Project Description

Data from Udemy on course revenue from different topics have been provided to understand where opportunities to increase revenue may lie, and track the performance of courses.
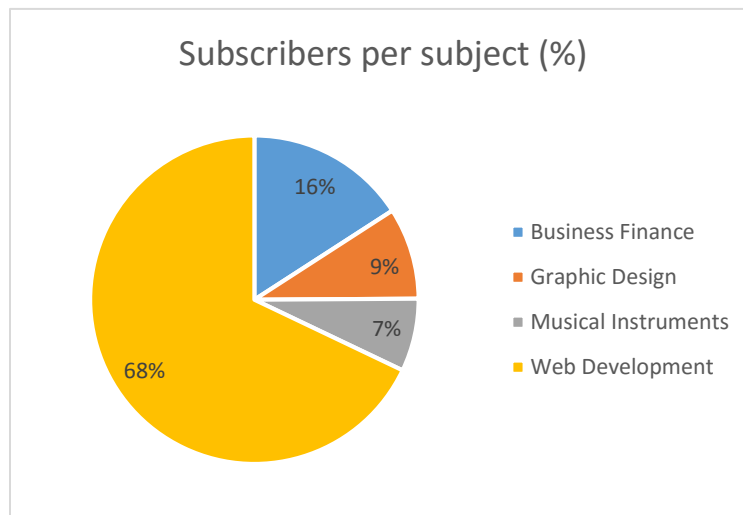
This project is aimed on how they will increase their next quarterly earnings,and the general performance in the next three weeks
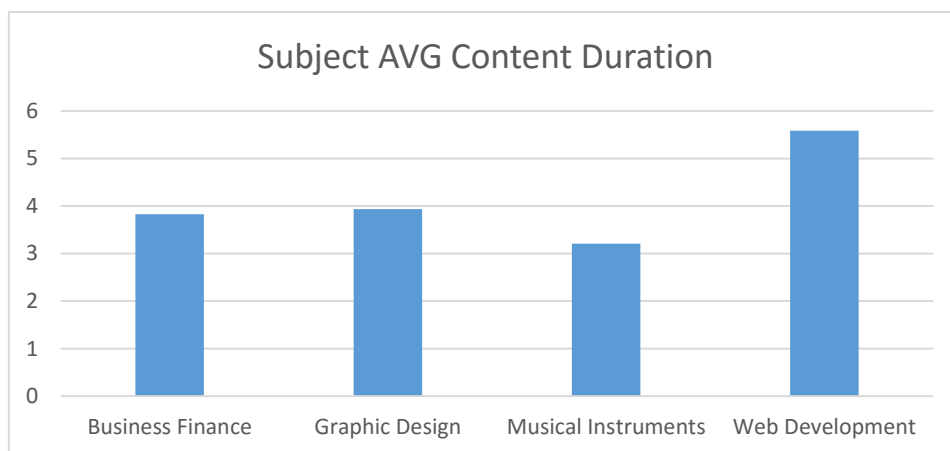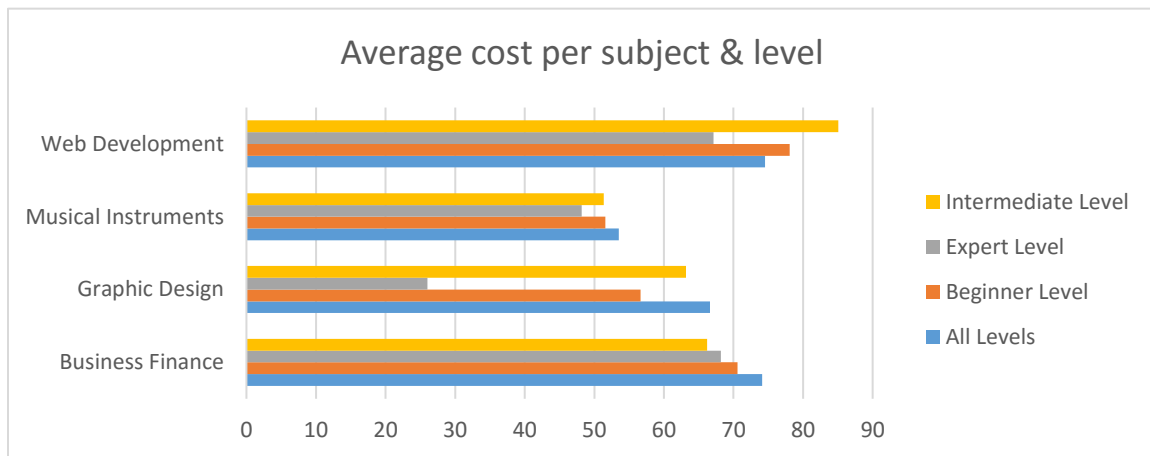
Design

- Data comes from multiple sources or formats, I received 4 different CSV files so I had had to start my steps by consolidating the files i.e append the files into one big excel sheet.
- Followed up by Data cleaning which is essential to derive insights, duplicates rows were removed,blank cells were filtered, renamed headers for clarity.
- Next step was data manipulation, created some column with different function for better analysis, created a "date" column from "published_timestamp" , a Vlookup table for "Top 20 courses" highest subscribers, also created a "free/paid" column
- Microsoft Excel & Tableu desktop was employed for the use of data wrangling, data manipulation and visualization.
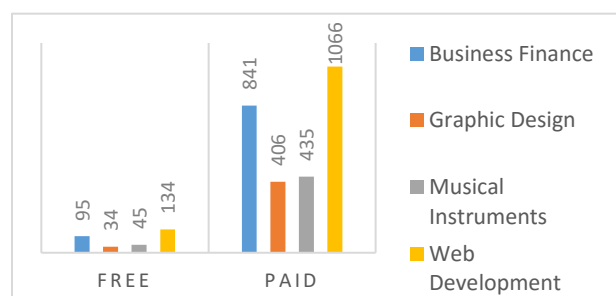
Findings & Analysis

- "Web development" has 68% of the total subscribers, if we drill down more to the levels it is seen that courses with "all level & beginners level" in all subject are the most subscribed for with web development been the highest and the least "Musical Instrument"
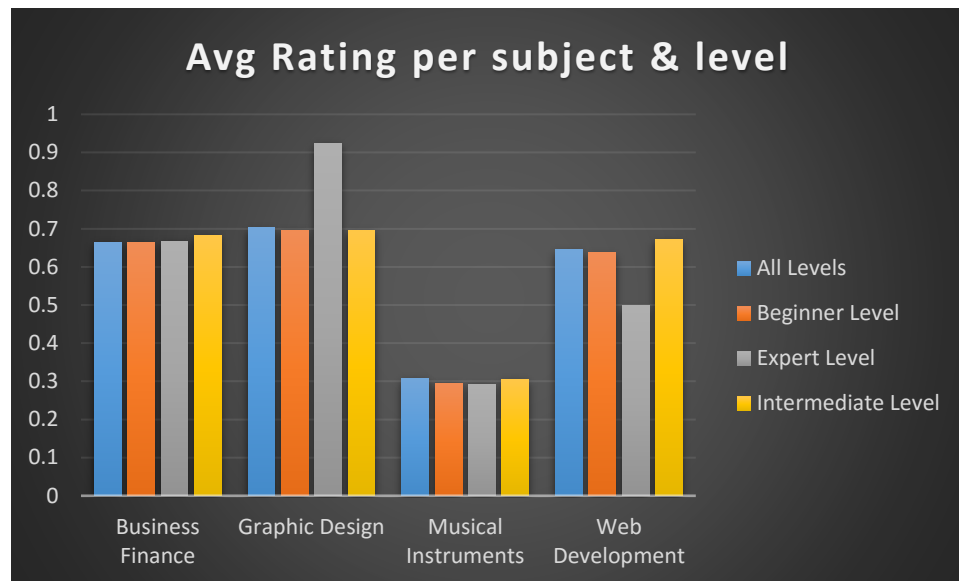

Subscribers per subject (%)

- Business Finance 16%
- Graphic Design 9%
- Musical Instruments 7%
- Web Development 68%

- From the charts "musical instruments" have a low average cost generating low revenue compared to the others and only graphics design's "expert level" is generating a lesser number than any level in this subject.

Average cost per subject & level

Legend:
- Intermediate Level
- Expert Level
- Beginner Level
- All Levels

(Bar chart with subjects: Web Development, Musical Instruments, Graphic Design, Business Finance; horizontal axis 0 to 90)

Subject AVG Content Duration

(Bar chart with subjects: Business Finance (~3.8), Graphic Design (~3.9), Musical Instruments (~3.2), Web Development (~5.5); vertical axis 0 to 6)
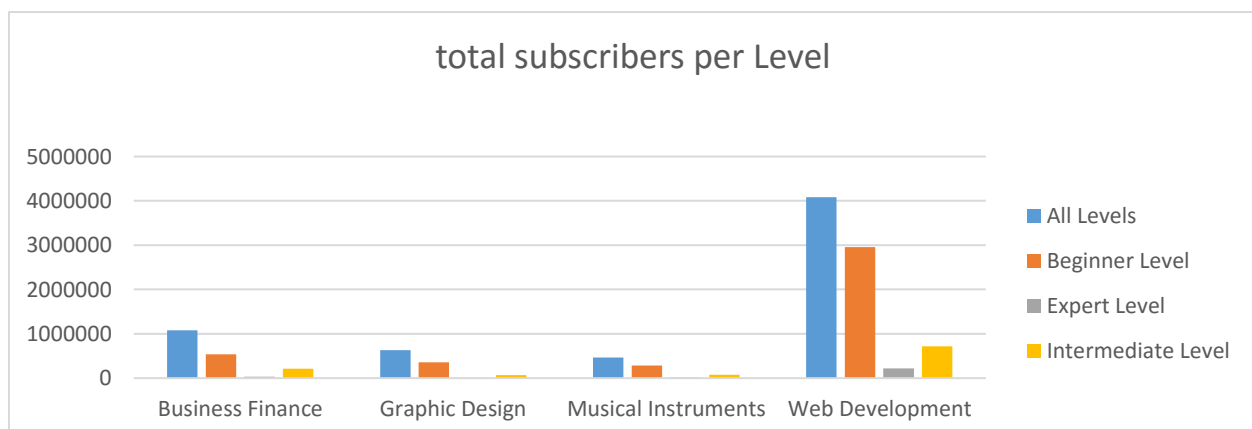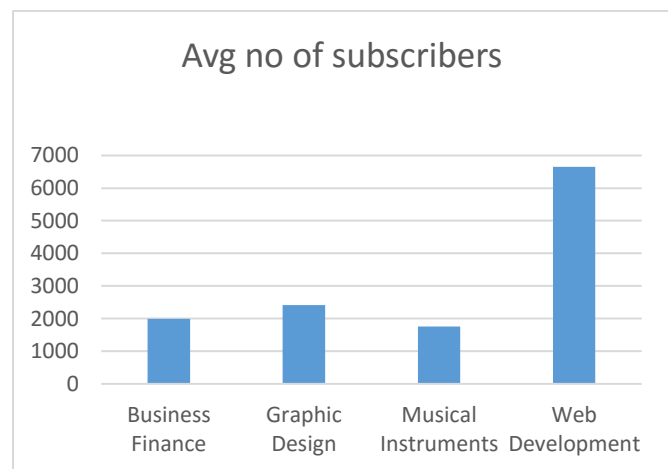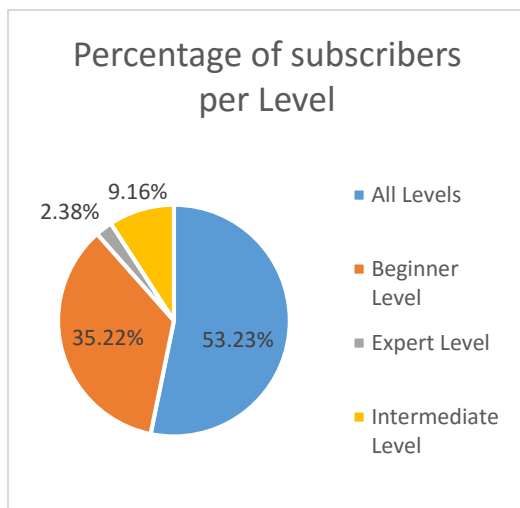
- The average content duration of courses in "Musical instrument" is very low, producing an average content duration of (3.2) compared to "Web development" (5.5), also significantly noted the same happened with the expert level of "Graphics design" which is also low, shows a trend of the lower the average content duration the lower the cost.

- Courses in "Web development" offered more free courses at the beginners level, which would have enticed more (highest no of beginner's level subscribers) and commit them to go on to other levels .

(Bar chart with categories FREE and PAID)

Legend:
- Business Finance
- Graphic Design
- Musical Instruments
- Web Development

FREE: 95, 34, 45, 134
PAID: 841, 406, 435, 1066

- There is a fair standard in the ratings as courses in all subject except courses in "Musical Instruments" which has lesser average ratings.

- **Some of the other visualization are shown below:**

Conclusion

Analysis from the findings shows that

- More beginner's courses should be available in underperforming subjects
- More free courses could be used to entice more subscribers in the "Musical instrument " and "graphics design"
- If Average content duration (no of lectures etc) should be increased in "Musical instrument" and "graphics design" subject significantly to the others, the average cost can be increased