



Udemy Project Description

Data from an online learning platform Udemy comprising of courses and their revenue was presented to be analysed.

The aim of this study was to identify where prospects for revenue growth may exist as well as to monitor the success of courses. This was achieved by analysing the total subscribers, revenue for each category of courses, its content duration as well as rating thereby looking out for trends in specific areas. Outcome revealed that web development courses contributed over 67% of subscribers and 38% of revenue.

The Problem

In order for Udemy to increase their revenues, there is a business need to analyse the courses offered on the platform and identify opportunities for revenue growth as well as track the performance of the courses. Web development courses are believed to be the most popular on the platform, this report will analyse the data and either support or dismiss the claim. Timeline for the project was weeks. •Increasing the cost on web development courses (due to its assumed popularity) have been proposed as a way of improving the company's revenue. This report will analyse the data and advise accordingly based on the findings.

Data Design

Data Sheet for the Business, Design, Music and Web Development Udemy Subjects were used for the analysis. These excel files had important fields containing relevant information like course name, price, number of subscribers etc as shown on the figure below. Due to the consistent data fields in the datasets, the four sheets were merged together to allow for a holistic data analysis.

- **Data Cleaning:** For an effective data analysis, it is important to scan through the data and perform some pre-work. The Udemy data was cleaned by the removal of blank cells as well as duplicates. The header names were ensured to be clear and concise. A consistent format of the values was maintained. For instance, the subject 'web development' was formatted to the same format as other subjects using the find and replace function in excel.
- **Data Visualisation:** Pivot tables on Excel and Tableau were utilised to visualize key indicators to help answer key business question

What visualisation tools have you used to share the data and why?

Findings

Findings from the data reveals that there are 11.7M subscribers on Udemy and 67.9% of this total are subscribed to the web development courses. Thus this affirms that indeed web development courses are the most popular on the learning platform. The popularity of the courses as shown in figure 1 goes in the following sequence:

Web Development > Business Finance > Graphic Design > Musical Instruments

The content duration for web development surpasses that of other subjects. However, it does not have the highest rating

Figure 1: Total Subscriptions by Subject

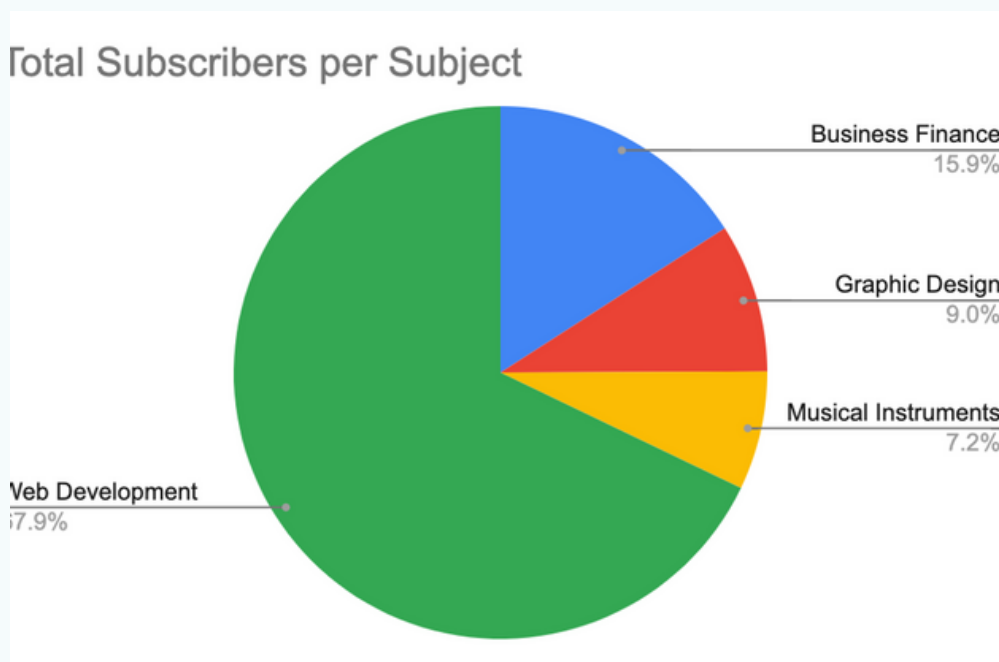


Figure 2: Average Number of Subscribers per Subject

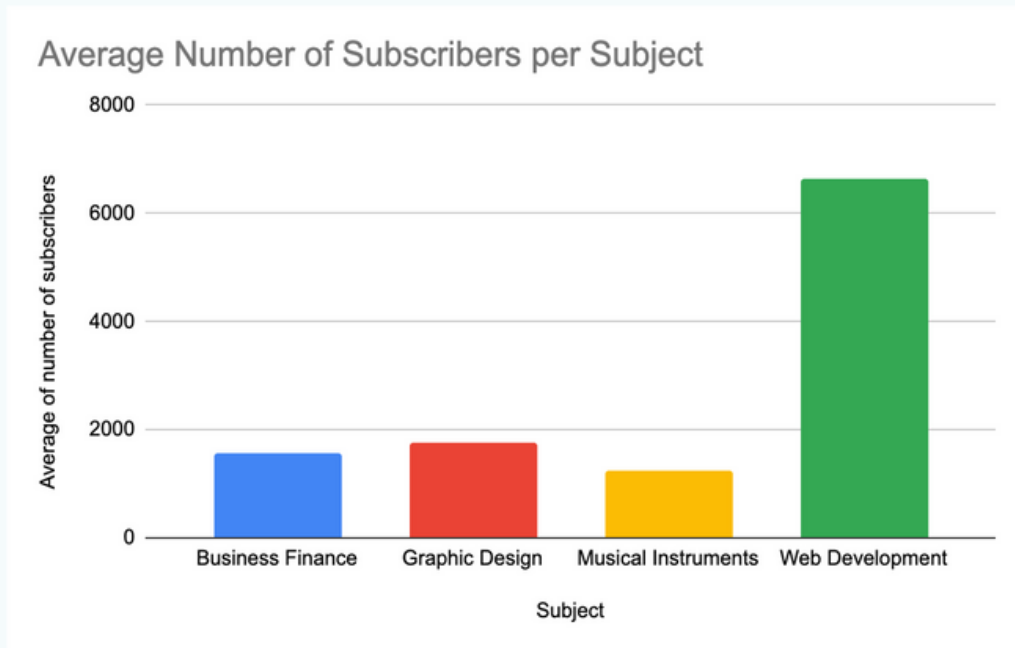


Figure 4: Average Content Duration for each Subject

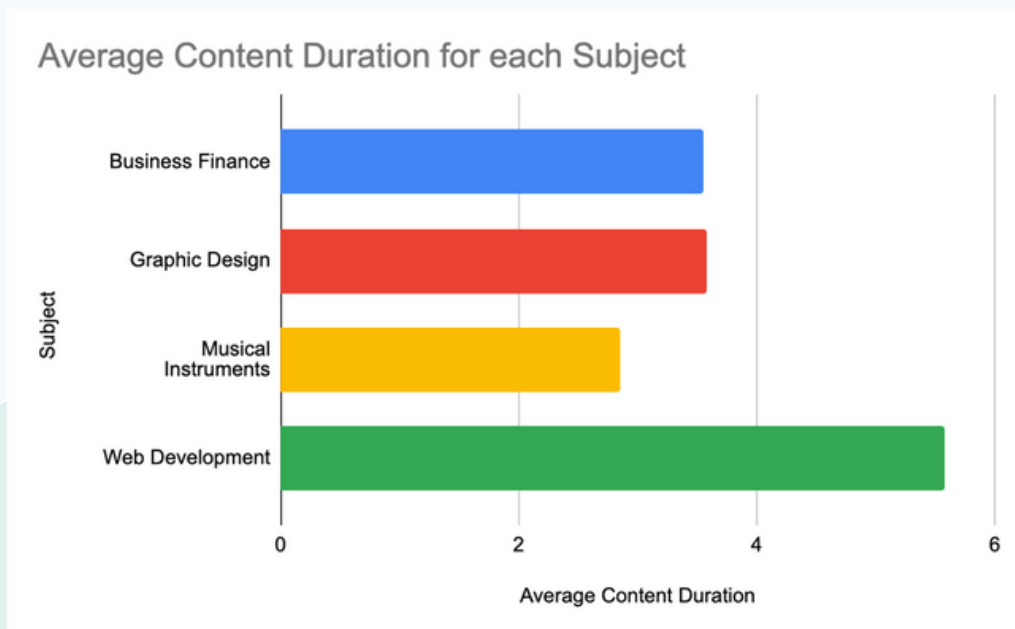
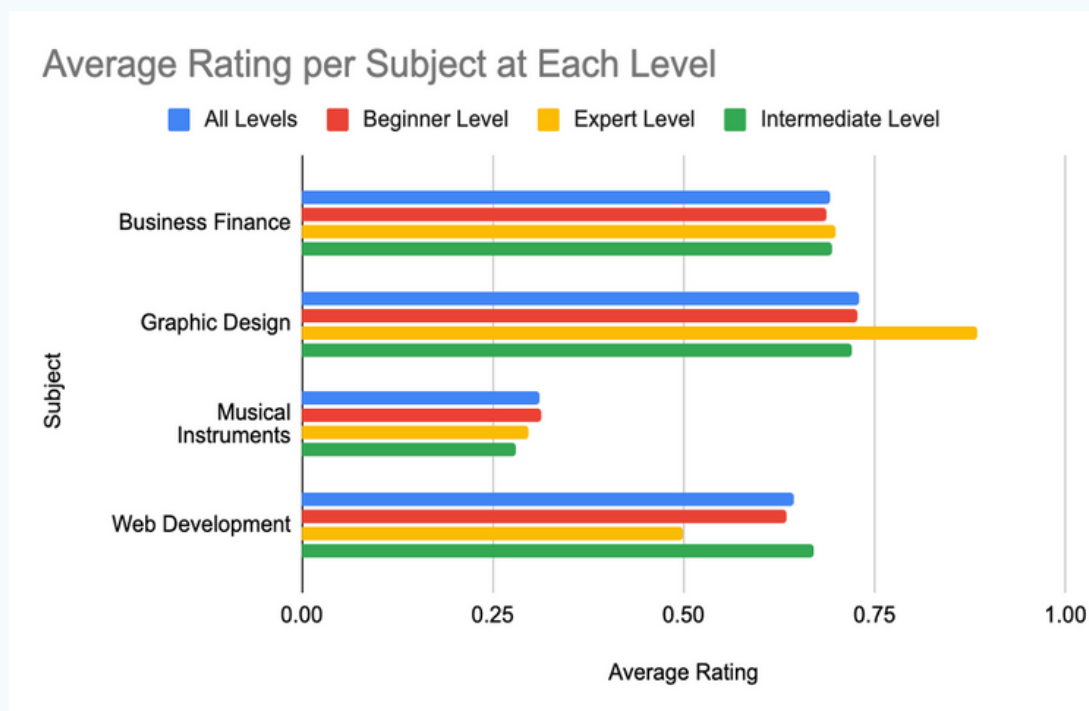
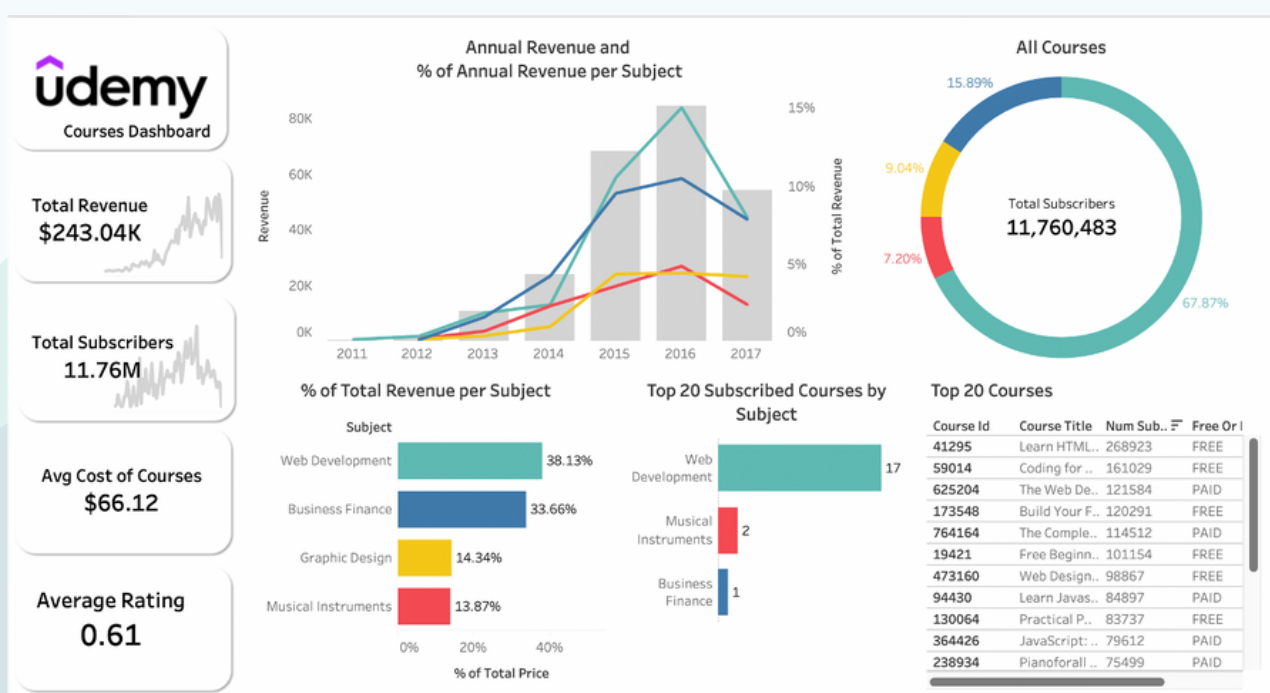


Figure 5: Average Rating per Subject at Each Level



A Summary of the findings are shown on the below dashboard including the top courses and the percentage of annual total revenue contributed by each subject category.

Figure 6: Dashboard



Analysis

The root cause analysis aims to investigate a certain problem or observation in depth until the real cause is discovered.

Applying root cause analysis, we can investigate why web development courses are the most popular.

- They have the longest average content duration
- The average cost is higher compared to other courses
- A significant number of web development within the top 20 subscribed courses are free

Thus one can infer that the high cost and longer content may have impact as subscribers may attribute these to more quality. Having a number of free courses making it to the top 20 courses could also impact the popularity of web development courses.

It is also worthy to note that web development courses are not ranked highest irrespective of its popularity. This poises the question on the value the subscribers are getting from these courses.

Conclusion

This analysis shows that udemy can maximize revenue through little increment on the web development courses fees. Due to the vast number of subscribers, a minor increase in the price will significantly impact on the revenue. The high number of free and beginner courses could be leveraged on by making some paid.