



Udemy Data Analysis

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Project Description:

- *To better understand the pricing and subscriptions data of Udemy courses (for four different subjects) and identifying trends and patterns*
- *This will help us to:*
 - *Identify for which subject more courses should be created*
 - *Create targeted strategies to increase the company revenue*



Key questions:

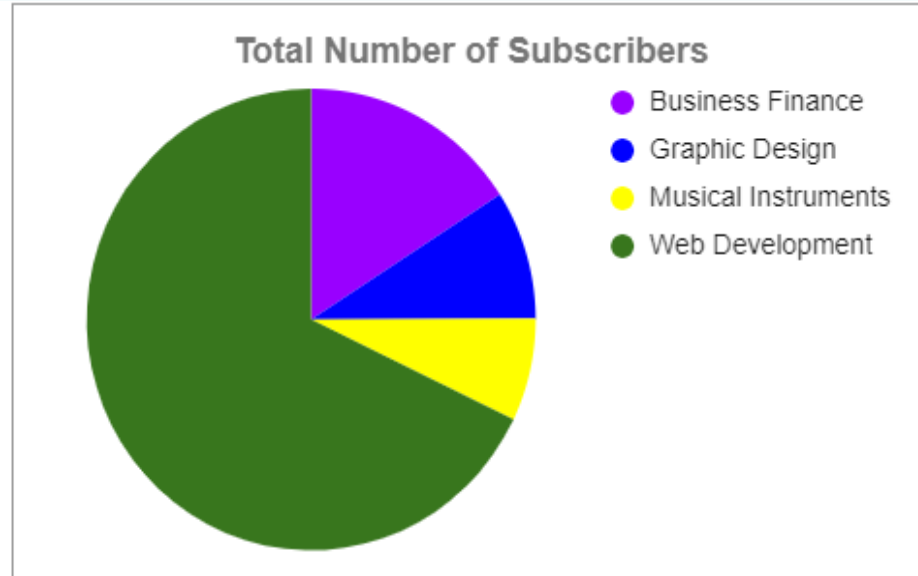
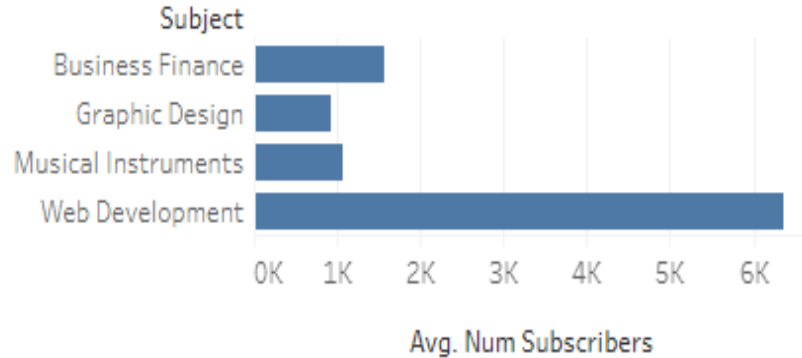
1. What are the total numbers of subscribers in each subject?
2. How does the average content duration/price/number of students vary across different subjects?
3. How many courses are free and paid for each subject?
4. What is the average price of web development courses at different levels?
5. What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



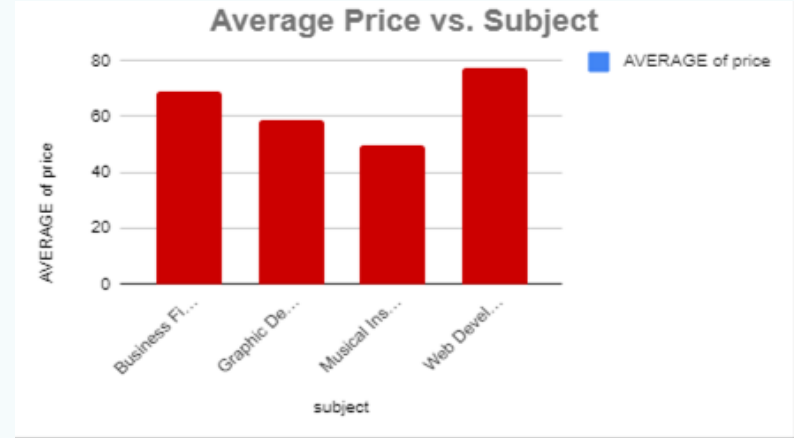
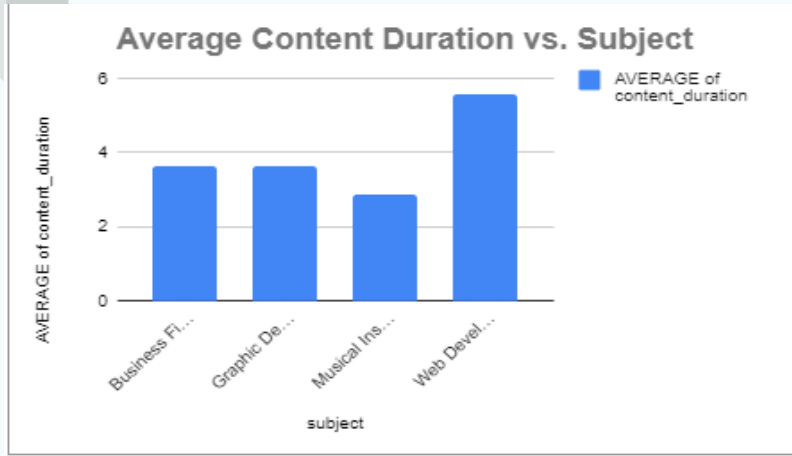
Findings & Insights



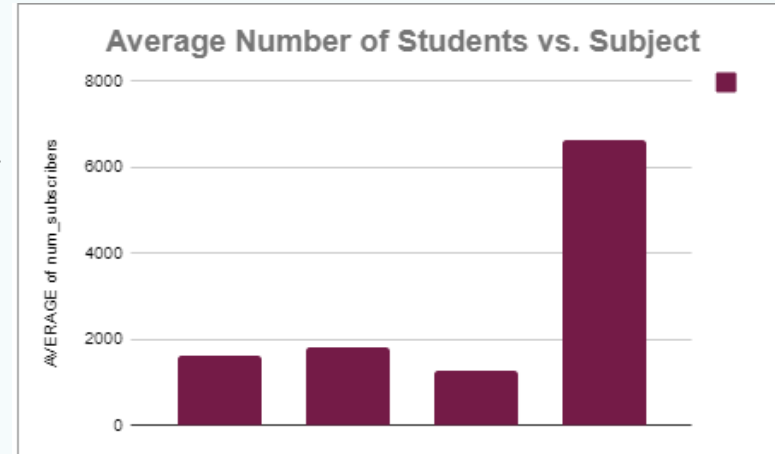
1. What are the total numbers of subscribers in each subject?



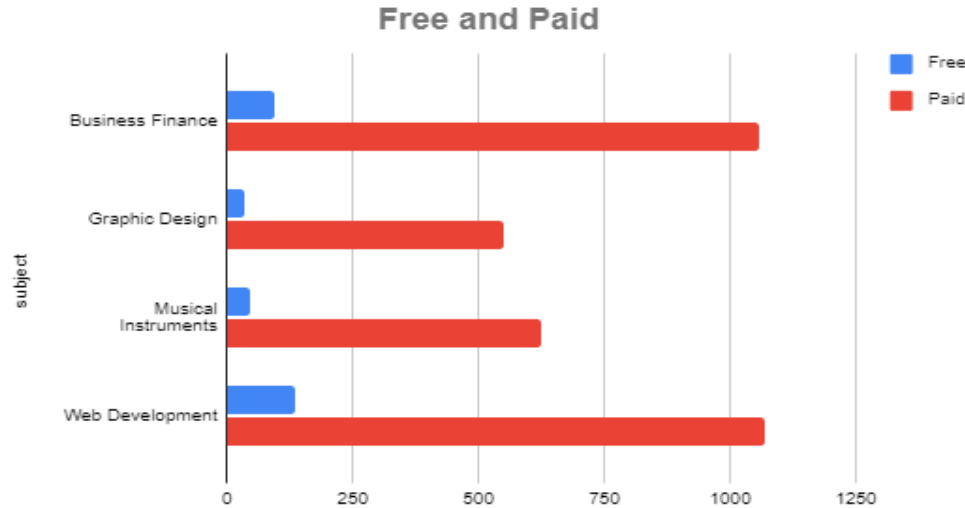
2. How does the average content duration/price/number of students vary across different subjects?



Web development has the high content duration, the highest Price and highest number of students, this means that there is Serious demand for web development courses compared to the rest.



3. How many courses are free and paid for each subject?



COUNTA of Free or Paid	Free or Paid		
subject	Free	Paid	Grand Total
Business Finance	96	1059	1155
Graphic Design	35	549	584
Musical Instruments	46	623	669
Web Development	134	1069	1203
Grand Total	311	3300	3611

- There are a total of 311 free courses and 3300 paid courses, 96 free and 1059 paid course for Business Finance, 35 free and 549 paid courses for Graphics design, 46 free and 623 paid courses for Musical Instruments and lastly we have 134 free and 1069 paid courses for Web development. **Web development has the highest number of free and paid course seconded by Business Finance.**

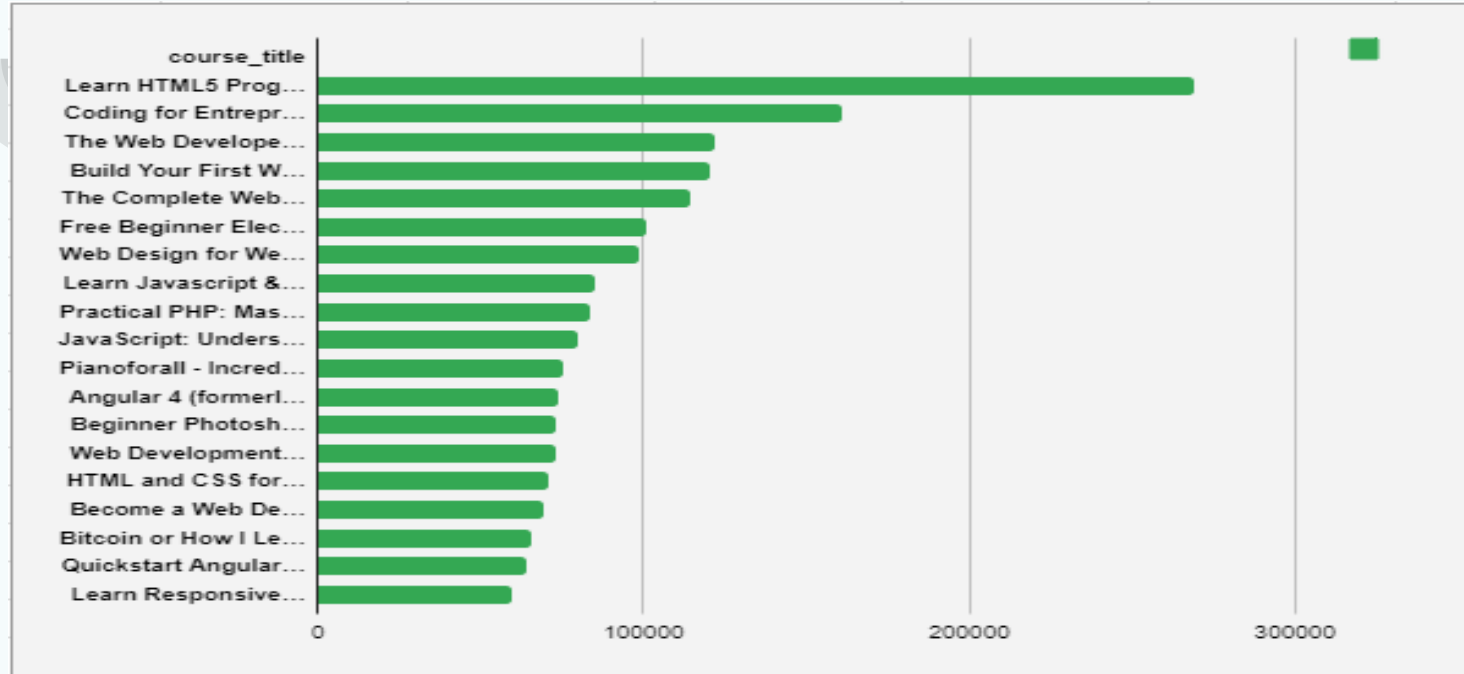
4. What is the average price of web development courses at different levels?



level	AVERAGE of price
All Levels	67.1193634
Beginner Level	65.6629393
Expert Level	58.01724138
Intermediate Level	67.06730769
Grand Total	66.46219884

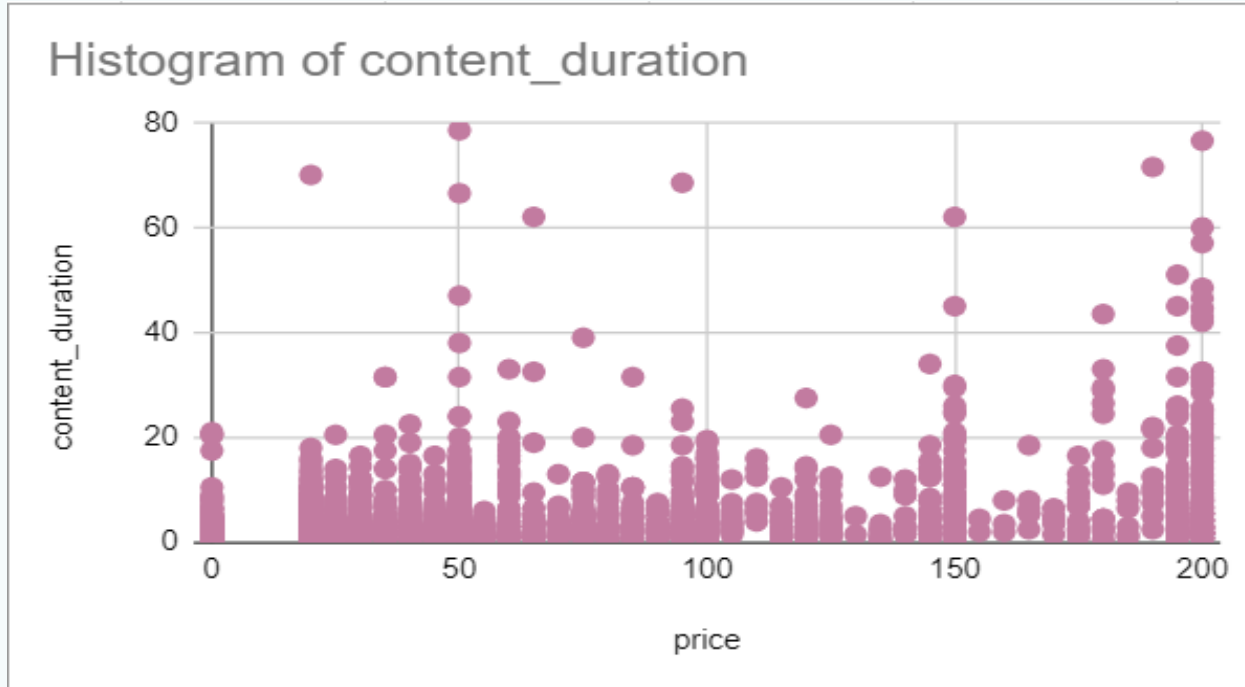
- Intermediate level has the highest price level, followed by beginner level. This means we can focus on marketing course at the training level more.

5. What are the 20 most popular courses?



- Learn HTML5 Programming From Scratch is the highest in demand and it is a free beginner level course. Followed by Coding for Entrepreneurs a free expert level course. Free courses are the most popular.

6. Does content duration impact the price of the course?



- *The content duration does entirely affect the price of course, because not all high durations courses are priced high some are free course, and not all low duration courses are priced low, in-fact some are prices really high.*



Summary





Summary of findings:

- **Top 5 courses:**
 - *Almost 68% of subscribers come from Web Development and the top 5 courses are for Web development as well*
- **Business Finance vs Web Development:**
 - *Business Finance and web development have almost equal number of total courses (1155 vs 1203), but web development course are almost 2x in content duration and have 4x the average subscribers*
- **Course Pricing:**
 - *Web development has the highest prices followed by Business Finance, also the level with the highest price range is Intermediate level followed closely by beginners.*



Actions & Recommendations





Recommended actions:

Product recommendations:

- *Focus on getting more paid course by creators in(web development mainly, then business finance)*

Marketing recommendations:

- *Our data tells us that our web development courses are most popular and people are willing to pay for it. Marketing and advertising campaigns should therefore (market more web development courses focusing more on intermediate level courses with good pricing, we can increase prices of intermediate level courses, while we then make expert and beginner courses prices more budget friendly).*

Thank you!