

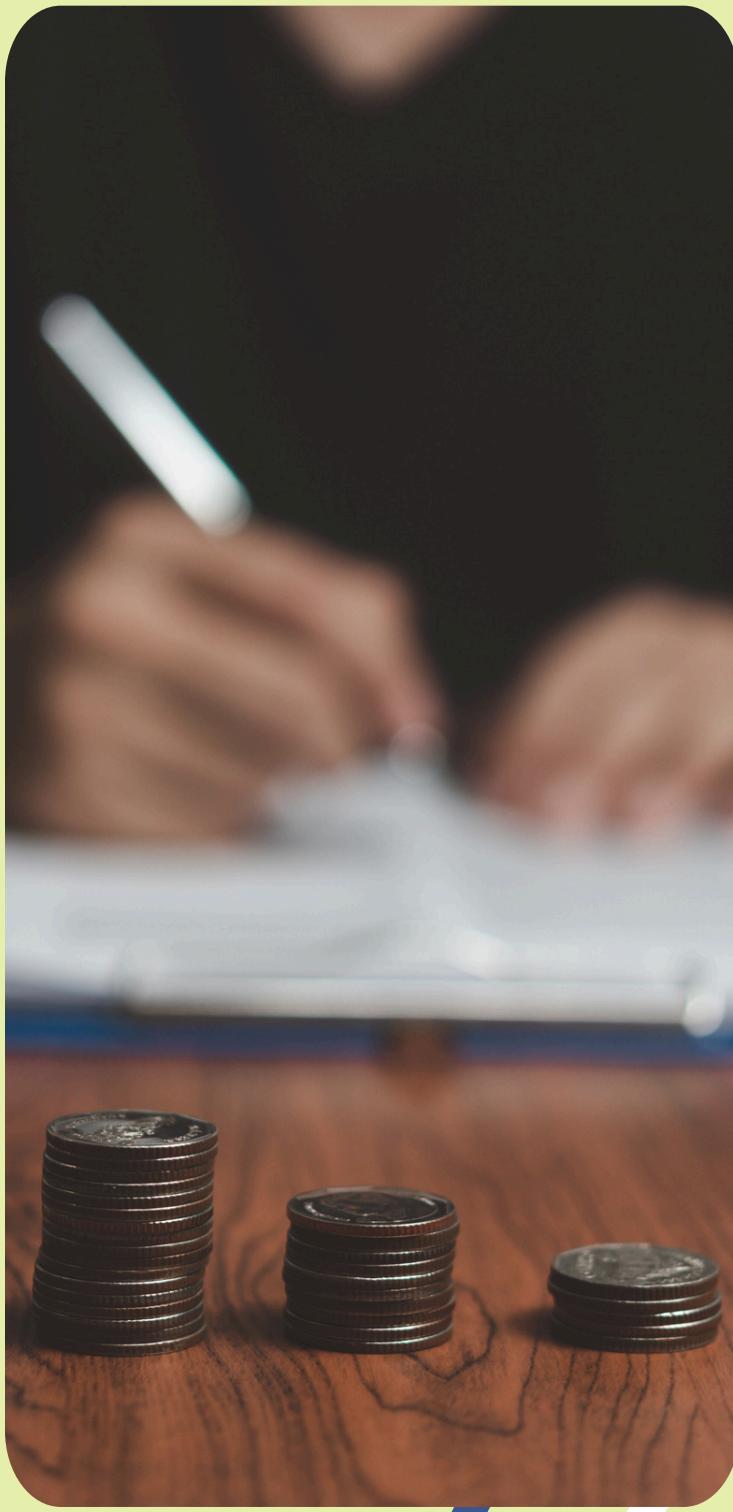
Clouds Techno: 2023 Education Performance Analysis

Tools used: MySQL, Canva

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Case Study Overview

About the Institute

Clouds Techno is a new EdTech start-up offering online courses through an app similar to Udemy.

They want to understand:

- How the institute performed in 2023
- Student & instructor behaviour
- Course demand, trends, and revenue
- Performance gaps & improvement areas



Business Questions (From Institute)

As a Data Analyst, I asked them:

- **Are there specific courses where expectations were high?**
- **Do they want trends by season or by technology demand?**
- **If seasonal, which period matters? (e.g., summer, winter)**
- **Are they planning course upgrades or new launches based on:**
 - Budget
 - Student recommendations
 - Ratings
- **What is their profit/loss per course?**
- **How are instructors and students performing?**

Data Overview

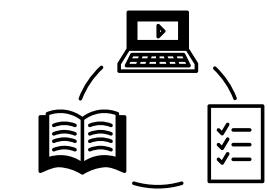


Database: educationdb

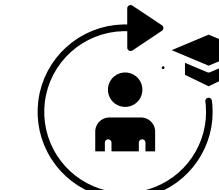
Tables:



Students



Courses



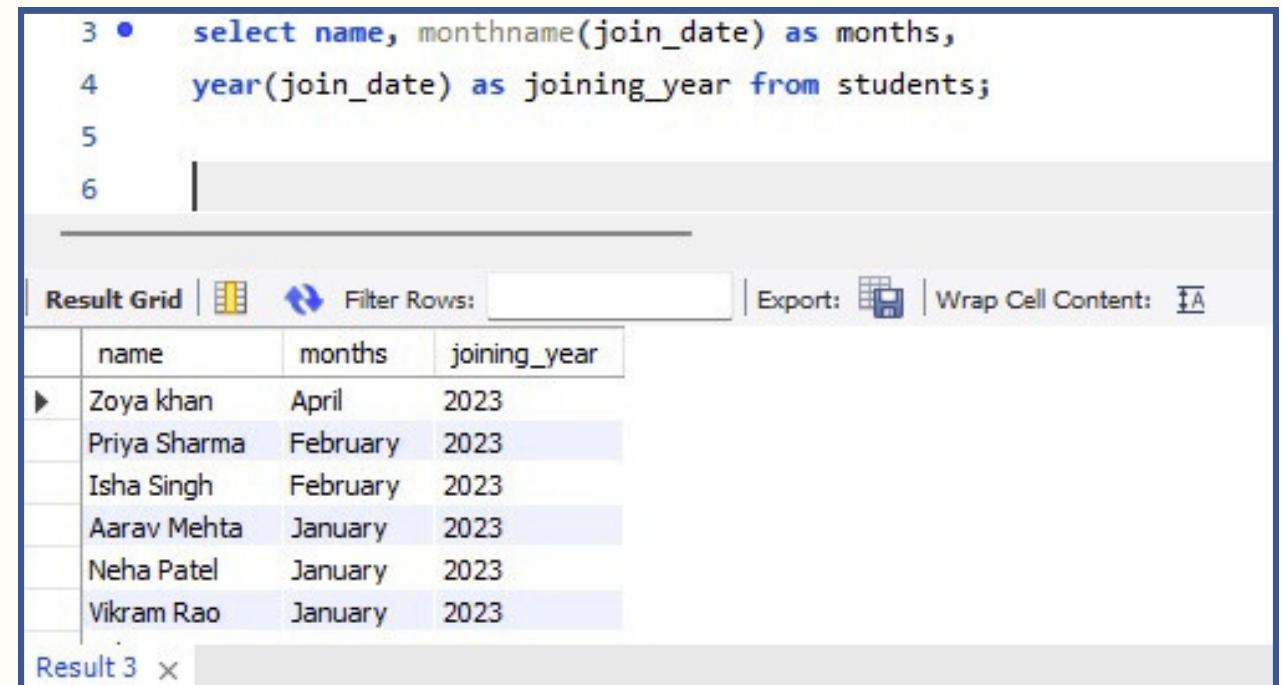
Enrollments



Instructors

Student Join Trends

Highest student joins:



A screenshot of a database query results grid. The query is:

```
3 • select name, monthname(join_date) as months,  
4     year(join_date) as joining_year from students;  
5  
6 |
```

The results grid shows the following data:

	name	months	joining_year
▶	Zoya khan	April	2023
	Priya Sharma	February	2023
	Isha Singh	February	2023
	Aarav Mehta	January	2023
	Neha Patel	January	2023
	Vikram Rao	January	2023

Result 3 ×

January



February



March

Insight:

These months represent late winter to early spring, but the pattern shows no seasonal dependency – students join mainly based on personal availability and interest.

Course Enrollment Trends

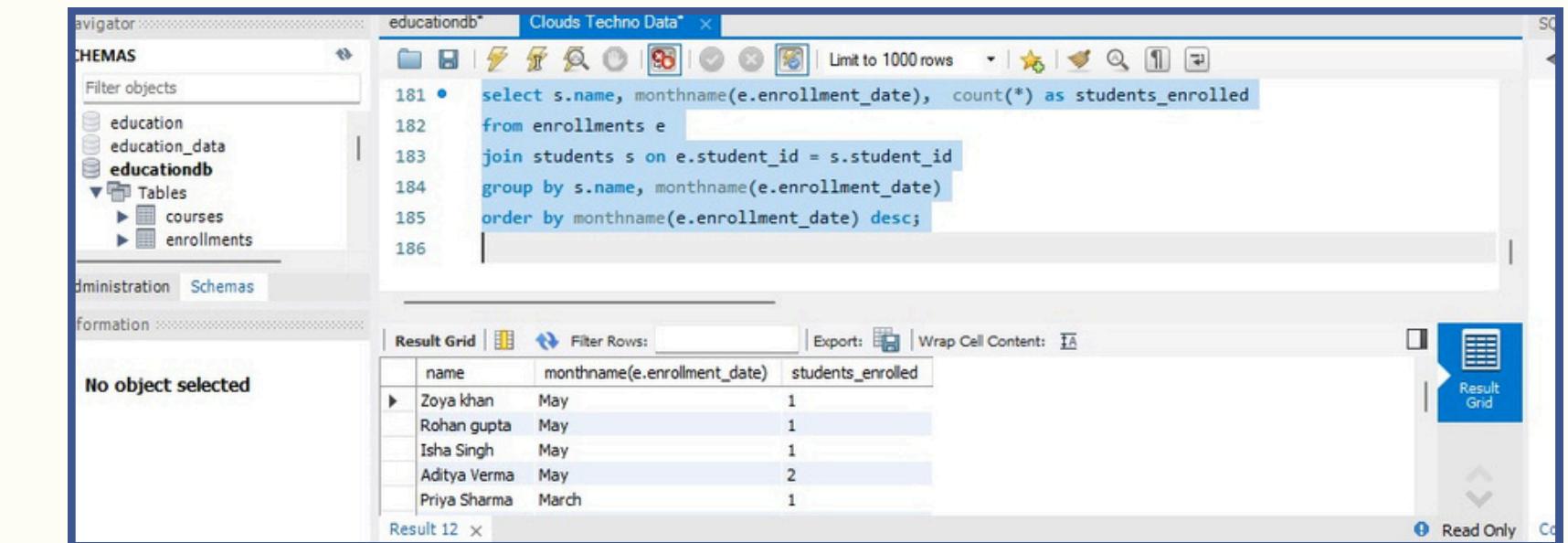
Months with highest enrollments:

✓ April

✓ May

✓ June

✓ July



The screenshot shows a SQL database interface with the following details:

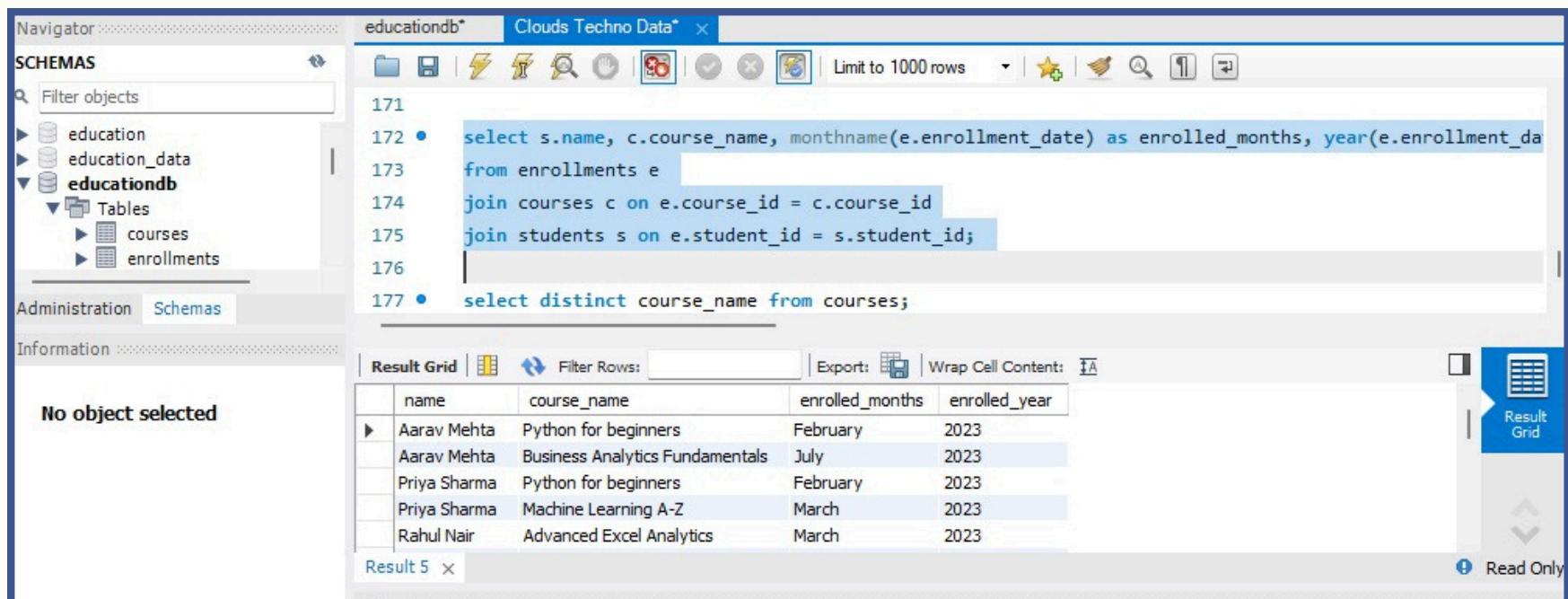
- Schemas:** education, education_data, educationdb (Tables: courses, enrollments).
- Query:** A SELECT statement is displayed in the SQL editor:

```
181 • select s.name, monthname(e.enrollment_date), count(*) as students_enrolled
182   from enrollments e
183   join students s on e.student_id = s.student_id
184   group by s.name, monthname(e.enrollment_date)
185   order by monthname(e.enrollment_date) desc;
```
- Result Grid:** The results of the query are shown in a grid:

name	monthname(e.enrollment_date)	students_enrolled
Zoya khan	May	1
Rohan gupta	May	1
Isha Singh	May	1
Aditya Verma	May	2
Priya Sharma	March	1

Conclusion:
Enrollment depends on course demand + student availability, not seasonal patterns.

Course Demand Analysis



The screenshot shows a database interface with a query editor and a results grid. The query editor contains the following SQL code:

```
171
172 • select s.name, c.course_name, monthname(e.enrollment_date) as enrolled_months, year(e.enrollment_da
173   from enrollments e
174   join courses c on e.course_id = c.course_id
175   join students s on e.student_id = s.student_id;
176
177 • select distinct course_name from courses;
```

The results grid displays the following data:

name	course_name	enrolled_months	enrolled_year
Aarav Mehta	Python for beginners	February	2023
Aarav Mehta	Business Analytics Fundamentals	July	2023
Priya Sharma	Python for beginners	February	2023
Priya Sharma	Machine Learning A-Z	March	2023
Rahul Nair	Advanced Excel Analytics	March	2023

Result 5 x

April: Python, ML, Business Analytics
May: Web Development, Cloud Computing, Advance Excel Analytics
June: Python, ML, Advance Excel Analytics, BA
July: Python, Cloud Computing, BA

Most demanding courses (3 times):

- ✓ Python
- ✓ Cloud Computing
- ✓ Business Analytics

Surprise:
Web Development was demanded 2 times in May.

Pricing Analysis

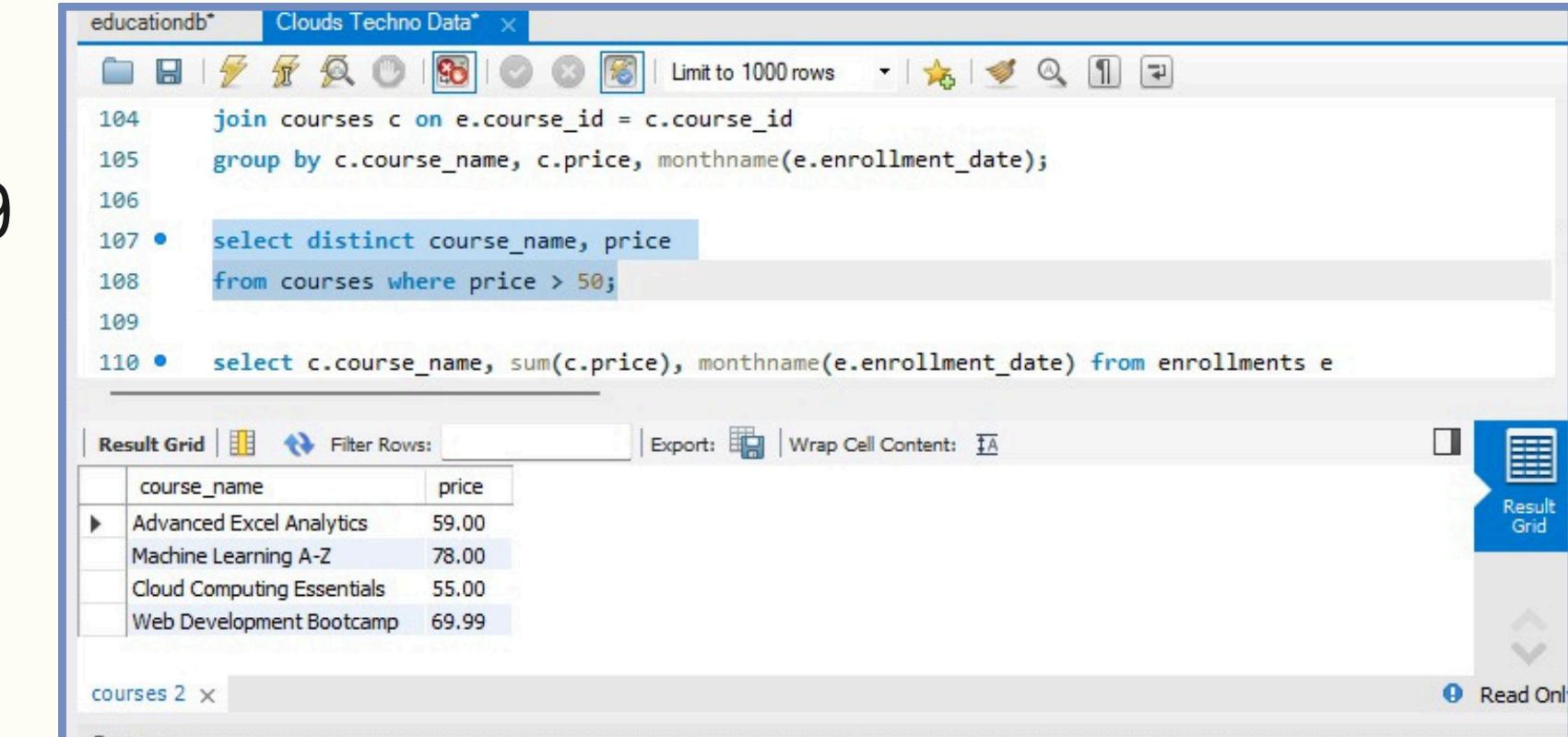
✓ Python: ₹49.99 (cheapest)

✓ Advance Excel Analytics: ₹59

✓ Cloud Computing: ₹55

✓ Web Development: ₹69.99

✓ Machine Learning: ₹78
(highest)



The screenshot shows a database interface with a SQL query window and a result grid. The query retrieves course names and prices from the 'courses' table, grouped by course name and price, and filtered to show courses where the price is greater than 50. The results are displayed in a grid.

course_name	price
Advanced Excel Analytics	59.00
Machine Learning A-Z	78.00
Cloud Computing Essentials	55.00
Web Development Bootcamp	69.99

Insight:
High-price courses → ML & Web Dev
Low-price but high demand → Python

Revenue Insights

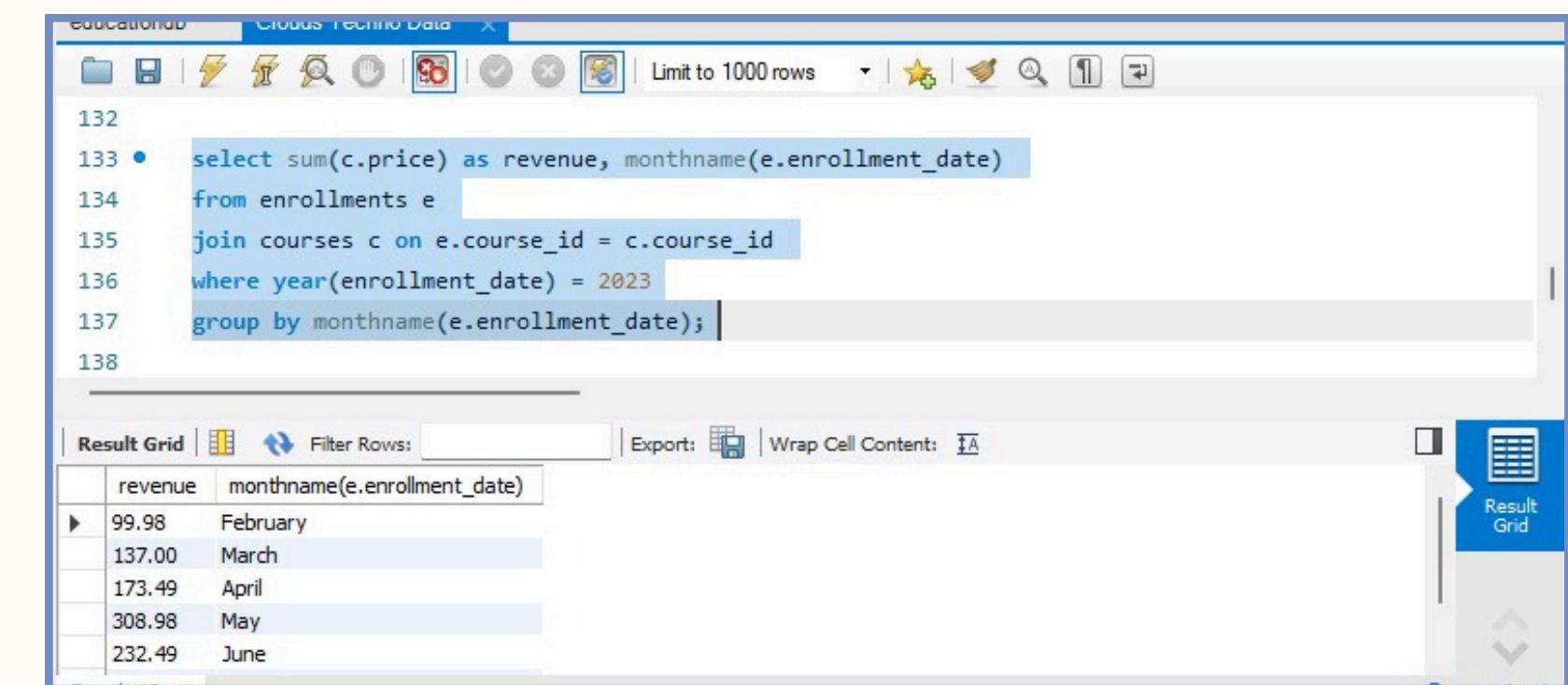
Total Revenue 2023: ₹1161.43

Top Revenue Months:

May: ₹308.98
(Web Dev only)

June: ₹232.49

Insight:
Even a single-course month can outperform others if demand is high.



The screenshot shows a database interface with a query editor and a result grid. The query is:

```
132
133 • select sum(c.price) as revenue, monthname(e.enrollment_date)
134   from enrollments e
135   join courses c on e.course_id = c.course_id
136   where year(enrollment_date) = 2023
137   group by monthname(e.enrollment_date);
```

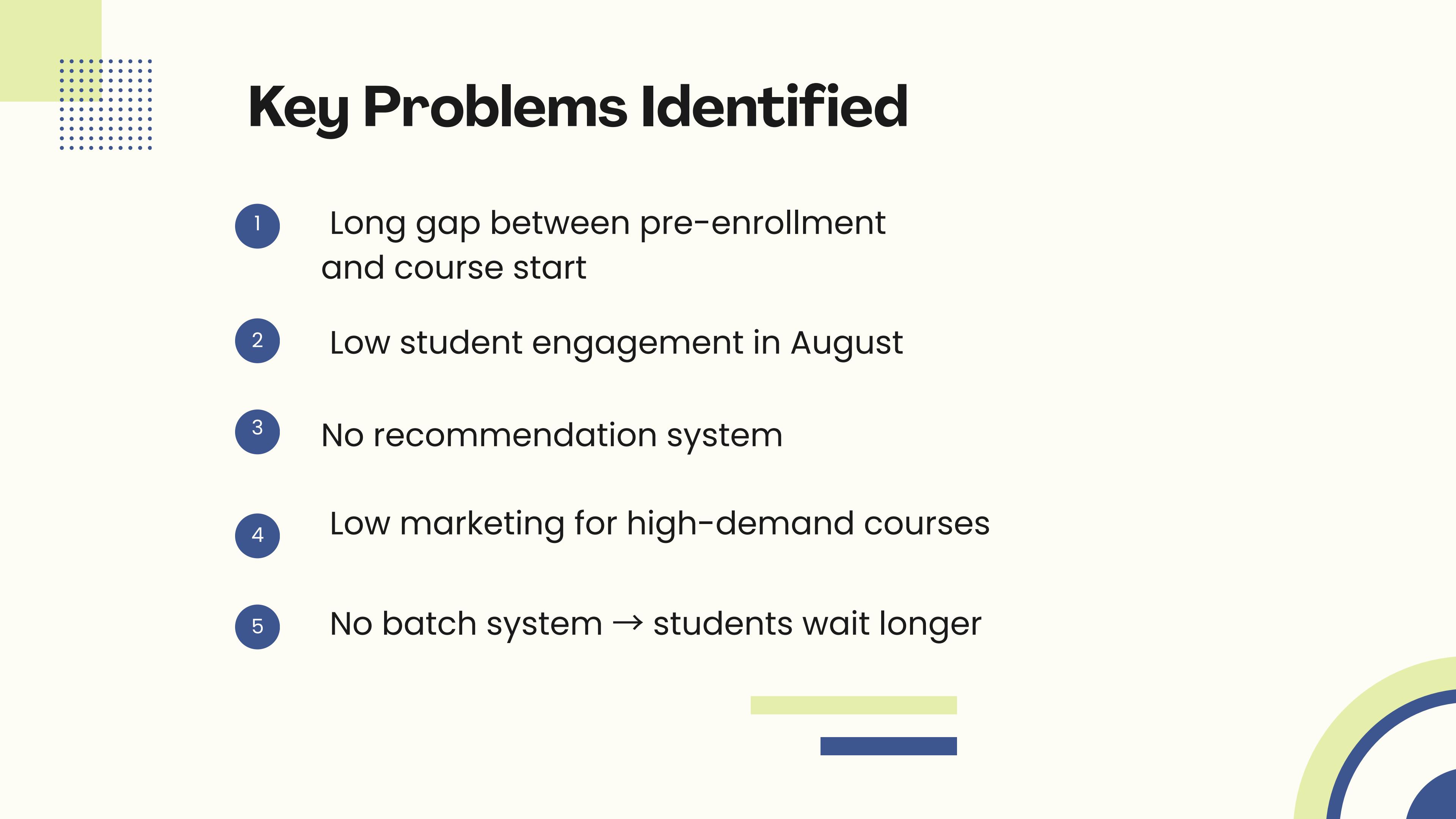
The result grid displays the following data:

revenue	monthname(e.enrollment_date)
99.98	February
137.00	March
173.49	April
308.98	May
232.49	June

Instructor Start Delays

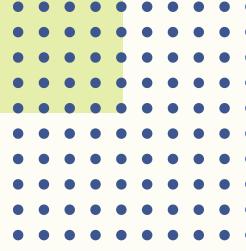
Instructor	Course	Course Start	Pre-Enroll Months	Issue
Karan Malhotra	Python & Web	Nov 2023	Feb, Apr, Jun, Jul	Huge delay
Anita Desai	AE	Oct	Mar, Aug, May, Jun	Late start
Sarah Johnson	BA	Jan	Jun, Apr, Jul	Good alignment
Lisa Wong	Cloud	Mar	May, Jul	Good alignment

Insight:
Karan & Anita started courses months after students enrolled → leads to dropouts & revenue leakage.



Key Problems Identified

- 1 Long gap between pre-enrollment and course start
- 2 Low student engagement in August
- 3 No recommendation system
- 4 Low marketing for high-demand courses
- 5 No batch system → students wait longer



Recommended Solutions

- Start batches whenever minimum students join
 - Create structured marketing for high-demand courses
 - Collect feedback → improve/upskill instructors
 - Keep courses updated with tech trends
 - Run August workshops (online/hybrid) to improve engagement
 - Track course progress weekly to avoid delay in completion
- 

Thank You!