



As one of the Best E-Learning platforms globally, Udemy hosts diverse collection of courses spanning various subjects and expertise-level . This Dashboard provide insights into popularity , Pricing Strategies, Revenue discover generation and other insightful analysis .

subject

All

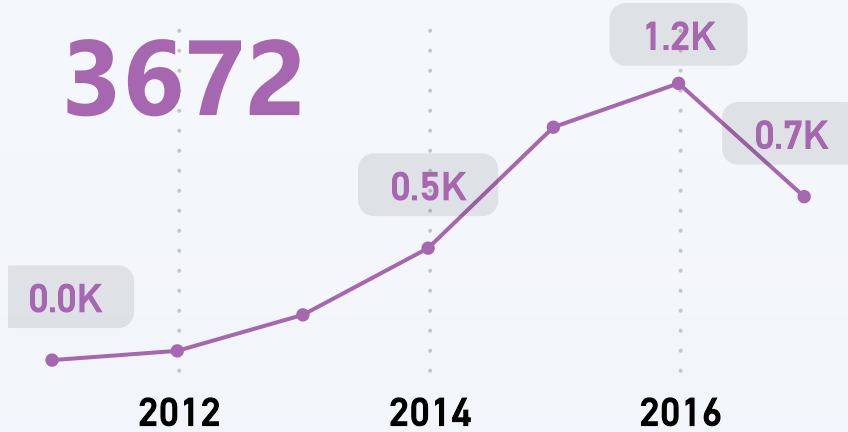
Course_level

All

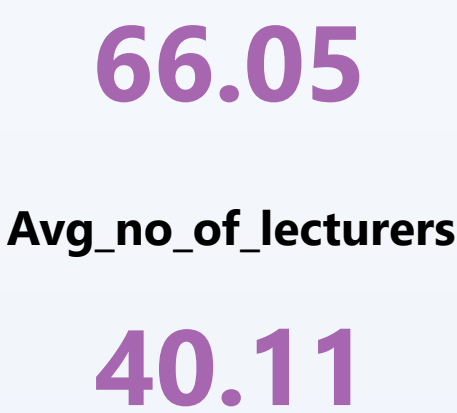
Year

All

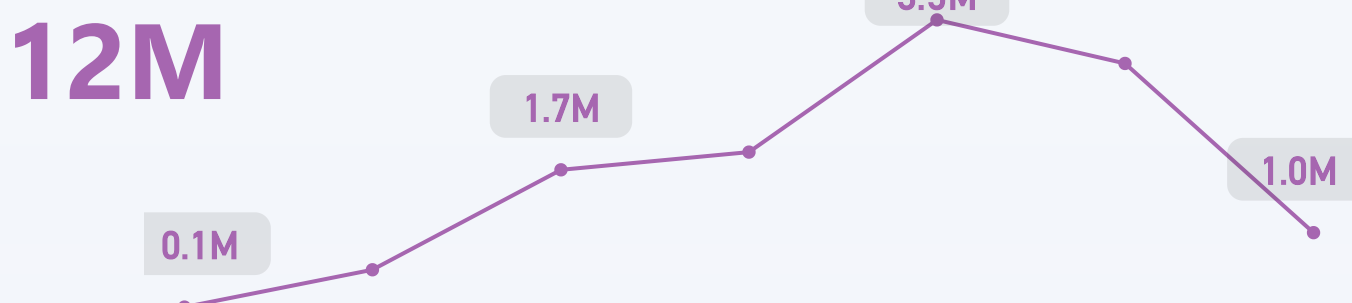
Total Courses



Avg_course_price



Total_subscribers



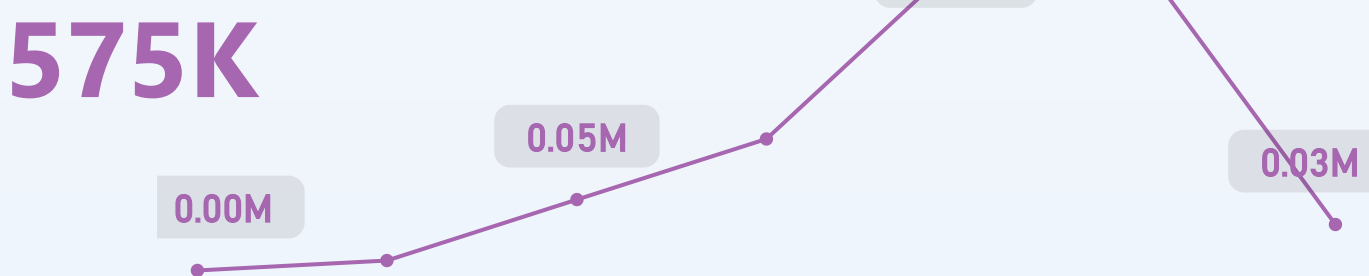
Course Distribution



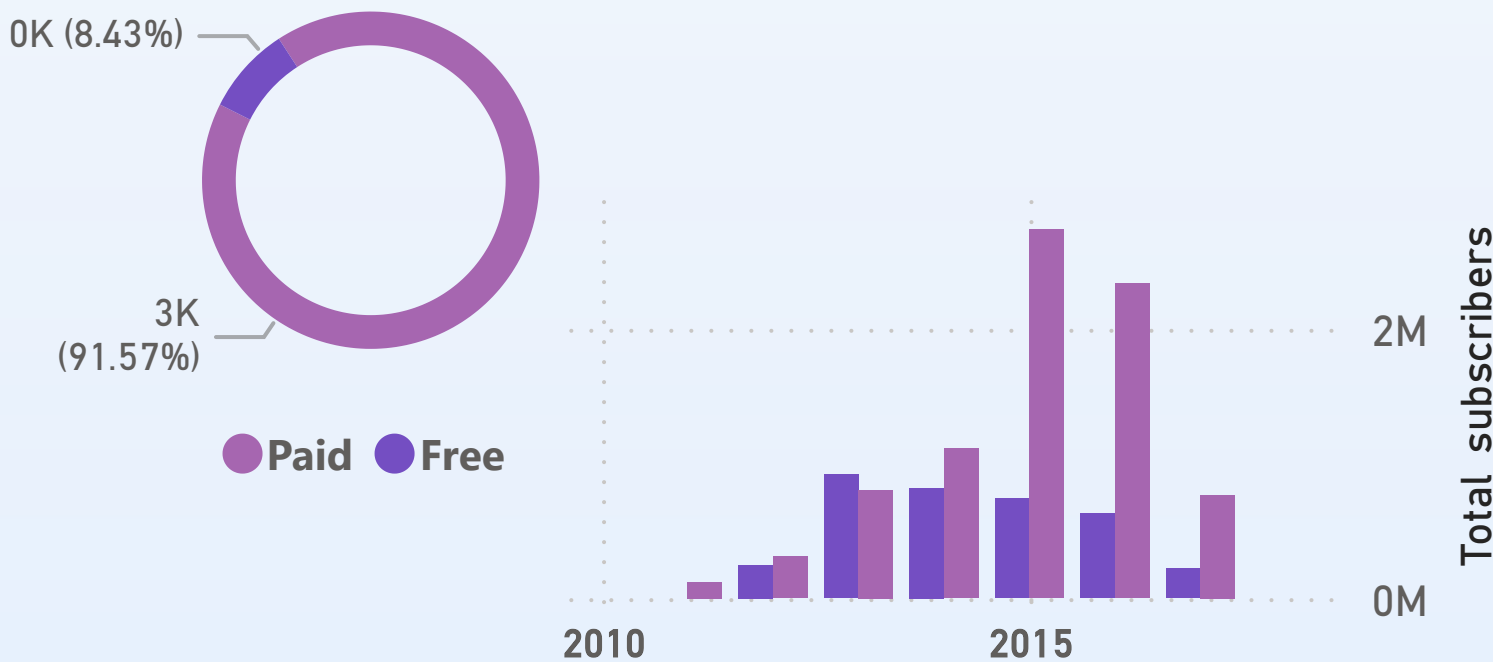
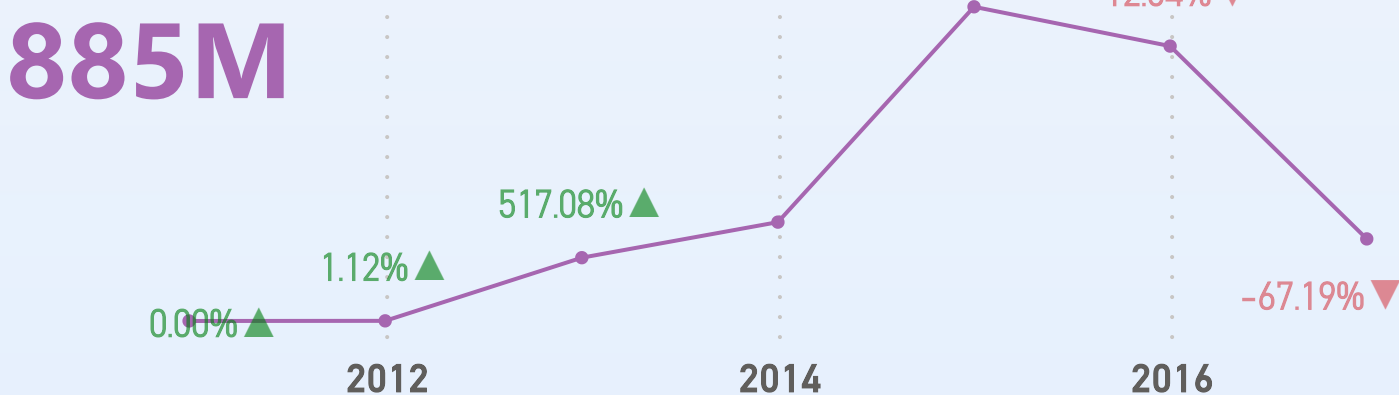
Avg_course_hours



Total_Reviews



Total Revenue

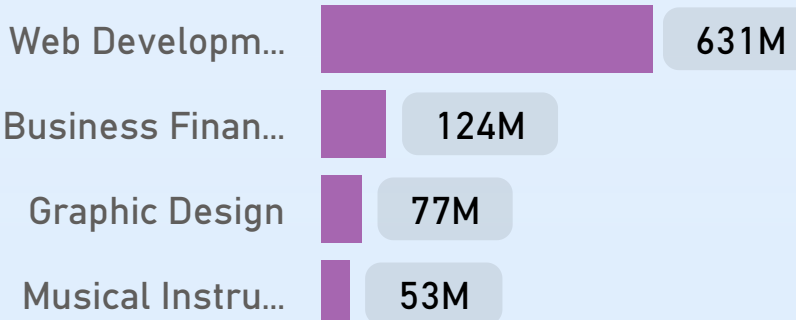


Total Revenue

Revenue per subscriber

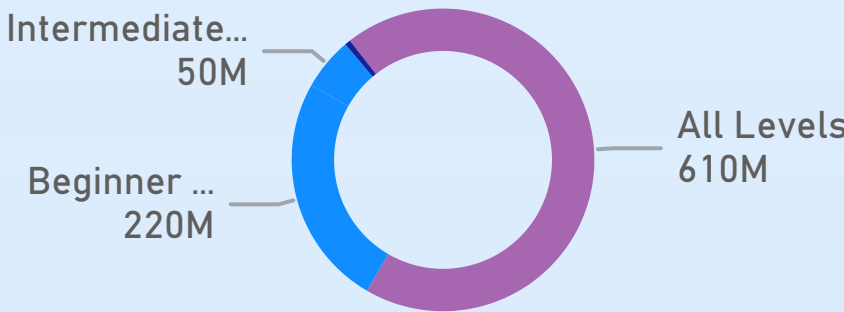
Revenue per course

Total Revenue by subject



Web Development courses have the highest engagement , contributing 71.18% of total revenue , indicating strong market demand.

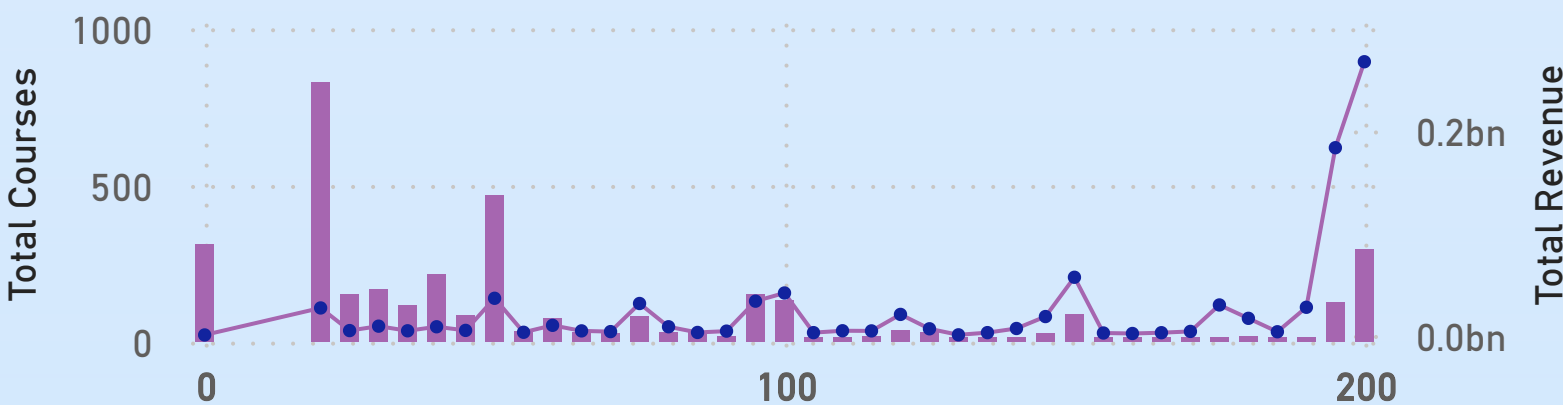
Total Revenue by Course_level



Despite expert-level courses accounting for just 0.62% of total revenue , they generate the highest revenue per subscriber. Attracting subscribers to expert-level courses has the potential to significantly boost revenue.

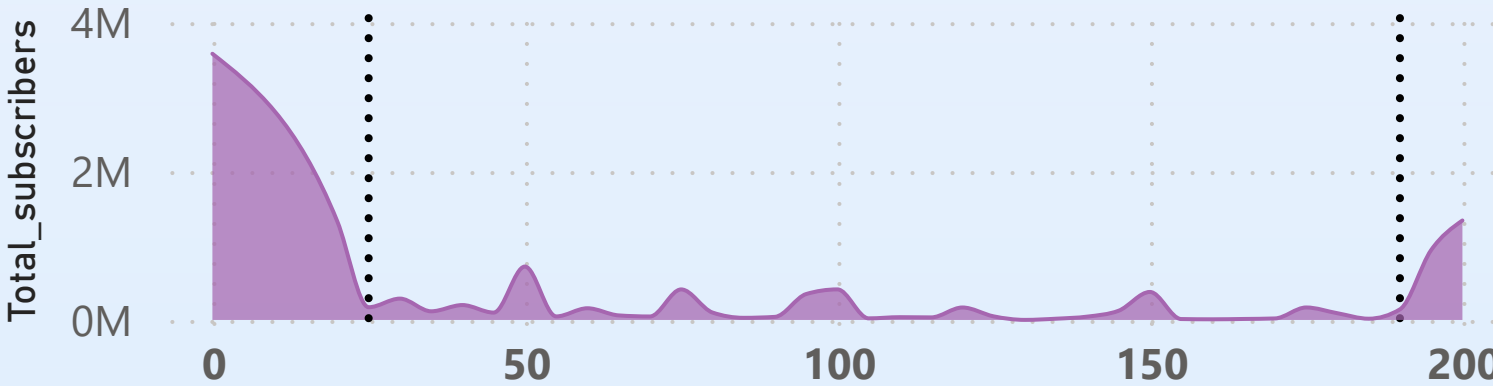
Total Courses and Total Revenue by Course_price

● Total Courses ● Total Revenue



51.09% of revenue comes from just 422 priced between \$190-\$200 , a much larger segment of over 2,330 courses in the \$0-\$50 range only generates 6.33% of revenue . This shows that subscribers are less interested in lower-priced courses.

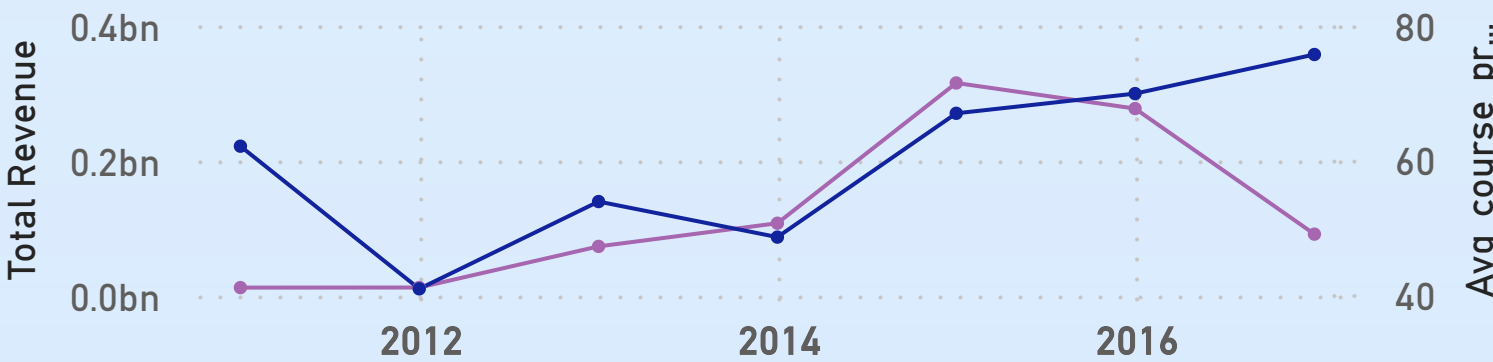
Total_subscribers by Course_price



Subscriber behaviour shows an interesting contrast : either Subscribers favor free and low-cost courses in the \$0-\$25 range or courses priced between \$190-\$200 , which belong to the highest price segment and include elite in web development and business finance programs.

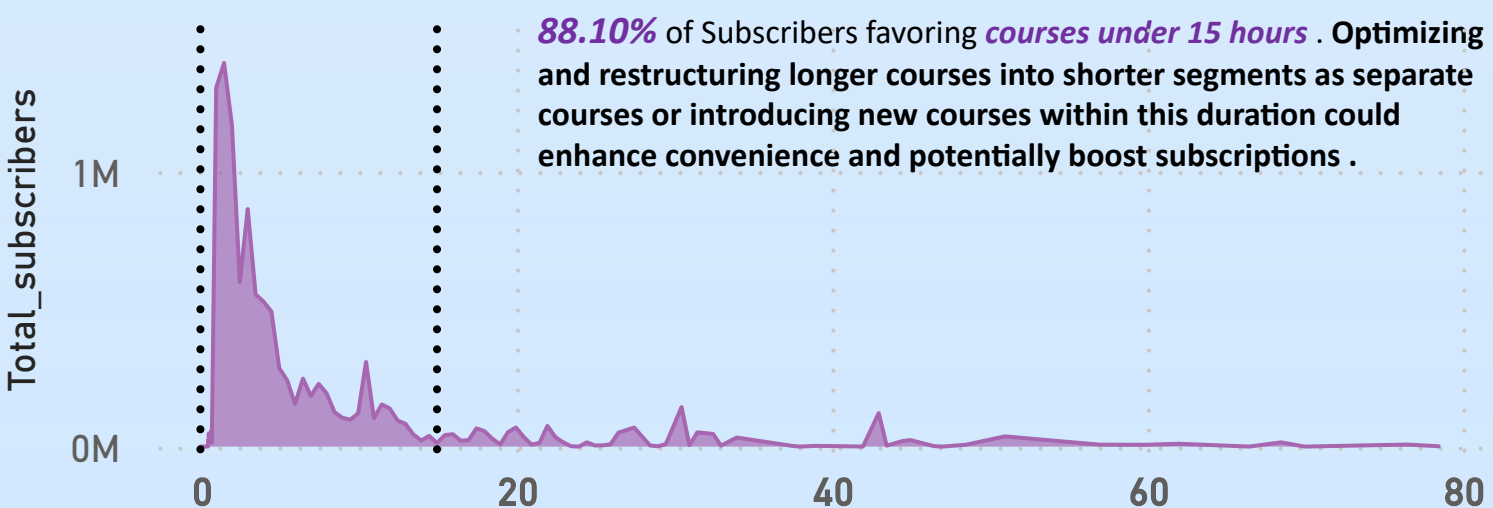
Total Revenue and Avg_course_price by Year

● Total Revenue ● Avg_course_price



The inverse relationship between revenue and average course price highlights the price sensitivity of the course market . With average prices rising by 13.27% over the past two years , introducing mid-budget courses with high-quality content could enhance value and affordability for subscribers.

Total_subscribers by content_duration



88.10% of Subscribers favoring courses under 15 hours . Optimizing and restructuring longer courses into shorter segments as separate courses or introducing new courses within this duration could enhance convenience and potentially boost subscriptions .

Highlighted insights and recommendations

Subscriber Preference for Shorter Courses

- **Finding:** 88.10% of subscribers prefer courses under 15 hours in duration.
- **Recommendation:** Optimize and restructure longer courses into shorter, standalone segments. Additionally, introducing new courses within this preferred duration to enhance subscriber convenience and potentially boost overall subscriptions.

Web Development Course Engagement

- **Finding:** Web development courses exhibit the highest engagement, contributing 71.18% of total revenue. However, despite strong market demand, revenue from these courses has sharply declined over the past two years 2016: -10.52% and 2017: -72.09% respectively.
- **Recommendation:** Known fast-paced nature of web development, content may be losing relevance. Conducting in-depth market research help to align courses with current tech trends, ensuring content remains fresh and engaging.

Contrasting Subscriber Behaviour

- **Finding:** Subscriber behaviour shows a preference for either low-cost courses (\$0-\$25) or premium courses (\$190-\$200), particularly elite web development and business finance programs.
- **Recommendation:** Introduce mid-range, budget-friendly courses that offer high-quality content. This approach could appeal to both budget-conscious and premium customers, filling a gap in the current pricing strategy.

Revenue from Expert-Level Courses

- **Finding:** Expert-level courses, though only contributing 0.62% of total revenue, yield the highest revenue per subscriber and per course. This indicates a high perceived value among subscribers.
- **Recommendation:** By revisiting advertising strategies and highlighting the unique features of expert-level courses, there is potential to attract more subscribers to these high-revenue courses, which could significantly boost overall revenue.

Revenue Distribution Among Courses

- **Finding:** 51.09% of total revenue is generated by 422 courses priced between \$190-\$200. In contrast, over 2,330 courses in the \$0-\$50 range only contribute 6.33% of total revenue.
- **Recommendation:** Choose a strategy to better align course selection with the overall business strategy by either enhancing the appeal of lower-priced courses or expanding the range of high- revenue, premium courses.