

# UDEMY COURSES PROJECT

## ■ Description

To present data on course revenue and to understand where opportunities to increase revenue may lie, and track the performance of courses.

## Issue to understand from the data:

### ■ What decision needs to be made

The decision the manager needs to make is do we have enough resources for each courses to get enough revenue and to charge more on the highest ranking and preferences courses, and if not what do we need to get to understand where opportunities to increase revenue may lie and how performance of courses are.

### What Information is needed to inform that decision

We need to calculate the Average and total number of subscriber, Average cost per subject. Average content duration for the subject, Average rating per subject for each level Average number of subscriber per subject for each level.

### What types of analysis will provide the information to confirm that decision

We need to compare the subject and need to use the right analytical approach to provide the exact information needed to inform the decision.

We Aggregate and make use of Description Analysis



## **Data collected**

<https://drive.google.com/file/d/1TbLb-DMA1VzBp7ACCG6wB9BkOGS4GYhp/view?usp=sharing>

<https://drive.google.com/file/d/1bdvupfAxp2z2m04TA3EsGxkDQ8OHa6hC/view?usp=sharing>

[https://drive.google.com/file/d/1waADvThWX1QWKVia\\_s6JuqztMvcmTlfF/view?usp=sharing](https://drive.google.com/file/d/1waADvThWX1QWKVia_s6JuqztMvcmTlfF/view?usp=sharing)

[https://drive.google.com/file/d/16GiIvOvW5YJPzbVK3e6dgMOueVs\\_43n1/view?usp=sharing](https://drive.google.com/file/d/16GiIvOvW5YJPzbVK3e6dgMOueVs_43n1/view?usp=sharing)

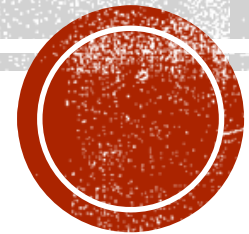
## **Combined Data, Clean, Analysis and Findings Using Google sheet and Excel**

<https://docs.google.com/spreadsheets/d/1jat0pkaBR4vorKc2AzSLmX2HQKBHLZvM/edit?usp=sharing&ouid=109252535031850957348&rtpof=true&sd=true>



# VISUALIZATION OF THE COURSES ANALYSIS

File created on: 8/16/2021 12:37:07 PM



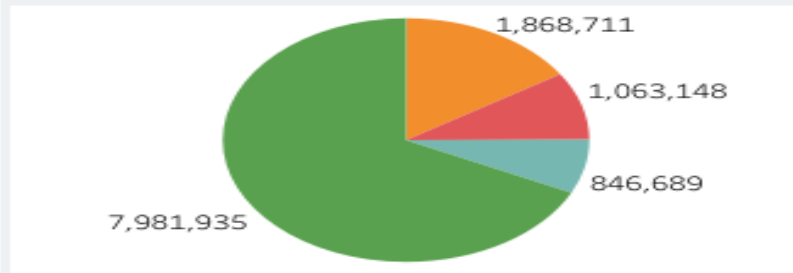
## Analysis of Courses Performance and Courses Revenue



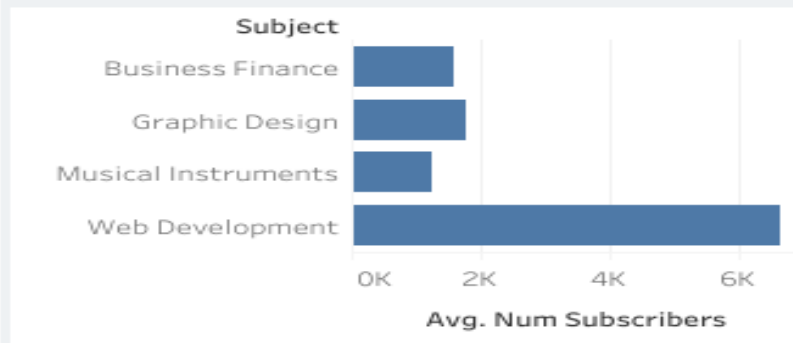
Total price for each Subject

Subject			
Business Finance	Graphic Design	Musical Instrum..	Web Dev elopme..
81,815	34,850	33,700	92,675

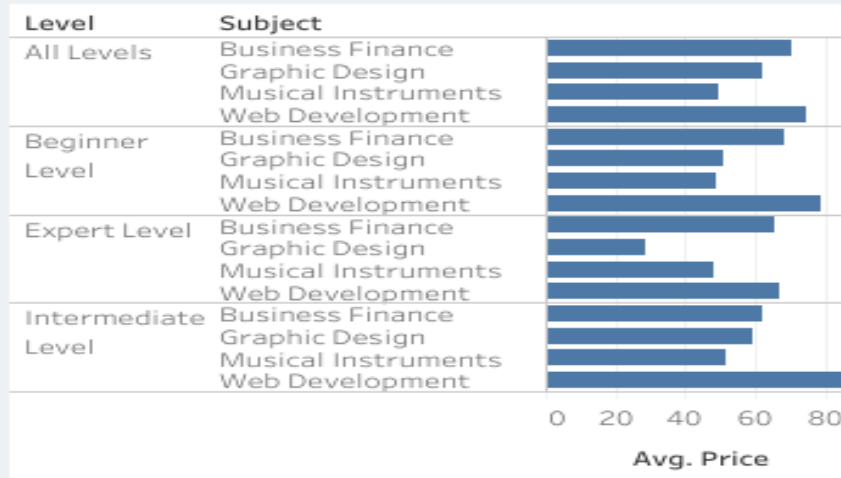
Total Number of subscriber for each subject



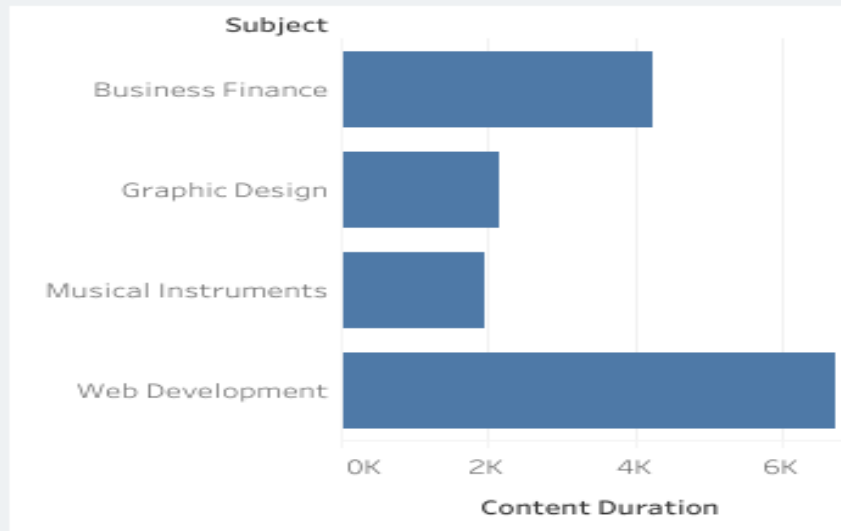
Avg Number of Subscriber for each subject



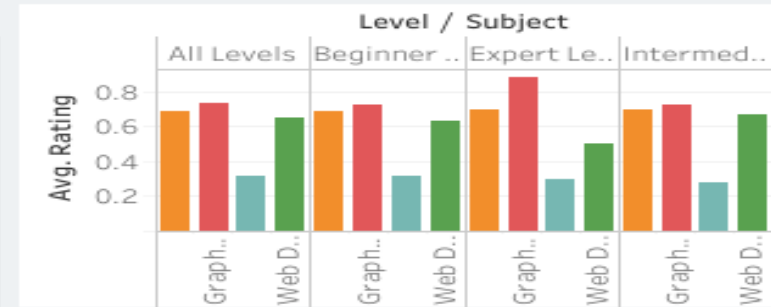
Avg cost per subject at each level



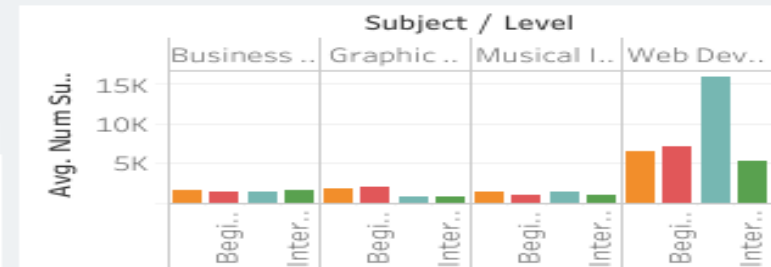
Avg content duration for each subject



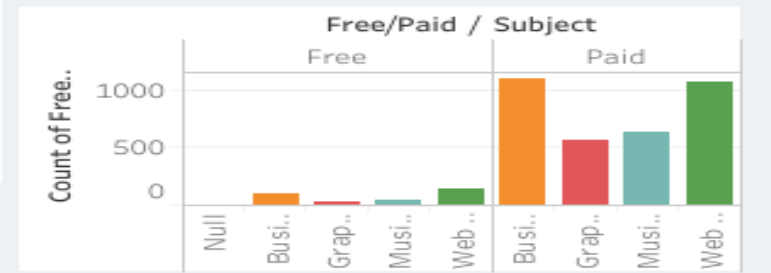
Avg rating per subject for each level



Avg number per subject for each level



count of free or paid course for each subject



# CONCLUSION

- From the Analysis, Web development generated the highest revenue, followed by Business Finance, and Musical Instrument produced the lowest revenue.
- Web development has the highest number of subscribers with a total of 981, 935 and an average of 6k followed by Business Finance.
- There is a more paid subject than a free subject which might not have any significant effect on the revenue generated.
- Graphics designs is most rating at all levels, followed by Business finance and Musical Instrument with the lowest rating at all levels.
- Web development has the highest average content duration, followed by business finance. Web development is more costly than other subjects at all levels.

