Business Requirement:

The goal of the Udemy Courses Analysis Dashboard is to provide insights into Udemy's course offerings, performance, and user engagement. Potential business problems include:

1. Identifying Popular Courses – Which courses receive the highest enrolments and ratings?

2. Revenue Optimization – What pricing strategies maximize revenue?

3. Understanding Course Demand – Which categories and topics have the highest engagement?

4. Instructor Performance – Which instructors have the highest-rated courses?

5. Market Trends – Are there emerging trends in course topics and user preferences?

Project Insights

Course Popularity & Enrolment Trends:

• Most Enrolled Categories: Certain categories dominate in enrolment, such as Technology, Business, and Personal Development.

• Top-Rated Courses: Courses with higher ratings (>4.5) tend to have significantly more enrolment, indicating that course quality impacts student choices.

• Beginner-Friendly Courses: Courses "Beginner" get the highest enrolment, suggesting that more learners prefer foundational content over advanced topics.

Revenue & Pricing Insights:

- High-Priced Courses vs. Discounted Courses: Most top-enrolled courses are either free or highly discounted, showing that Udemy's discount model is crucial for sales.
- Price Elasticity: Courses with a steep discount (>50%) tend to have a surge in enrolment, proving that Udemy's promotional strategy works well.

Instructor Performance:
- Instructor Reputation Matters: Courses by top-rated instructors consistently receive high enrolments. New instructors may need stronger marketing or initial discounts to gain traction.

• Course Count vs. Ratings: Instructors who launch multiple courses in the same domain tend to establish authority and get better ratings.

Market Trends & Emerging Topics:
• Tech-Related Courses Lead: Programming languages (Python, Java), AI, and Data Science courses continue to be the most sought-after.
• Demand for Soft Skills: Besides technical skills, leadership, productivity, and communication courses are gaining traction, showing a shift toward well-rounded learning