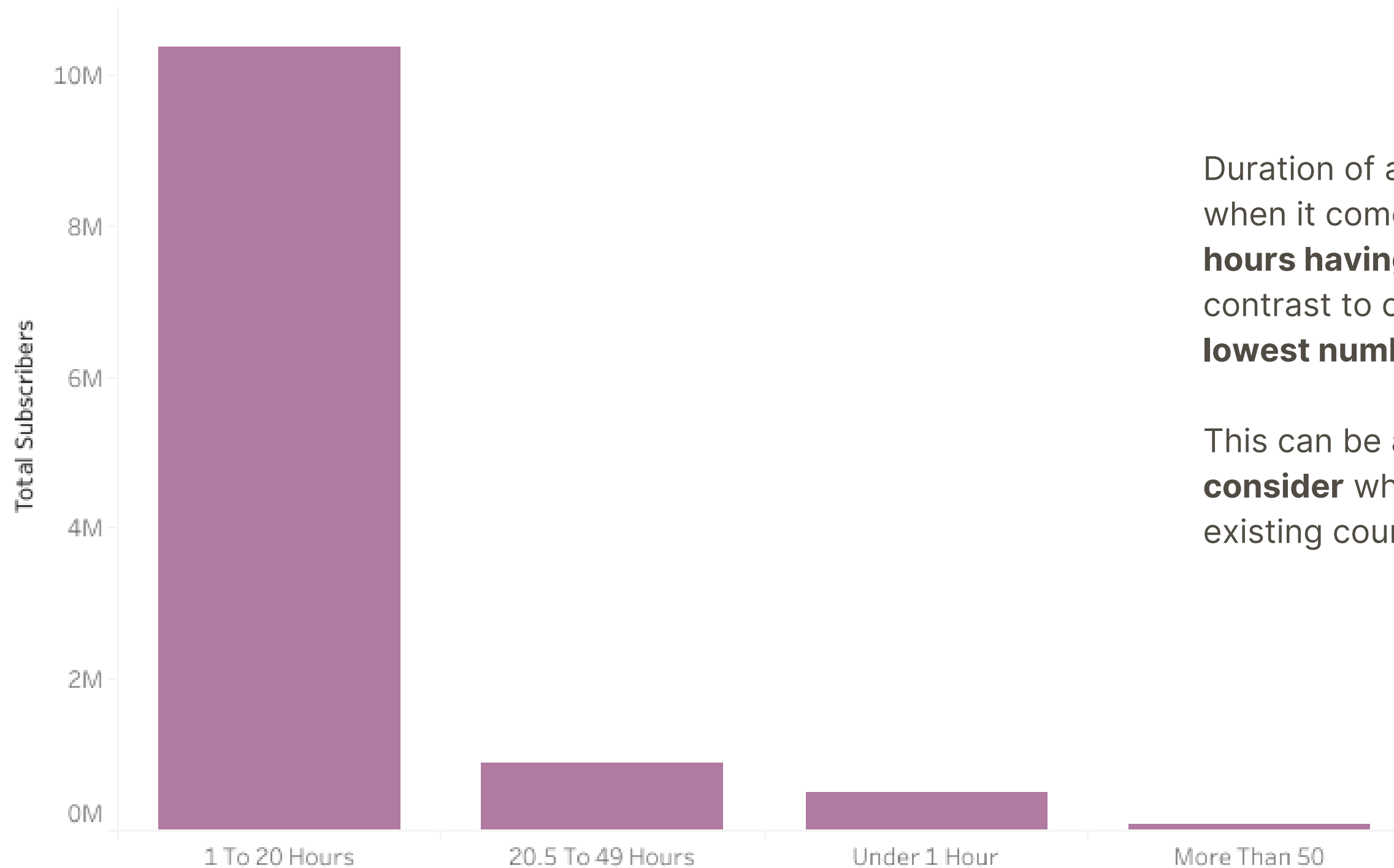
Top 3 prices with most subscribers are \$0 with total 360K, \$20 with 135K and \$200 with 133K.

From there, we can see that free courses interest more users but courses at **high price still tend to attract certain customers.**

This proves that **just because a course is charged at a lower price does not necessarily mean that it will acquire more customers.** Customers are willing to pay for quality content if they think it's worth for their money.



# COURSE DURATION



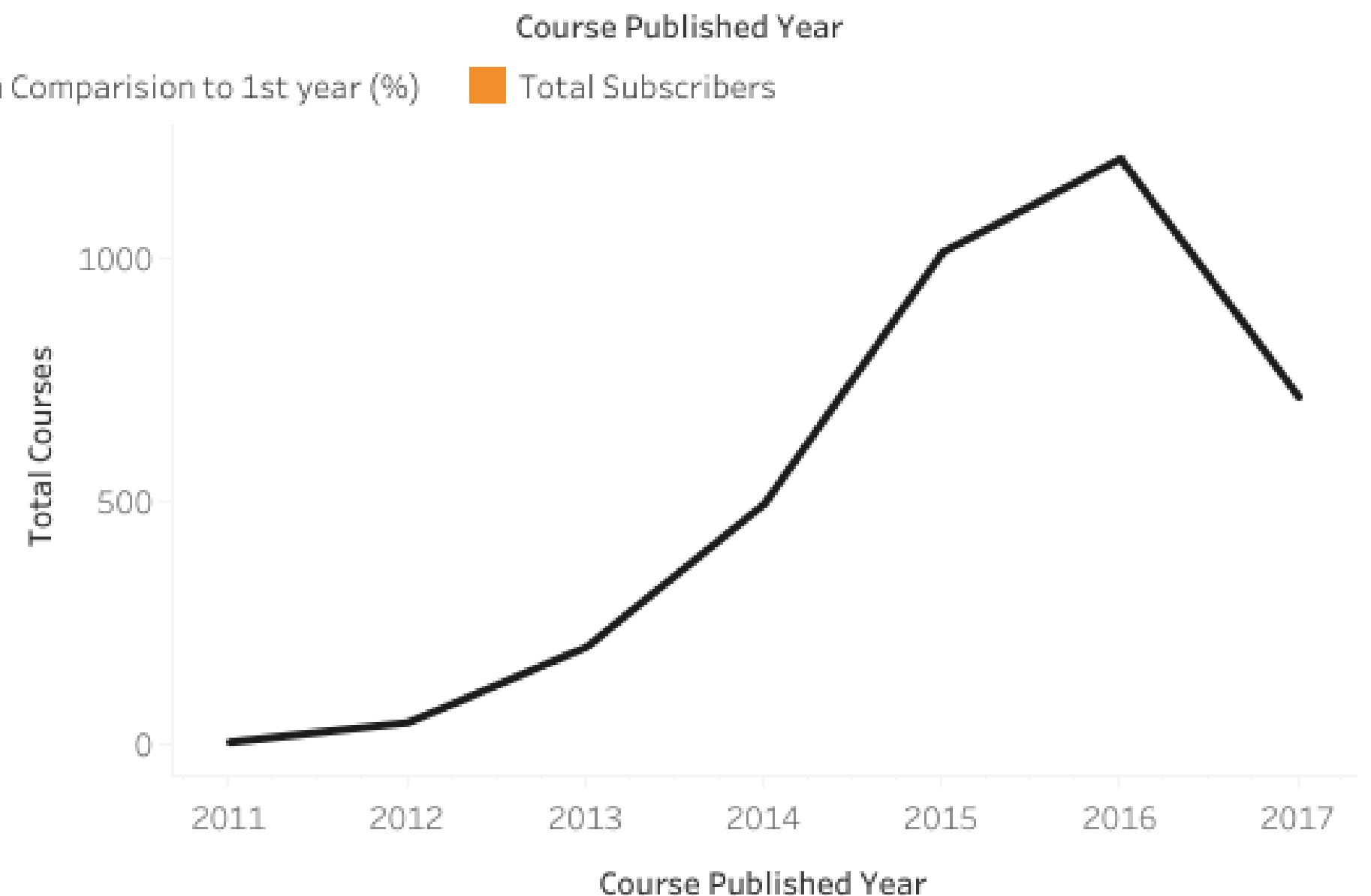
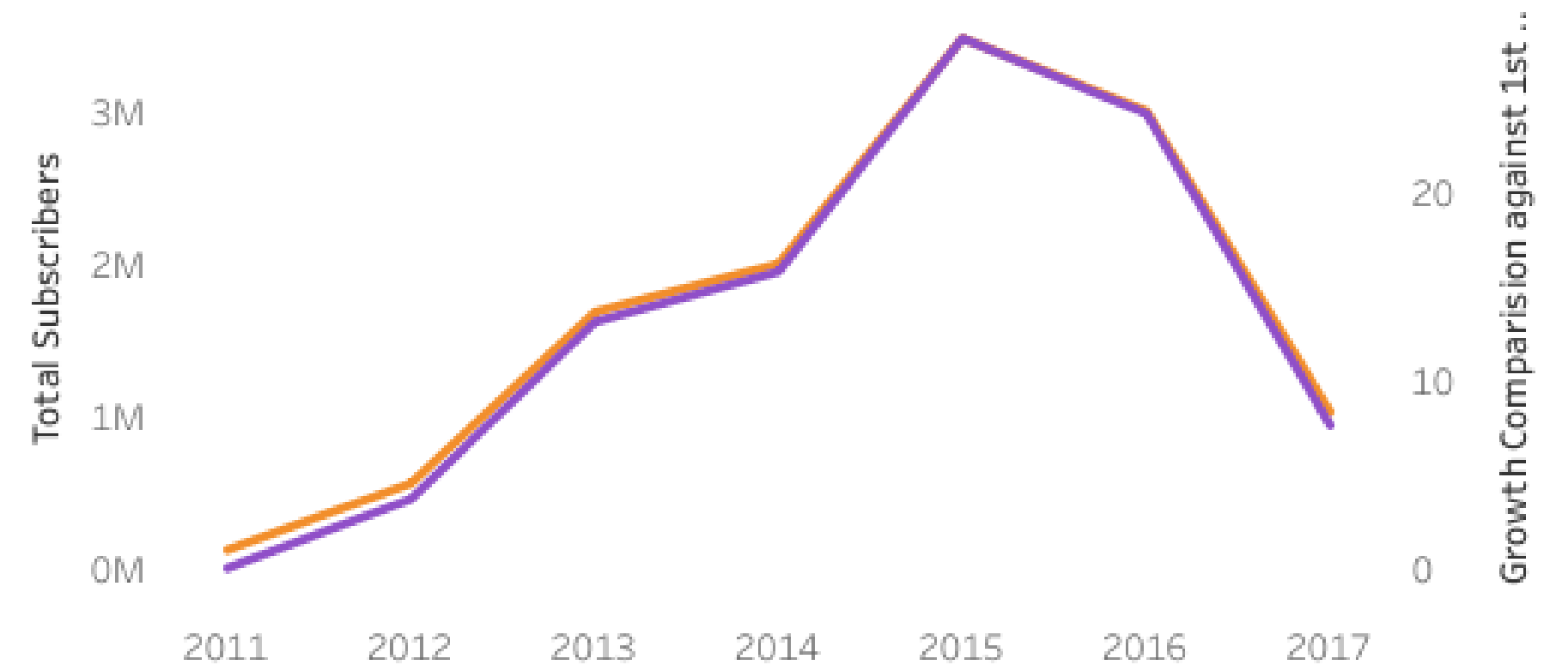
Duration of a course is one of the most important elements when it comes to its success, with courses between **1-20 hours having the highest number of subscribers** in contrast to courses with **more than 50 hours** having the **lowest number of subscribers**.

This can be a **great opportunity for course creators to consider** whether in designing a new course or improving existing course.

# NEW COURSES INTEREST MORE USERS & OLD ONES LESS?

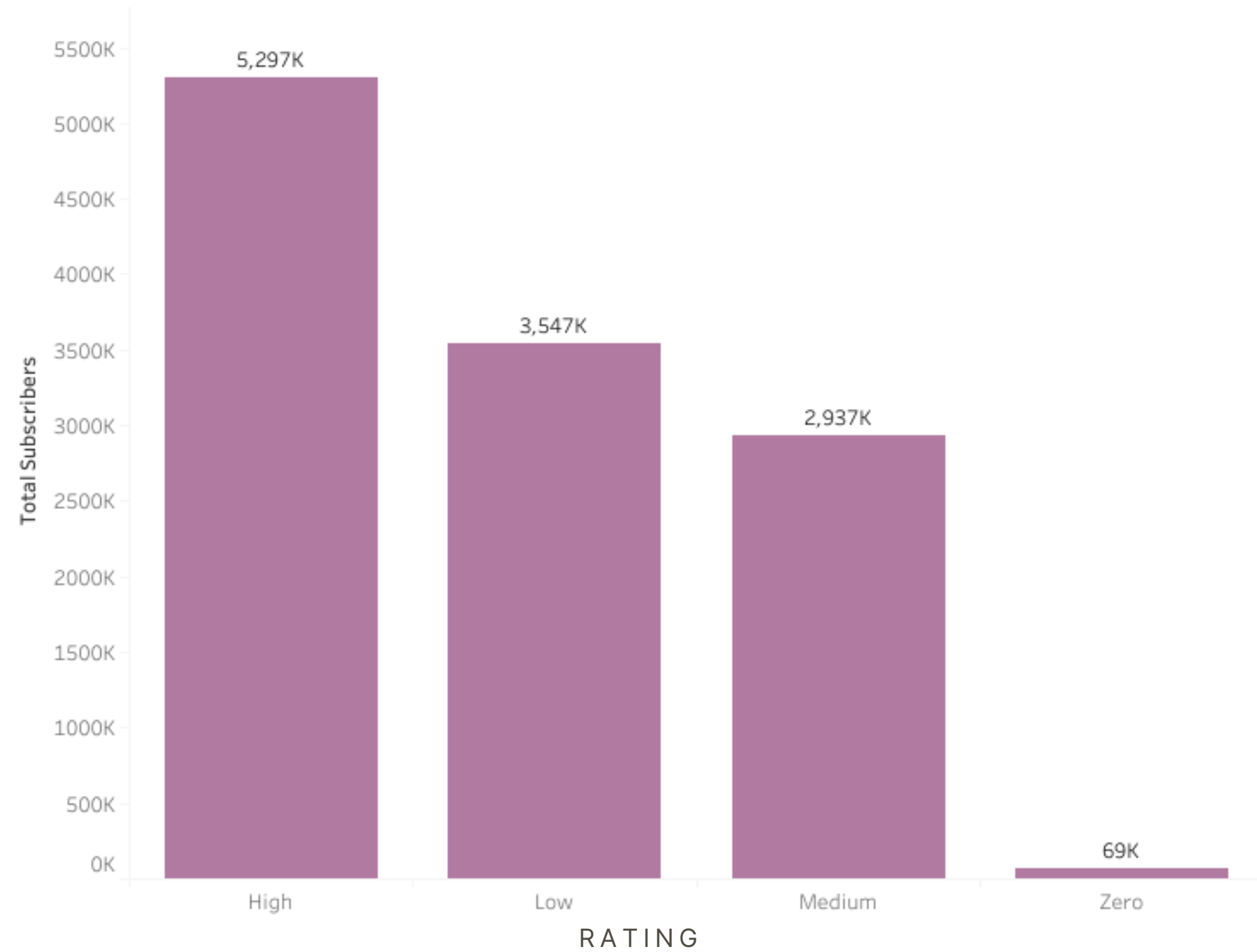
Looking at total subscribers and growth comparison to 1st year, it seems that apparently courses established in very prior years are less popular than those published in past recent years (Such as 2014, 2015 and 2016).

On the other hand, we cannot solely decide that new courses are more popular than old ones because it can also be depending on the fact that the number of courses in very prior years are far less than those of past recent years (45 courses in 2012 -1014 courses in 2015)



# RATING

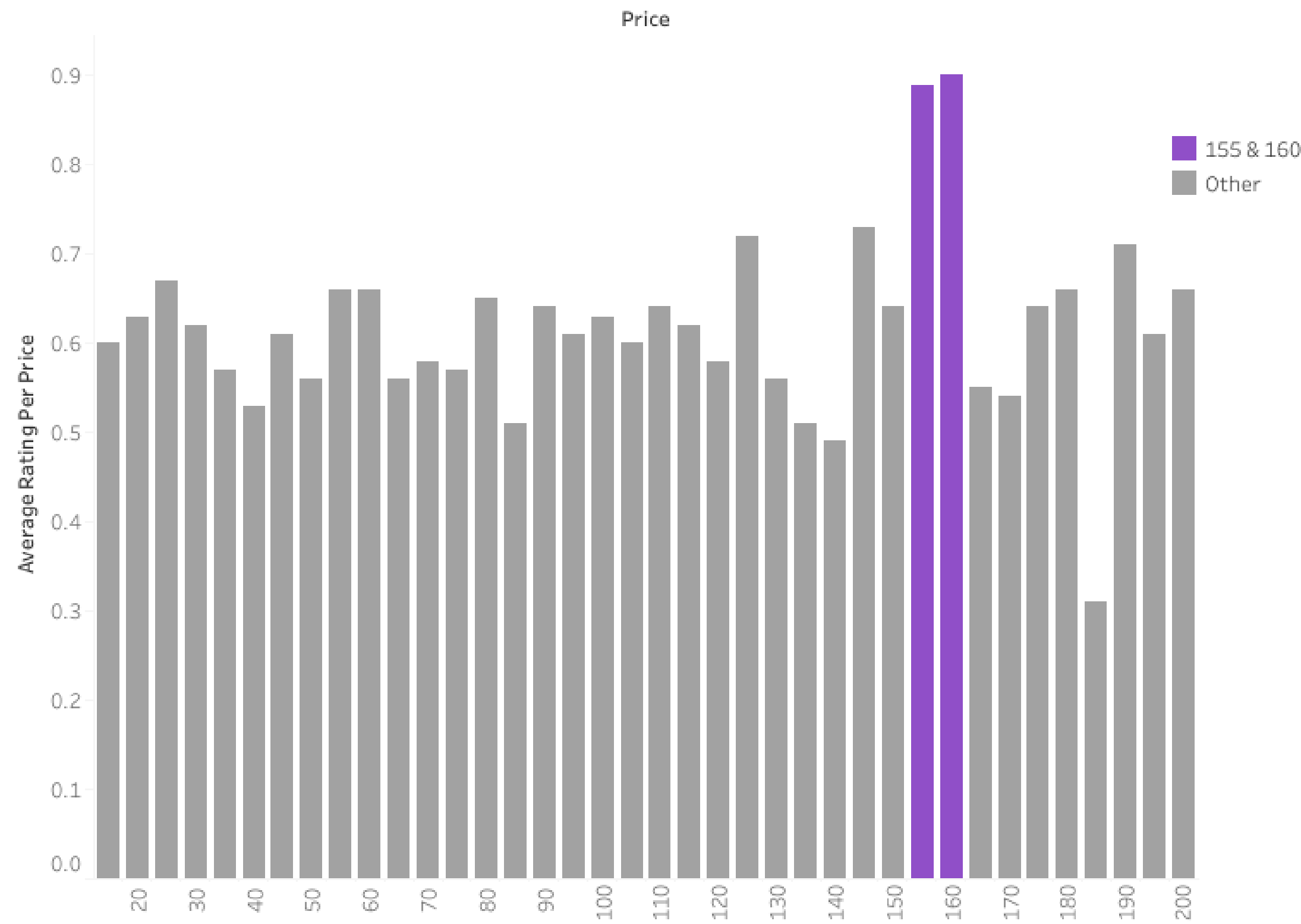
Courses with high rating tend to get around 50% customers more than courses with low rating, meaning that **customers care about ratings when it comes to choosing courses.**



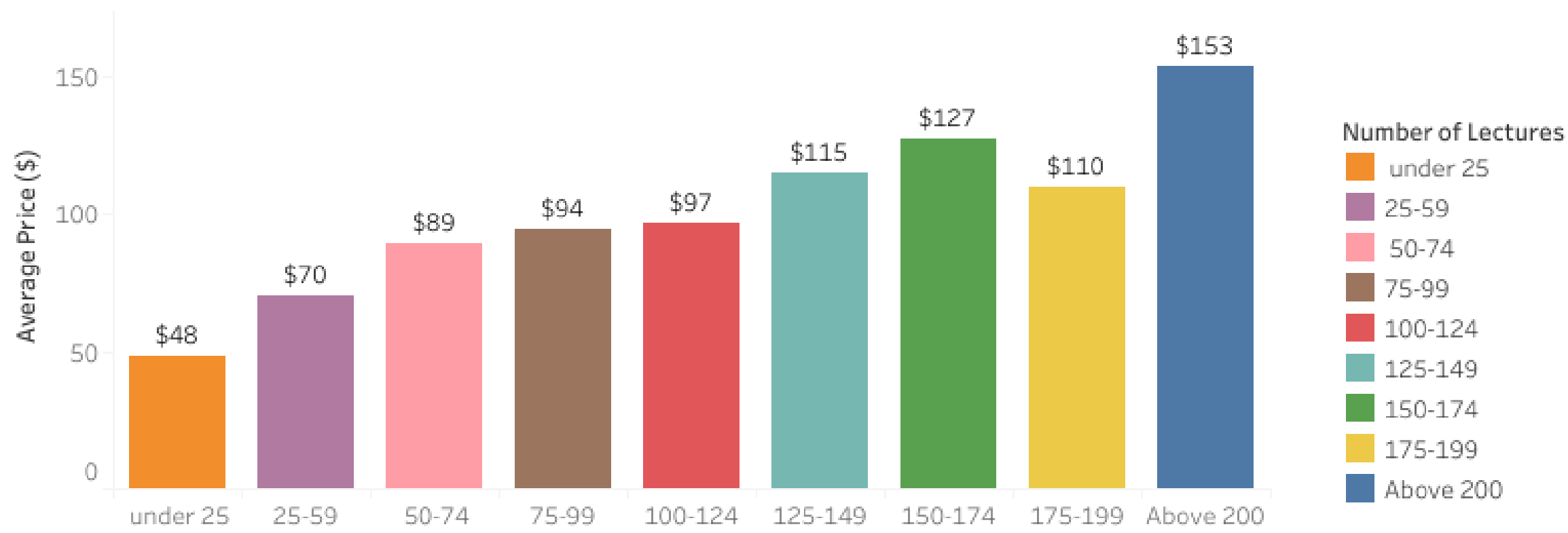
# IMPACT OF PRICE ON RATING

Looking at this chart, courses at \$20 received average rating of 0.63 while courses at \$155 receive that of 0.89.

It is indicated that **customers' ratings are based on the quality of the course, not how much money you pay for it.**

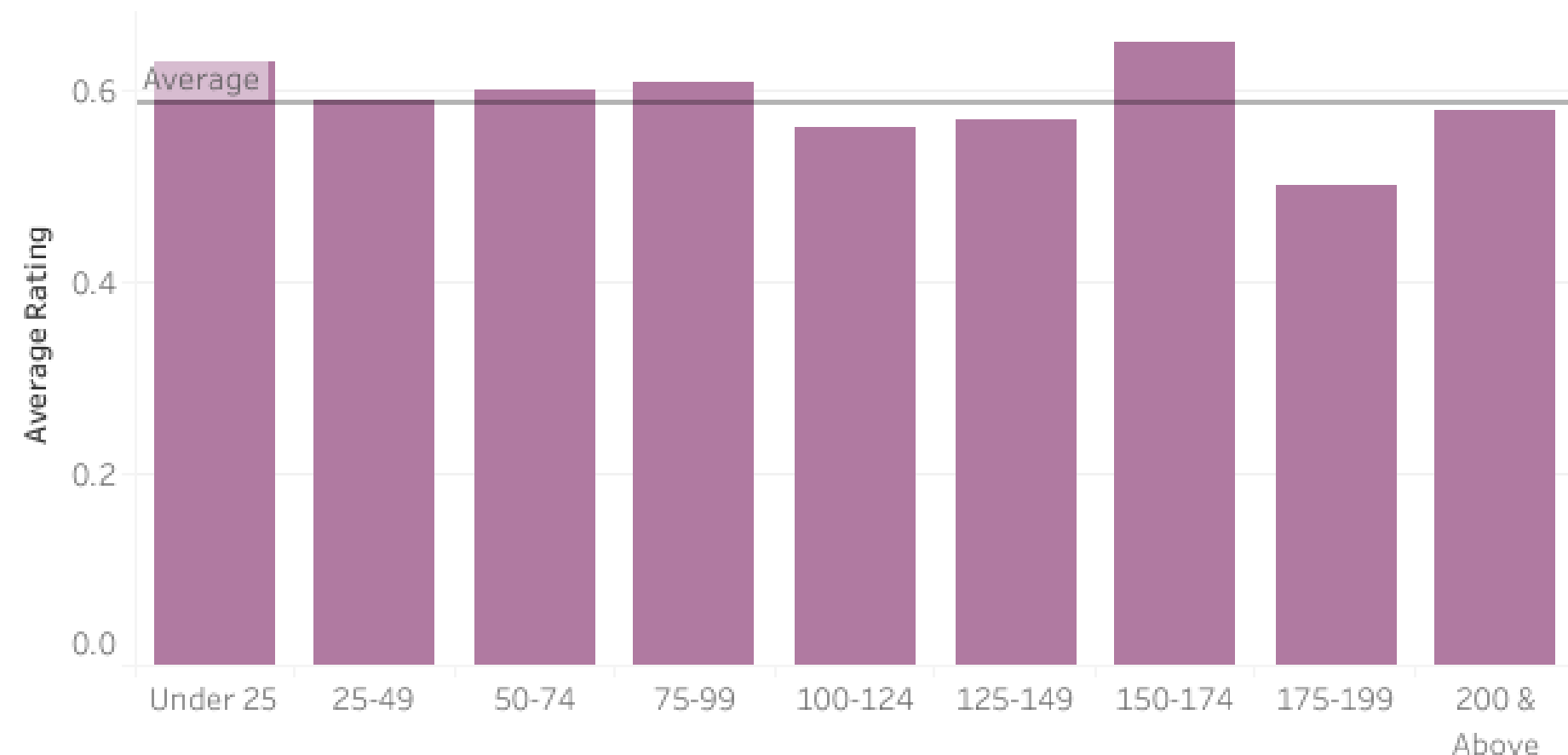






# IMPACT ON LECTURES ON PRICE & RATING

We can see that the **prices of courses are charged according to the number of lectures customers receive**. The average price of a course which has total lectures between 25-59 was \$70 while a course with lectures between 175-199 was \$110.



Meanwhile, no significant increase or decrease occurred in ratings compared to number of lectures so **number of lectures does not impact customers' ratings**.