

Quick note on Udemmy Analysis

I did an In-depth analysis to better understand the pricing and subscriptions data of Udemmy courses (for four different subjects) and identified trends and patterns.

The objective is to help us:

1. Identify if the courses content duration impact
the price of courses, as the price of courses
and subscription impacts greatly on company
revenue.
2. Identify for which subject more courses should be created.
3. Create targeted strategies to increase the
company's revenue.

I used statistical methods, root cause analysis and analytical problem-solving techniques to solve these.

Key Questions To Solve Our Objective.

1. What are the total numbers of subscribers in each subject?
2. How does the average content duration/price/number of students vary across different subjects?
3. How many courses are free and paid for each subject?
4. What is the average price of web development courses at different levels?
5. What are the 20 most popular courses? Also, include the following information:
6. Their level, - Whether they are free or paid, -Whether any are free beginner courses, and the duration of the courses.
7. Does content duration impact the price of the course?.