



Udemy Course Analysis Dashboard Report

Developer Information

Prepared by: Prince Amoako Atta

Profession: Data Analyst

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1. Project Overview

The Udemy Course Analysis Dashboard was developed to provide detailed insights into Udemy's course performance, revenue trends, subscriber engagement, and category growth over time. The dashboard is designed to support data-driven decision-making regarding course strategy, pricing, and instructor performance.

2. Dashboard Objectives

- Analyze overall revenue and subscriber trends.
 - Identify the most subscribed, highest-reviewed, and longest courses.
 - Compare free versus paid course performance.
 - Evaluate course distribution across pricing tiers.
 - Track daily, monthly, and yearly trends for strategic planning.
 - Monitor published date performance over time.
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3. Data Source

- **Dataset Name:** Udemy Course Analysis
- **Source Format:** Excel Spreadsheet
- **Data Fields Used:**
 - Course_id - Course ID
 - Course_title - Course Title
 - Url - Course URL
 - Is_paid - Whether the course is free or paid
 - Price - Course Price
 - Num_subscribers - Number of subscribers
 - Num_reviews - Number of reviews

- Num_lectures - Number of lectures
 - Level - Course difficulty
 - Content_duration - Duration of all course materials
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4. Key KPIs Presented

KPI	Description
Total Revenue	Sum of paid course revenue
Total Subscribers	Total number of course subscribers
Total Reviews	Average user rating across all courses
Most Subscribed Course	Top course by subscribers (title + count)
Most Expensive Course	Highest-priced course (title + price)
Top Reviewed Course	Top Course by Reviews
Total Courses	Counts of all courses

5. Dashboard Visuals

Visual Type	Purpose
KPI Cards	Summarize key metrics like revenue, subscribers, reviews
Pie Chart	Course level analysis, free vs paid course split
Bar Chart	Dynamic measure by level and subject
Area Chart	Revenue and subscriber trends over time
Matrix	Dynamic Measure by Day and Subject
Slicers	Filter by date and price range

6. Time Analysis Insights

- Dynamic Measure by **Year**
 - Dynamic Measure by Month
 - Dynamic Measure by Published Day & Subject
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7. User Interaction Features

- Slicers to filter by:
 - Year

- Price Range
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8. Key Findings

- The majority of revenue comes from expensive courses.
 - Subscribers show strong preferences for courses all levels.
 - Paid courses contribute significantly to user acquisition.
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9. Conclusion

This dashboard offers a powerful, interactive tool for understanding Udemy's course performance. It helps track revenue drivers, monitor daily trends, evaluate course pricing strategies, and assess subjects, enabling more informed decisions to optimize course offerings and marketing strategies.

10. Recommendations

- Invest in Levels with consistent growth and high reviews.
- Consider optimizing pricing strategies based on user engagement trends.
- Promote top subjects to leverage their influence on revenue.
- Continue monitoring daily performance to capture emerging patterns.