# EDUCATIVE ANALYSIS REPORT

JOSEPH FAYIAH

# Contents

# 1.0 Project Description:

In response to the directive from the CEO to increase next quarter earnings, the Head of Curriculum at Educative tasked me with analyzing course revenue data to identify opportunities for revenue growth and track course performance. The primary focus was on understanding subscriber numbers, revenue generated, course ratings, and pricing across various subjects offered by Educative. The objective is to provide actionable insights to optimize pricing strategies and course offerings.

# 2.0 Design:

To conduct the analysis, I followed the Cross Industry Standard for Data Mining (CRISP-DM) methodology. Data cleaning techniques included removing duplicates, blank cells, and standardizing headings using the "PROPER" case, deleting irrelevant columns and including relevant but initially not included columns.

# 3.0 Visualization Tools Used:

a. **Total number of subscribers for each subject (Pie Chart):** This chart provides a visual representation of the distribution of subscribers across different subjects, highlighting the popularity of each course.

b. **Average subscriber count per subject (Bar Chart):** A bar chart was used to compare the average subscriber count for each subject, allowing for easy comparison of popularity.

c. **Average cost per subject at each level (Bar Chart):** This visualization compares the average cost of each subject, aiding in understanding the revenue potential of each course.

d. **Average content duration per subject (Bar Chart):** A bar chart was chosen to display the average content duration for each subject, facilitating comparison of the time commitment required for each course.

e. **Average rating per subject for each level (Column Chart):** This column chart illustrates the average rating for each subject, enabling assessment of course satisfaction levels.

**Other Important Information:**

- Free courses received lower ratings compared to paid-for courses.

- Business Finance and Web Development had the highest ratings among paid-for subjects.

- Web Development had the longest content duration.

## 4.0 Findings:

### 4.1 Table 1: Course Revenue Summary

| Subject | Subscribers | Revenue (Millions) | Rating | Price by subject (Thousands) |
|---|---|---|---|---|
| Web Development | 8,000,000 | $631 | 3.1 | $93 |
| Business Finance | 2,000,000 | $124 | 3.5 | $82 |
| Graphic Design | 1,000,000 | $77 | 4.1 | $35 |
| Musical Instruments | 847,000 | $53 | 1.51 | $34 |

## 5.0 Analysis:

Upon analysis, I found that Web Development courses are indeed the most popular, with the highest number of subscribers and revenue. However, their average rating of 3.1 is comparatively lower than other subjects. Business Finance, although having fewer subscribers, brings in substantial revenue with a higher average rating of 3.5. Graphic Design courses have the highest average rating and bring in considerable revenue.

The low ratings of free courses suggest a need for improvement or reconsideration of their offerings. Additionally, the longer content duration of Web Development courses may impact subscriber retention.

## 6.0 Conclusion:

Based on the analysis, there are several opportunities to increase revenue:

a. **Price Optimization:** Considering the popularity and revenue generated by Web Development courses, increasing their price could potentially boost earnings.

b. **Course Quality Improvement:** Addressing the lower ratings of Web Development courses could enhance customer satisfaction and retention.

c. **Diversification:** Exploring opportunities to expand offerings in high-rated subjects like Graphic Design can attract more subscribers and revenue.

In conclusion, a strategic approach focusing on pricing, quality improvement, and diversification of course offerings can contribute to increasing next quarter earnings.

This report provides a comprehensive analysis of course revenue data and actionable insights to drive revenue growth at Educative. Further exploration and implementation of the recommendations outlined herein can pave the way for sustained success in the online education market.