

Data Analysis Portfolio

Professional Background:

I am a Data Analyst with an eight-month internship history at an EdTech company and a virtual experience platform. I've had the chance to learn about design thinking, data analytics, machine learning, and programming. As a tech enthusiast, I've participated in open-source projects, built interfaces with amazing teams under the guidance of professionals both locally and remotely, and met goals. I work hard to raise technology awareness in my community as well as to solve societal problems. Aiming to use my understanding to derive reasonable insight from data and improve companies' productivity.

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Udemy Project Description:

As a data analyst working for the education tech company Udemy. I've been provided with data on courses from different topics:

I'm to present a report on course revenue which should entail understanding opportunities to increase where revenue lies and also track the performance of courses.

Design:

To achieve this task:

- I. Having received data of different courses, I had to merge the data into a single one and then clean the data to make it ready for analysis, the cleaning process involve:
 - a. Removing duplicate rows.
 - b. Removal of blank cells/missing values.
 - c. Formatting the dat properly.
- II. After the cleaning phase, I proceeded consolidate the data by extracting some features common excel function such has the IF FUNCTION, RIGHT/LEFT FUNCTION and so on.
- III. Proceeded to create pivot tables and charts to understand the data better.
- IV. Created additional visualisations using Tableau in other to support our finding.

Findings:

Finding 1:

1. The number of subjects by category shows there are more Web Development Courses

Figure 1: Sum of Subscription by Subject

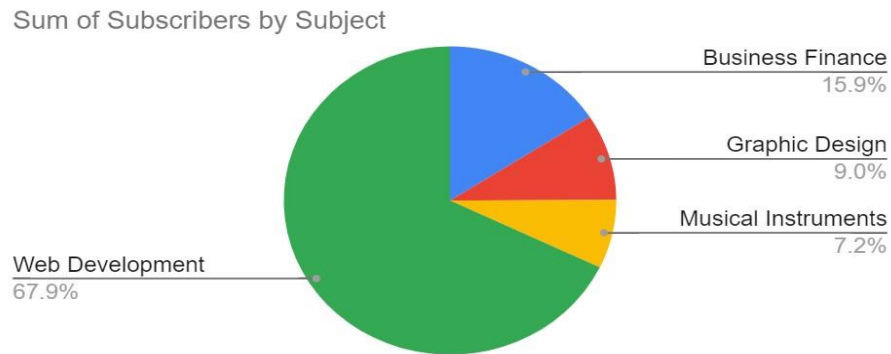


Table 1: Average number of Subscribers by Subject

<i>subject</i>	AVERAGE of num_subscribers
Business Finance	1569.026868
Graphic Design	1766.026578
Musical Instruments	1245.130882
Web Development	6635.024938
Grand Total	3199.260881

Table 2: Count of number of subscribers for both Free and Paid Course

<i>COUNT of num_subscribers</i>	<i>free/paid course</i>	
<i>subject</i>	Free Course	Paid Course
Business Finance	96	1095
Graphic Design	35	567

Musical Instruments	46	634
Web Development	134	1069
Grand Total	311	3365

Table 3: Prices for Courses at different levels and subjects:

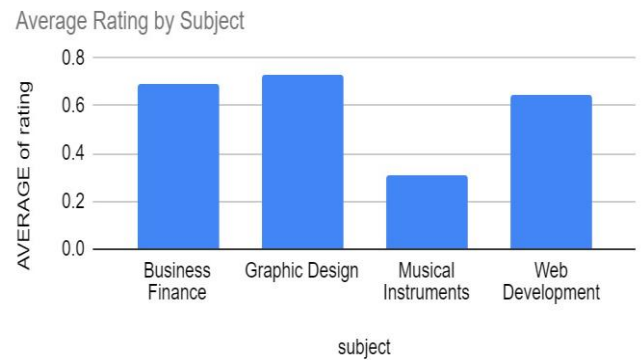
<i>level</i>	<i>subject</i>	SUM of price
All Levels	Business Finance	44435
	Graphic Design	20810
	Musical Instruments	16065
	Web Development	47190
All Levels Total		128500
Beginner Level	Business Finance	27425
	Graphic Design	9325
	Musical Instruments	13030
	Web Development	33145
Beginner Level Total		82925
Expert Level	Business Finance	1645
	Graphic Design	200
	Musical Instruments	580
	Web Development	940
Expert Level Total		3365
Intermediate Level	Business Finance	8310

	Graphic Design	4515
	Musical Instruments	4025
	Web Development	11400
Intermediate Level Total		28250
Grand Total		243040

Table 4: Average Rating by Subject

<i>subject</i>	AVERAGE of rating
Business Finance	0.6903526448
Graphic Design	0.7303820598
Musical Instruments	0.3089117647
Web Development	0.6430507066
Grand Total	0.6108677911

Figure 2:



Finding 2:

Figure 3:

SUM(Num Subscribers)	
Sum:	11,760,483
Average:	735,030.19
Minimum:	6,331
Maximum:	4,081,578
Median:	322,559.50
Standard deviation:	1,145,550

Education Tech Company Udemy

SUM(Price)	
Sum:	243,040
Average:	15.190.00
Minimum:	200
Maximum:	47,190
Median:	10,362.50
Standard deviation:	15,379

Sum of Num Subscribers and sum of Price for each Subject broken down by Level.

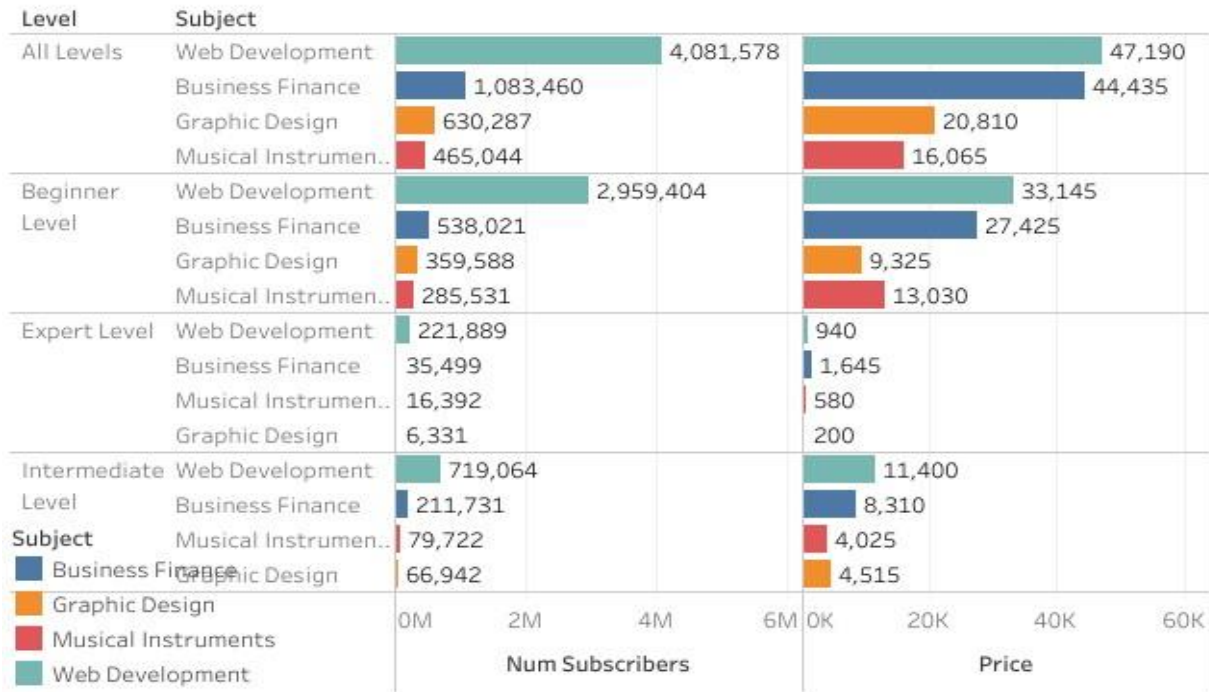
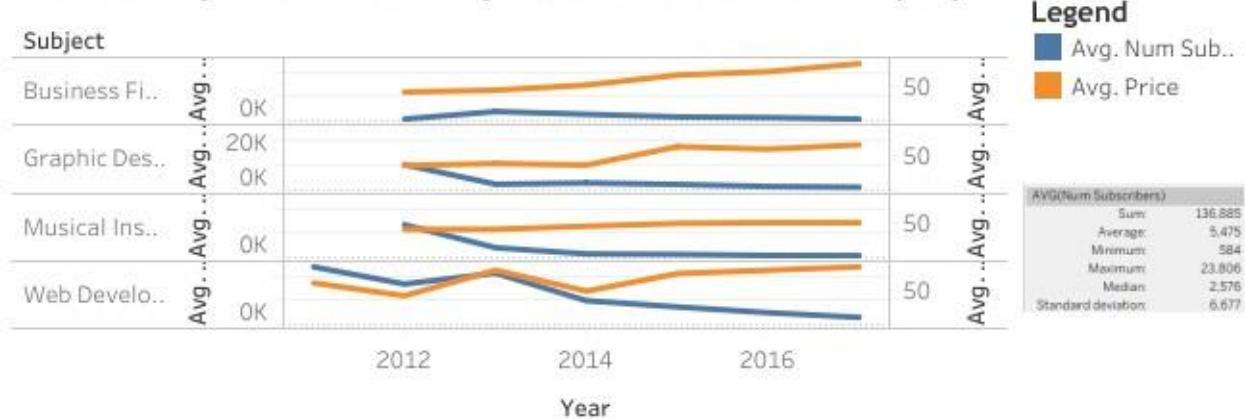


Figure 4.

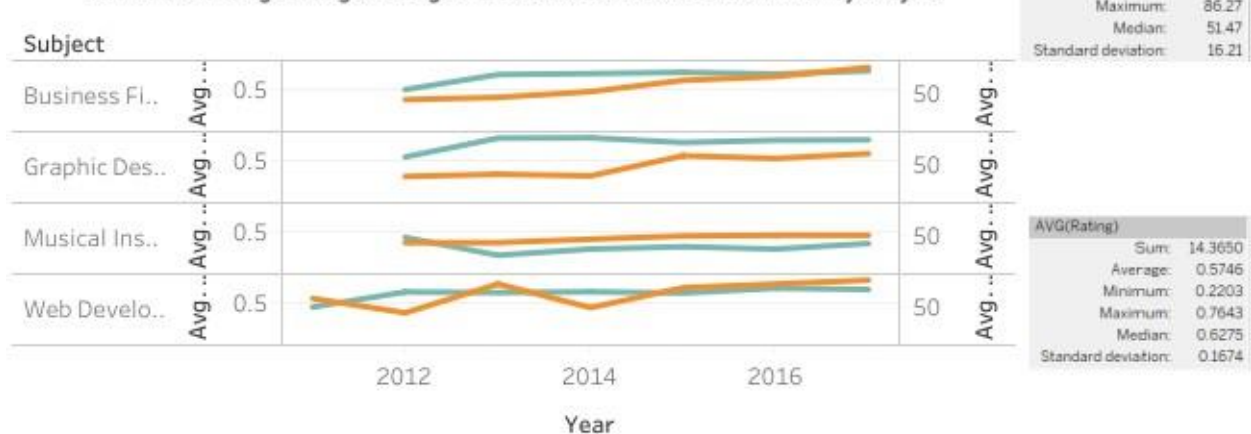
1. What type of Correlation do we have between Avg. Number of Subscribers and Average Price?

The trends of Avg. Num Subscribers and Avg. Price across the Years broken down by Subject



2. What type of Correlation do we have between Avg. Rating and Average Price?

The trends of Avg. Rating and Avg. Price across the Years broken down by Subject



Analysis:

- From the first chart it can be observed that the Web Development course is the most subscribed course, then we want to ask, Why is the Web Development course the most subscribed for?
- Could it be it is the most popular course (having a lot of courses been taught under it)?
- Does this imply that if paid Web development courses prices are increased then they will be an increase also in the course revenue?
- There seems to be a very low price for Expert level courses across all subjects as users do well with All level courses, Beginners courses, and Intermediate.

- Hence we focus courses in other levels aside so see how if affect the increase in revenue.
- Concerning rating, Graphics design happens to be the most rated course. From the Tableau dashboard there seems to be a correlation between the Average rating and Average price unlike that of the average number of subscribers.
- Does this implies that in increase in the price of paid courses in Graphics design can lead to a potential increase in revenue?
- Having taking count on Business Finance it appears to be be the highest occurring number for paid course. Does this implies that in increase in the price of paid course can lead to a potential increase in revenue?

Conclusions:

- A possible increase in the price of paid Web Development courses might affect the increase also in the course revenue.
- A possible increase in the price of paid Business Finance courses might affect the increase also in the course revenue.
- A possible increase in the price of paid Graphics Design courses might affect the increase also in the course revenue also an increase in the number of its courses.