## 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/16GiIvOvW5YJPzbVK3e6dgMOueVs\_43n1/view?usp=sharing

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

https://docs.google.com/spreadsheets/d/ljat0pkaBR4vorKc2AzSLmX2HQKBHLZvM/edit?usp=sharing&ouid=109252535031850957348&rtpof=true&sd=true



# VISUALIZATION OF THE COURSES ANALYSIS

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#### Analysis of Courses Performance and Courses Revenue Subject Level Avg cost per subject at each level Avg rating per subject for each level Business Finance All Levels Level / Subject Graphic Design Beginner Level Level Subject All Levels | Beginner .. | Expert Le. . | Intermed. All Levels Business Finance Musical Instruments Expert Level Graphic Design Web Development Intermediate Level Musical Instruments 0.8 Avg. Rating Web Development 0.6 Business Finance Beginner Total price for each Subject Graphic Design 0.4 Level Musical Instruments 0.2 Web Development Subject Business Finance Expert Level Business Graphic Musical Web Dev Graphic Design Graph. Graph. Graph. Graph. Web Web Web Design Finance Instrum.. elopme.. Musical Instruments Web Development 81,815 34,850 33,700 92,675 Intermediate Business Finance Graphic Design Leve Musical Instruments Total Number of subcriber for each subject Web Development Avg number per subject for each level 60 40 1,868,711 Avg. Price Subject / Level Business .. Graphic .. Musical I.. Web Dev. 1,063,148 Avg content duration for each subject Avg. Num Su.. 15K 10K Subject 846,689 5К 7.981.935 Business Finance Begi. Begi. Inter. Begi. Begi. Inter Ė Avg Number of Subscriber for each subject Graphic Design count of free or paid course for each Subject subject **Business Finance** Free/Paid / Subject Musical Instruments Graphic Design Paid Free Count of Free. 1000 Musical Instruments Web Development 500 Web Development 0 0K 2K 4K 6K 0K 2K 4K 6K BUS!. Busi. Musi. Grap. Grap. Musi Neb Neb Avg. Num Subscribers Content Duration

https://public.tableau.com/app/profile/moshood.owolabi/viz/Visualizationofthecoursesanalysis/Dashboard1?publish=ves

### 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.

