

# Udemy Course Analysis

Project Description	Design	Introduction	Subscriber Ratio	Top 20 Subscribed Courses	Average Subject Cost
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Business Problem: **Find opportunities to increase revenue.**

Project Length: 3 Weeks

Data Collected: Udemy Course Datasheet of Business, Design, Music and Web Development Courses

- Questions asked:
- How much revenue was generated?
  - What are the top performing courses?
  - Which courses/subjects generated the most revenue?
  - Which high performing courses are undercharging?

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## Software Used:

Google Sheets: Used it for consolidating the different course datasheets, for data cleaning and preliminary analysis

Tableau: Used for Report Generation and Storytelling

## Data Cleaning Log

- Removed 5 duplicate rows
- Deleted 8 blank rows and 2 empty columns (2 of the 8 rows only had data in one cell(rating-0.69, Course-Subject: Web Development))
- Change case of col-name (rating) to lower case, matching the other column names
- Froze header-row
- Changed "Subject: Web Development" to "Web Development"
- Check column stats of course\_id column and noticed 4 course\_ids that occurred two times.
- Sorted the sheet by course\_id, in ascending order, so I could compare duplicate entries
- Noticed only rating col had different values, then I used the average of the two values as the rating. Then I deleted the duplicate value.

I repeated this for the remaining duplicates

I checked col stats again for all cols

Total number of rows = 3672

No empty cells

No duplicate values.

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In order to find opportunities to increase the revenue and track course performance one of the performance metrics used was the Number of Subscribers.

The number of subscribers helps us identify which subject groups our users (subscribers) are generally interested in and which they either find less interesting or aren't aware of.

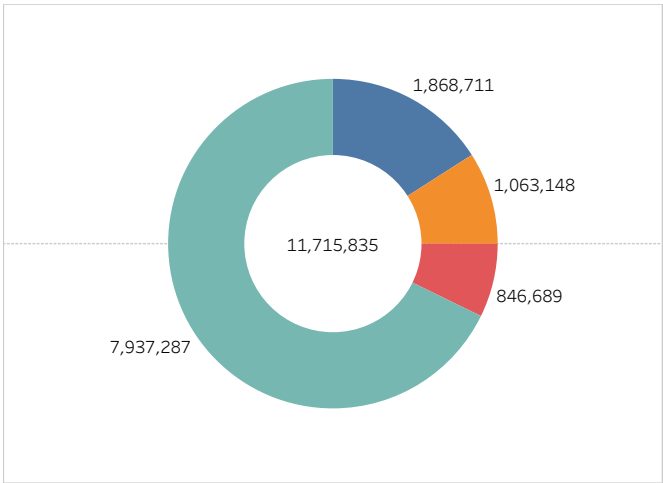
It also directly translates to revenue as an increase in the number of subscribers, for paid courses, would lead to an increase in revenue.

# Udemy Course Analysis

Project Description	Design	Introduction	Subscriber Ratio	Top 20 Subscribed Courses	Average Subject Cost	Average Subject Rating

## Number of Subscribers across each Subject

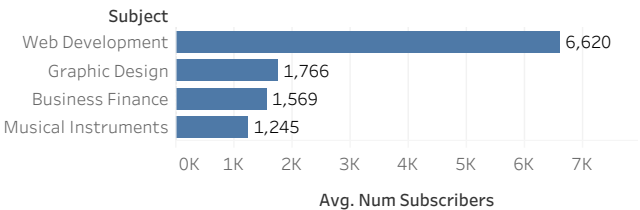
Total Number of Subscribers



- Legend (Subject)
- Business Finance
  - Graphic Design
  - Musical Instruments
  - Web Development

Web Development Courses bring 69% of Subscribers and averagely have 4 times as many subscribers as the other subjects

Average Number of Subscribers



We see an overwhelming number of Web development subscribers as opposed to Musical Instruments.

Why is this so?

Are the other courses overpriced?

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## Top 20 Subscribed Courses

Course Id	course title (Top 20 Su..	Free Paid	Subject		
			Business Finance	Musical Instrum..	Web Developme..
41295	Learn HTML5 Program..	Free Course			268,923
59014	Coding for Entreprene..	Free Course			161,029
625204	The Web Developer Bo..	Paid Course			121,584
173548	Build Your First Websi..	Free Course			120,291
764164	The Complete Web De..	Paid Course			114,512
19421	Free Beginner Electric ..	Free Course		101,154	
473160	Web Design for Web D..	Free Course			98,867
94430	Learn Javascript & JQu..	Paid Course			84,897
130064	Practical PHP: Master ..	Free Course			83,737
364426	JavaScript: Understan..	Paid Course			79,612
238934	Pianoforall - Incredibl..	Paid Course		75,499	
756150	Angular 4 (formerly A..	Paid Course			73,783
21386	Beginner Photoshop t..	Free Course			73,110
65330	Web Development By ..	Free Course			72,932
405926	HTML and CSS for Begi..	Free Course			70,773
11174	Become a Web Develo..	Paid Course			69,186
49798	Bitcoin or How I Learn..	Free Course	65,576		
314462	Quickstart AngularJS	Free Course			64,128
128946	Learn Responsive Web..	Free Course			59,639
289230	Learn and Understand ..	Paid Course			59,361

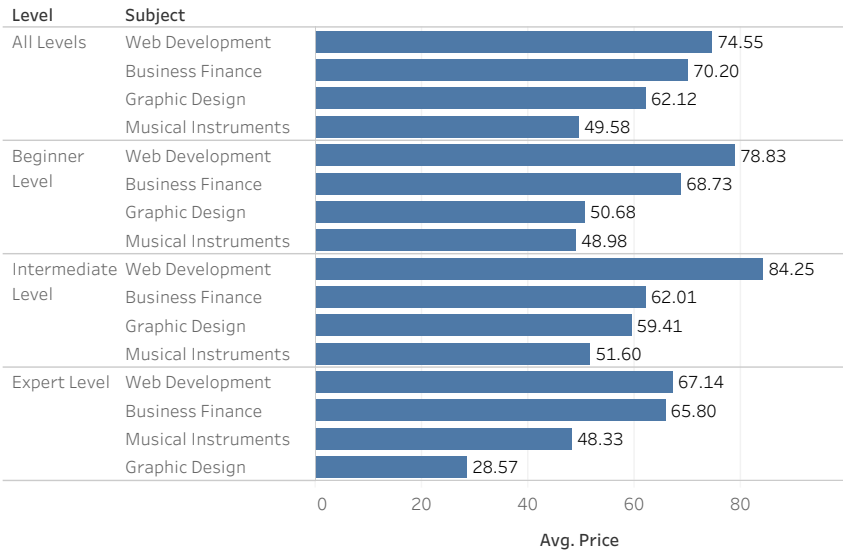
Looking at the Top 20 Subscribed Courses we see a majority of people subscribed to both free and paid Web Development Courses

Looking deeper at our data, we want to find out if on average, which courses are cheaper.

# Udemy Course Analysis

Introduction	Subscriber Ratio	Top 20 Subscribed Courses	Average Subject Cost	Average Subject Rating		Revenue Ratio
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Average Cost at each Level

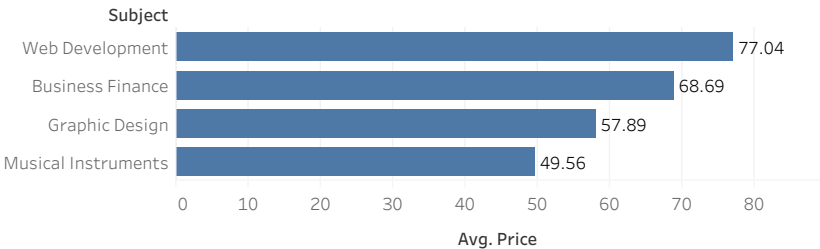


When comparing the average price of the courses, Web Development courses are priced, on average, higher than other subjects while Musical Instruments are the least priced courses

Based on our data, we see price isn't a factor to the disparity in the number of subscribers.

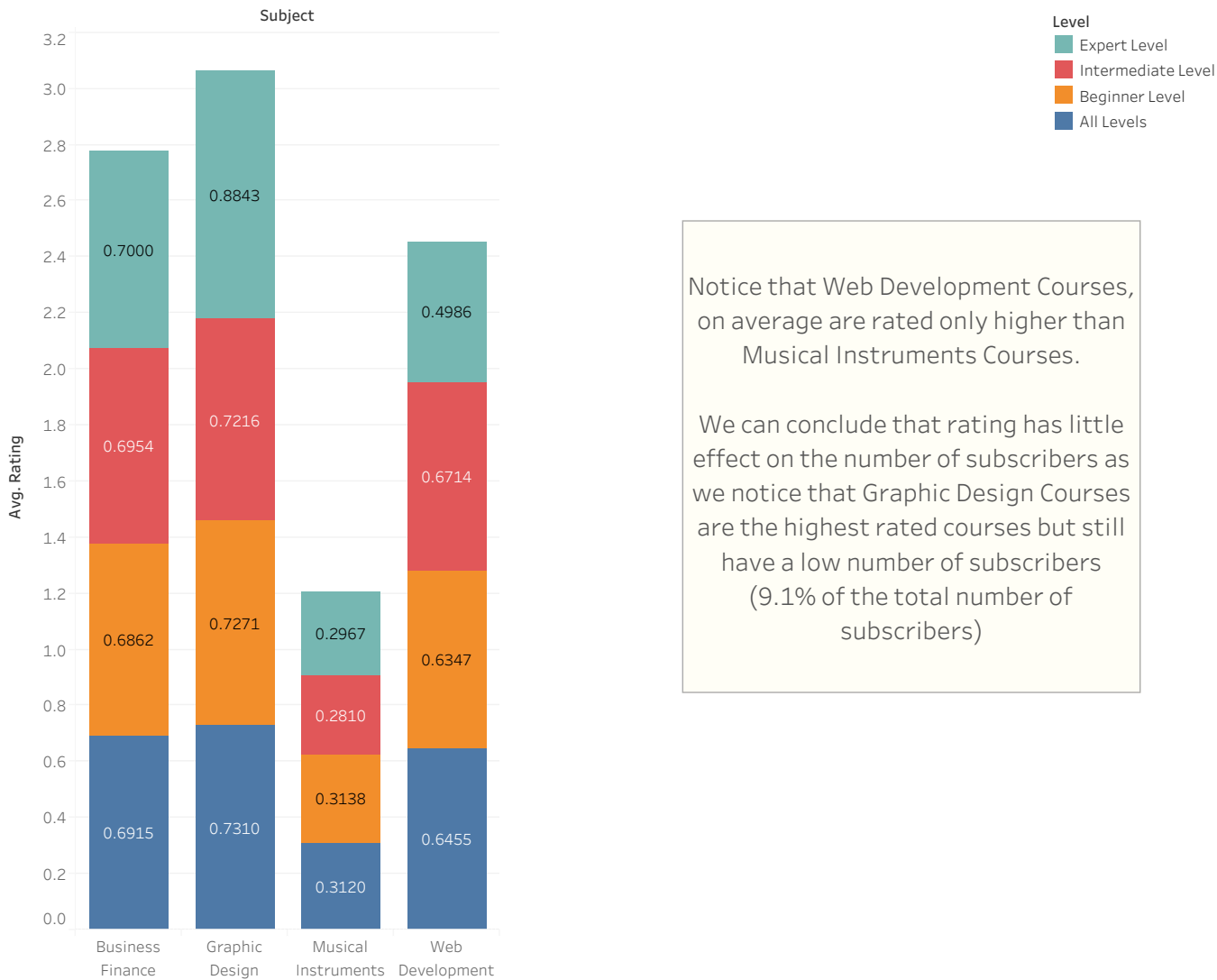
Next we look at the rating of the courses.

Average Cost per Subject



# Udemy Course Analysis

Subscriber Ratio	Top 20 Subscribed Courses	Average Subject Cost	Average Subject Rating		Revenue Ratio	
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# Udemy Course Analysis

Top 20 Subscribed Courses	Average Subject Cost	Average Subject Rating		Revenue Ratio		List of Underpriced Courses
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Unfortunately we lack the data to identify what makes Web Development courses sought-after and how to apply it to other courses. I suggest getting a feedback form from subscribers stating why they chose a particular course and what they hoped to achieve.

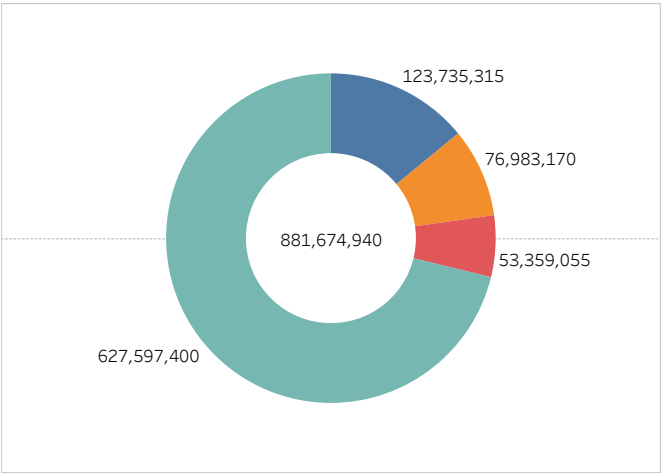
So we move on to the next performance metric, which is the Revenue Generated



# Udemy Course Analysis

Average Subject Cost	Average Subject Rating		Revenue Ratio		List of Underpriced Courses	Potential Revenue
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Total Revenue per Subject

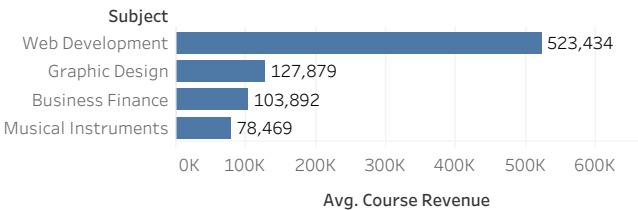


- Subject
- Business Finance
  - Graphic Design
  - Musical Instruments
  - Web Development

Highlight Subject  
No items highlighted

Once again Web Development Courses bring the most revenue 71.2% of the total revenue generated. The revenue is calculated as the product of "price of each course" and "number of subscribers"

Average Revenue per Subject



# Udemy Course Analysis

Average Subject Rating		Revenue Ratio		List of Underpriced Courses	Potential Revenue	Conclusion
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While looking for opportunities to increase revenue, I noticed a few courses with a large number of subscribers charging less than the average of what other similar courses charge.

So I complied a list of these courses and added the potential revenue that would have been generated, if the price of the course was equal to the average price.

Using this list, we can identify courses that need to increase their price thus increasing the revenue generated.

# Udemy Course Analysis

		Revenue Ratio		List of Underpriced Courses	Potential Revenue	Conclusion
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Course Id	course title (Underpriced Courses)	Current Revenue	Potential Revenue	num subscribers (Underp..	num subscribers (Underp..
28295	Learn Web Designing & HTML5/CSS3 Ess..	3,246,375	3,334,461	43,285	You can adjust the slider to filter the list by the number of subscribers. 10,000 to 84,897
94430	Learn Javascript & JQuery From Scratch	2,546,910	6,540,043	84,897	
19603	Learning Dynamic Website Design - PHP ..	2,394,300	3,688,899	47,886	
16646	Web Programming with Python	1,763,350	2,716,794	35,267	
534376	Get Results - Core Principles of Web Dev..	1,676,625	1,722,118	22,355	
30243	Mastering HTML5 Programming - The Ea..	1,623,975	1,668,039	21,653	
164554	AngularJS JumpStart with Dan Wahlin	1,335,150	1,371,378	17,802	
701636	Learn Web Scraping with Node.js	1,254,825	1,288,873	16,731	
648118	JavaScript Rockstar How to create Incre..	1,244,250	1,278,011	16,590	
391546	Learn Python and Django: Payment Proc..	1,239,980	1,364,599	17,714	
654680	JavaScript Tricks how to create code pro..	1,132,950	1,163,691	15,106	
499632	Benefits of Thinking Mobile First Future ..	1,069,050	1,098,057	14,254	
958750	Web Design Creating websites from scr..	1,044,000	1,072,328	13,920	
1078522	React JS and Redux - Mastering Web Ap..	1,009,740	1,296,423	16,829	
285638	Learn to Trade for Profit:Trading with Ja..	983,100	1,125,557	16,385	
917724	Learn JavaScript for Web Development	966,975	993,213	12,893	
682484	Create a Website from Scratch using HT..	966,150	992,365	12,882	
561136	Responsive Design with NEW Materialize	947,175	972,875	12,629	
231176	Learn To Build Beautiful HTML5 And CSS..	940,900	1,449,645	18,818	
427530	Learn Bootstrap Development By Buildi..	888,780	1,141,120	14,813	
30318	Learning JavaScript Programming Tutor..	855,650	1,318,300	17,113	
983534	Try AngularJS: Beginner's Guide to Fron..	846,300	1,303,895	16,926	
939962	Learn SVG Animation - With HTML, CSS ..	841,945	997,835	12,953	
113518	CSS and CSS3 For Absolute Beginners	816,750	838,911	10,890	
249126	Logo Design Essentials	664,100	1,922,250	33,205	
178640	Introduction to Web Development	658,910	1,853,771	24,064	
99986	Introduction to Web Development	658,910	1,853,771	24,064	
266252	Projects in PHP and MySQL	636,360	817,034	10,606	
556922	Learn Ruby on Rails: Stripe Payment Pro..	628,960	1,211,299	15,724	
460056	Learn the Basics of Programming for Ma..	623,645	873,500	11,339	
19332	The Original Complete Web Developer C..	621,400	2,393,478	31,070	
217010	Website Secrets: Get a Gorgeous Websi..	616,400	949,688	12,328	
47004	Photoshop Course: Design an eBook Cov..	594,650	688,490	11,893	
26845	Advanced HTML5 Tutorial for Web Devel..	592,350	912,634	11,847	
714724	Docker Technologies for DevOps and De..	576,300	1,479,843	19,210	
945978	Ultimate Angular 4 (previously Angular ..	569,200	876,967	11,384	
379722	jQuery Crash Course: Learn the Essentia..	563,100	867,568	11,262	

# Udemy Course Analysis

	Revenue Ratio		List of Underpriced Courses	Potential Revenue	Conclusion
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## Potential Revenue of Underpriced Courses

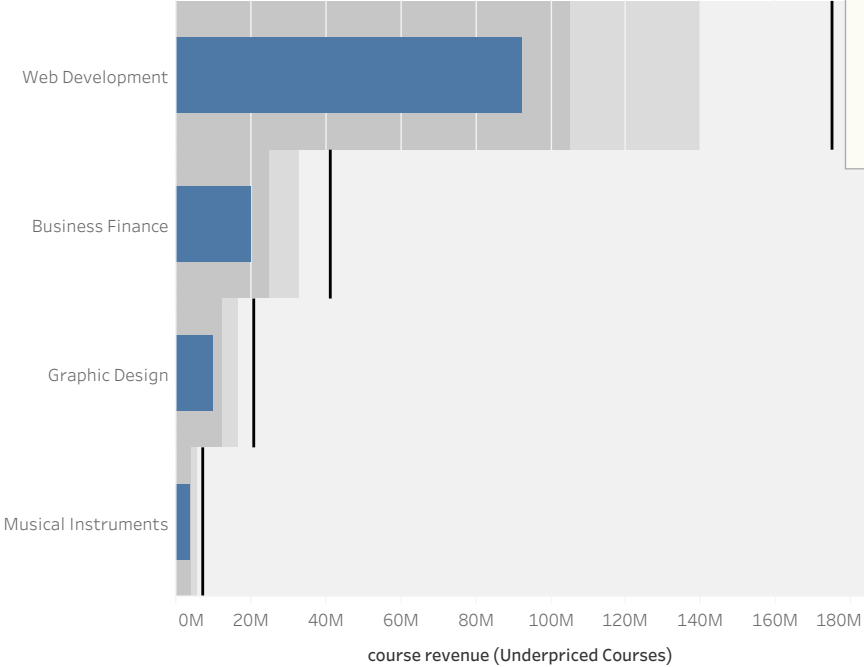
subject (Underpriced Courses)1

- ☒ Business Finance
- ☒ Graphic Design
- ☒ Musical Instruments
- ☒ Web Development

This is a plot of the actual revenue generated vs the potential revenue that could have been generated.

## Potential Revenue vs Current Revenue

subject (Underpriced C..



This shows the potential avenue for growth (in revenue) should the price of the courses in the previous list be increased.

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Key Issues we noticed from our data

The disparity of the number of subscribers and revenue generated between the subjects.

Our task: To identify opportunities to increase revenue.

\*One method is to increase the number of subscribers for the other Subjects (Business Finance, Musical Instruments and Graphic Design)

\*The second is to increase the price of courses that are currently undercharging.