



UDEMY COURSE PERFORMANCE ANALYSIS REPORT

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ENTRY LEVEL, 2022

INTRODUCTION

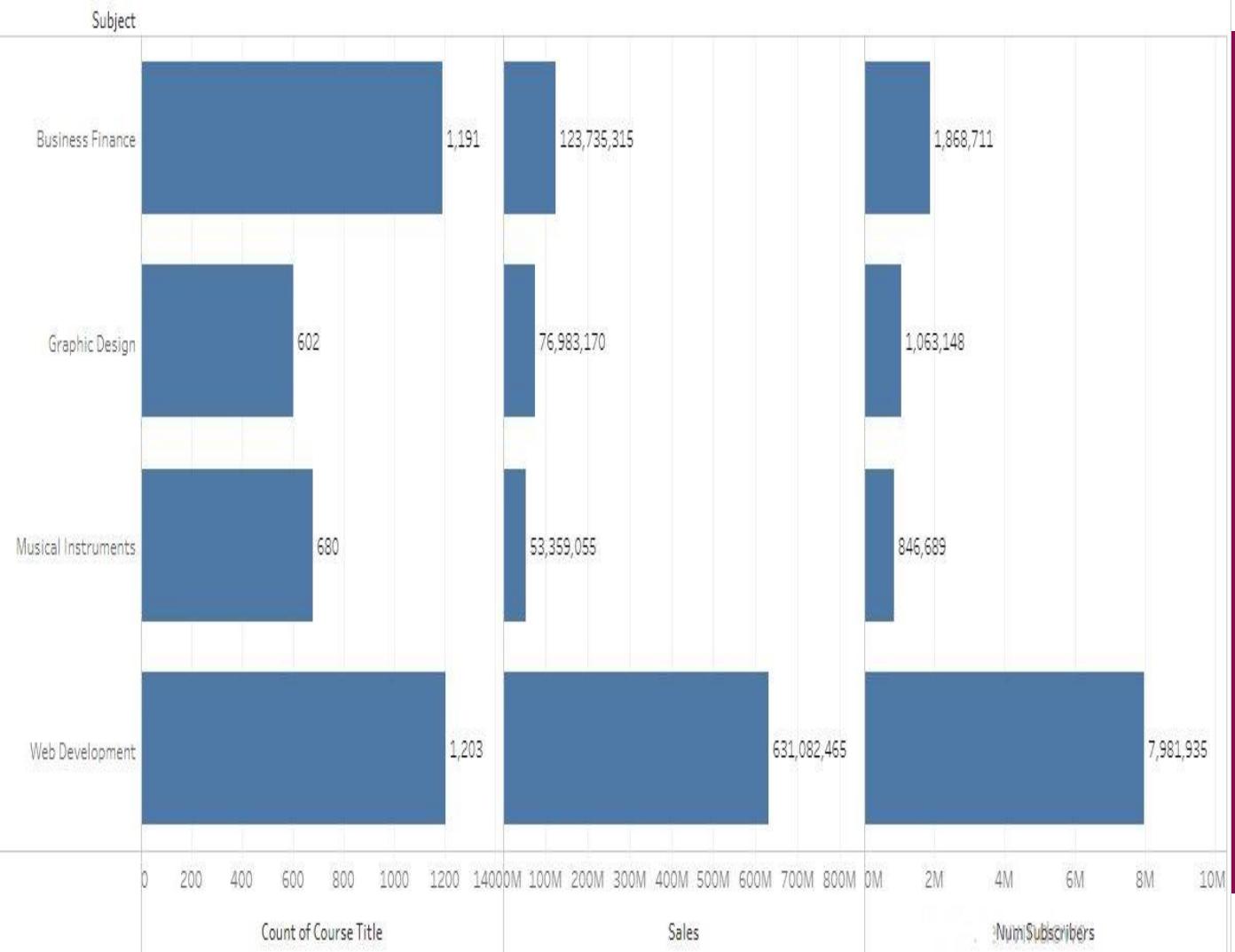
This report contains detailed performance analysis of Udemy courses from 2011 to 2017. The main purpose of this report is to have a better understanding of the revenue performance for each course and identify revenue opportunities. Four courses categories were used for this analysis. They are;

- Business Courses
- Design Courses
- Music Courses
- Web Development Courses

REPORT DESIGN

For the report, the following approaches were employed

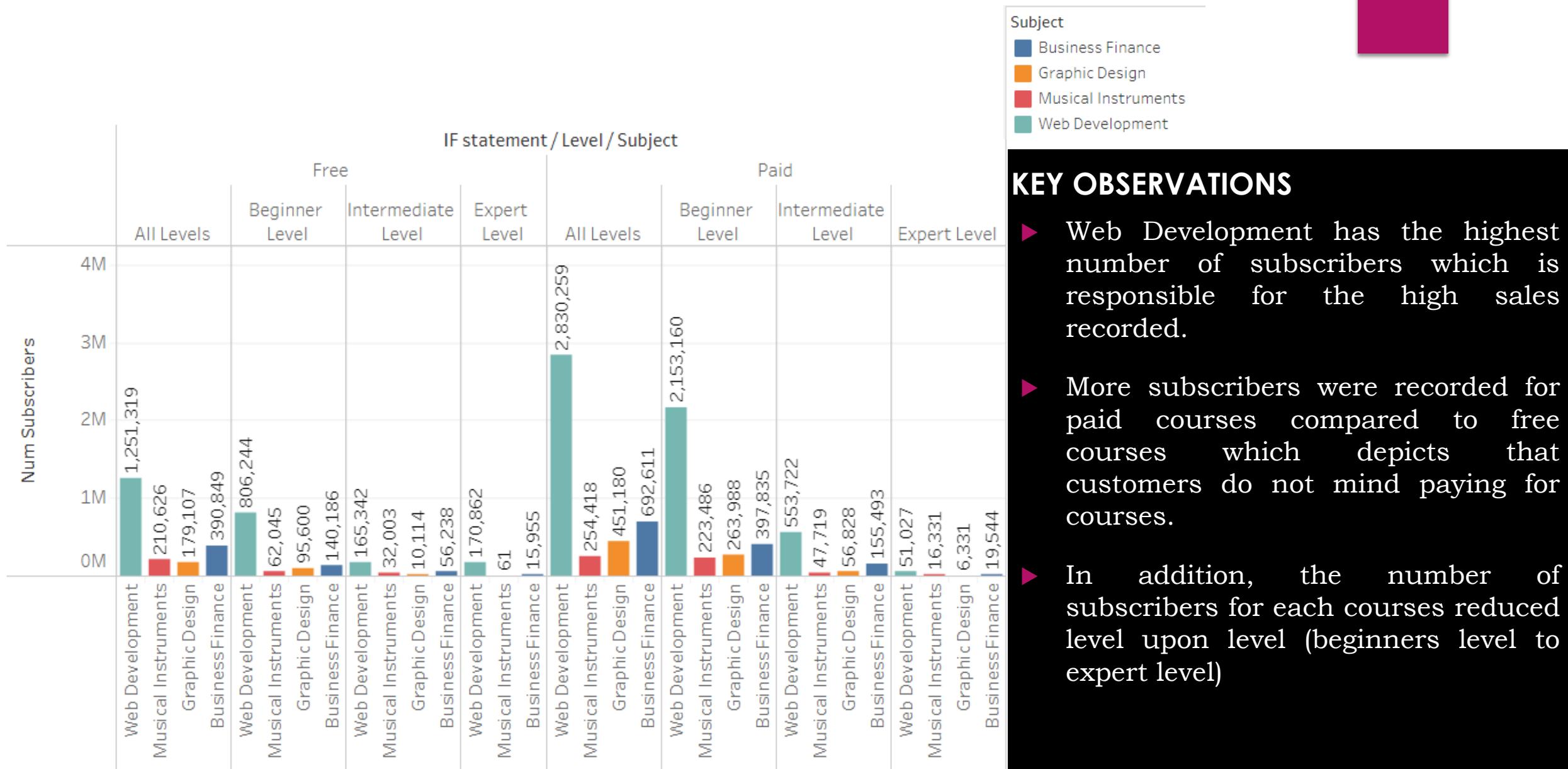
- Merging of Data from different sources into a single sheet
- Data cleaning with Excel (Duplicates and blank cells were removed, ensured consistency in the subject titles and also clear and concise headers. These steps were employed to ensure answers gotten from our findings are reliable and of high quality)
- Data Analysis for insights to make informed decisions
- Data visualization with Tableau



ANALYSIS SUMMARY

- ▶ General sales was improving until 2016, when a sharp decline in sales occurred across the subjects. Although there was a positive growth year-on-year, however, the percentage growth experienced a sharp decline in 2016.
- ▶ Website Development has the highest number of subscribers, courses and hence, the highest Sale. This is the cash cow of the business.
- ▶ On the other hand, courses in Graphic Design, Business Finance and Musical instrument except for the Piano of all training, are grossly underperforming.

SUBSCRIBERS ANALYSIS



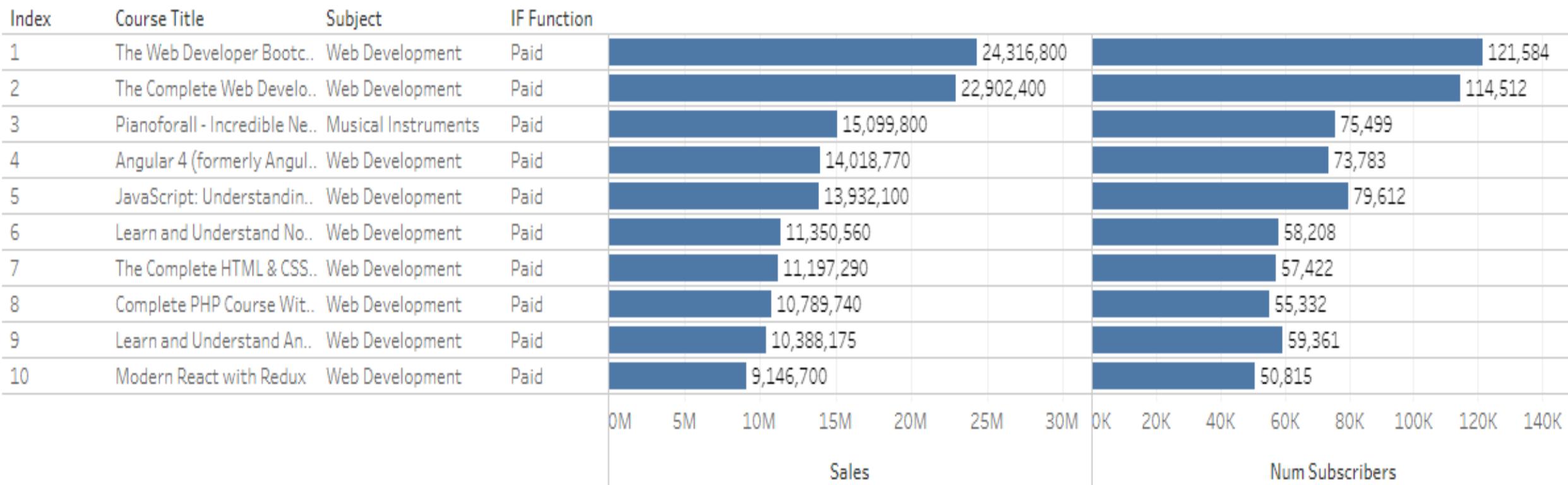
Subject

- Business Finance
- Graphic Design
- Musical Instruments
- Web Development

KEY OBSERVATIONS

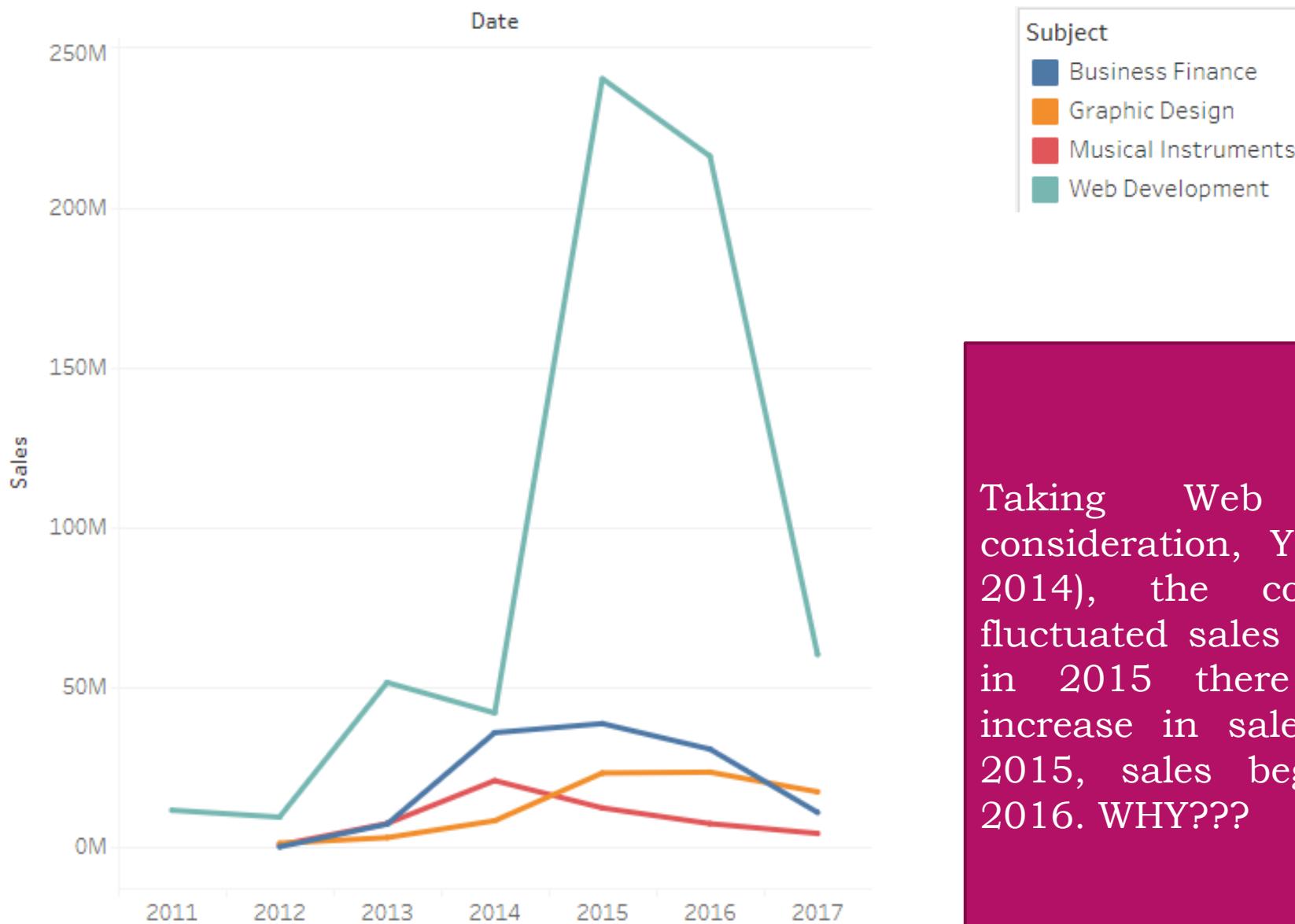
- ▶ Web Development has the highest number of subscribers which is responsible for the high sales recorded.
- ▶ More subscribers were recorded for paid courses compared to free courses which depicts that customers do not mind paying for courses.
- ▶ In addition, the number of subscribers for each courses reduced level upon level (beginners level to expert level)

Top 10 Courses Performance



- ▶ 90% of courses under the Top 10 performing courses were Web development courses which attributed to the high sales recorded.
- ▶ All of the Top 10 courses recorded are paid courses.
- ▶ Furthermore, number of subscriber was a function of sales.

YEAR – ON – YEAR SALES ANALYSIS



Taking Web Development into consideration, Year on Year (2011 to 2014), the course experienced a fluctuated sales performance. However, in 2015 there was a tremendous increase in sales and at the end of 2015, sales began to drop through 2016. WHY???

Year on Year Sales Growth Analysis



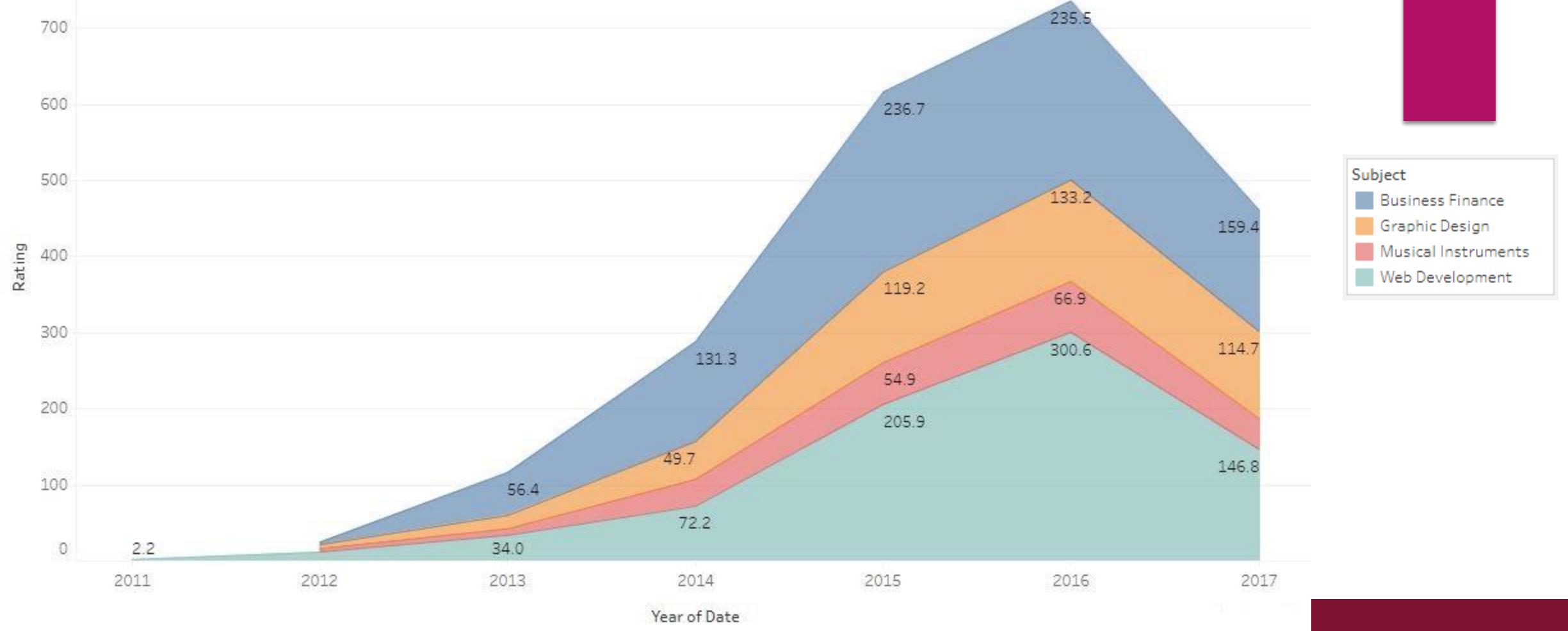
Udemy courses experienced increase in sales performance for the period under review

WHAT COULD BE THE REASON BEHIND THE INCREASE IN SALES IN 2015?

After a tremendous increase in sales from 2014 year-end through 2015, sales begin to drop from 2016 till the close of the fiscal year in 2017. The data supplied is not enough to know the reason for this rise in 2015. However, any of the following is possible:

- Increased targeted promotional effort in 2015
- Improvement in ease-of-payment for or ease-of-access of course, or either, in 2015
- Application of sales discount factors in 2015
- Increased quality of courses in 2015
- Introduction of new courses in 2015
- Increased incentives to enable subscribers finish the course in 2015
- Increased Search Engine Optimization Efforts in 2015

With more data, it is possible to narrow the cause down to a factor or two, which can then be subsequently deployed to improve sales.



WHAT CAN WE SAY ABOUT THE COURSES RATINGS?

- ▶ The ratings for the courses were cumulatively rising all through until 2016, where it began to drop.
- ▶ This perhaps could be as a result of low course quality or courses not meeting up to standard, hence, the low ratings

Conclusions And Recommendations

Conclusion

- Website designs courses are the best performing courses, driving more revenue generation.
 - In general, Sales dropped from 2016 till 2017
 - Course rating dropped from 2016. This might be a sign of an absence of development/improvement in the courses' qualities.
 - Musical Instruments courses are not attracting people, except for Piano-for-All.
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Recommendation

- Being the company's cash cow, effort should be made to revive the quality of Website Design. Promotions, discounts, targeted adverts can be employed as well
- All other courses in Musical instrument should be discontinued, except Piano-for-all, and be replaced with more modern in demand courses.
- Exploring promotion and ads and improving courses qualities may improve sales for Business Finance and Graphic Design
- The company should work on improving the quality of their courses.

THANK YOU