



Overview

Overview

Sales

Subscriber

Content

Subject

Business Finance

Graphic Design

Musical Instruments

Web Development

Levels

All

Beginner

Expert

Intermediate

2011 2012 2013 2014 2015 2016 2017

Total Sales

\$881.67M



Courses

3672



Subscribers

12M



Duration(Hrs)

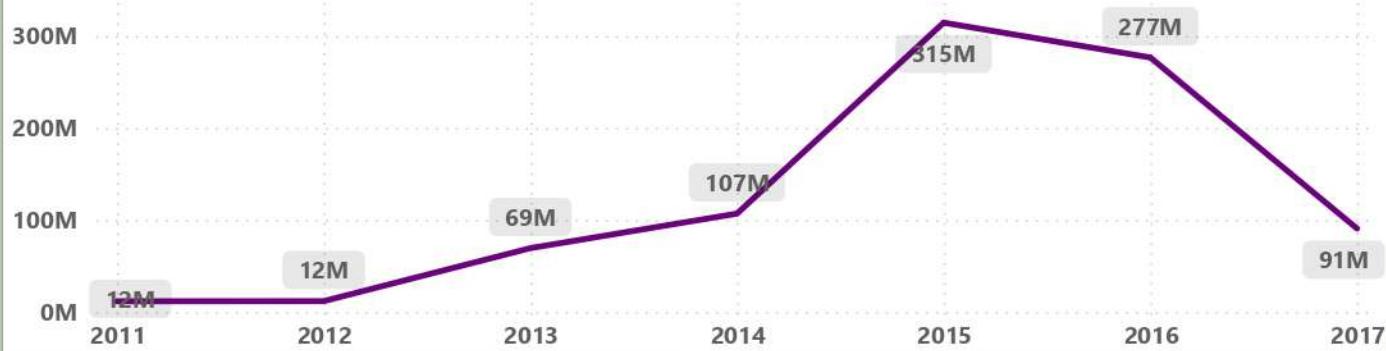
15.05K



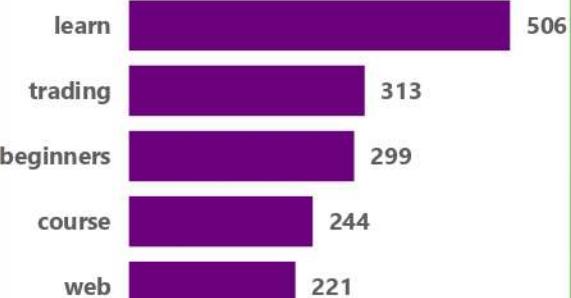
Free vs Paid Courses



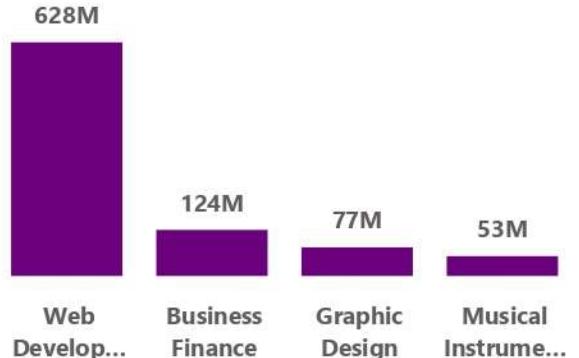
Total Sales by Year



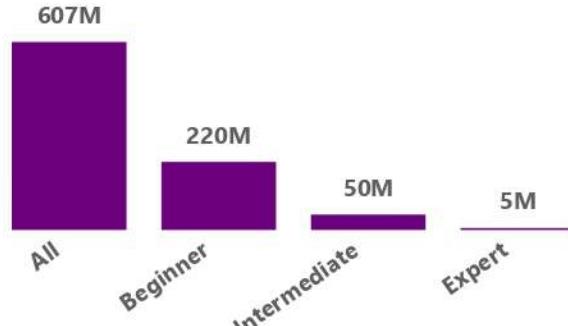
Top 5 keywords from Courses Title



Total Sales by subject



Total Sales by Level



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Year	2011	2012	2013
	2014	2015	2016
2017			

Subject

- [Business Finance](#)
- [Graphic Design](#)
- [Musical Instruments](#)
- [Web Development](#)
- Levels**
- [All](#)
- [Beginner](#)
- [Expert](#)
- [Intermediate](#)

Total Sales

\$881.67M

100.00% of Total Sales

Subjects
Total Sales

Web Development	627597400
Business Finance	123735315
Graphic Design	76983170
Musical Instrument	53359055

Total

881674940

Levels
Total Sales

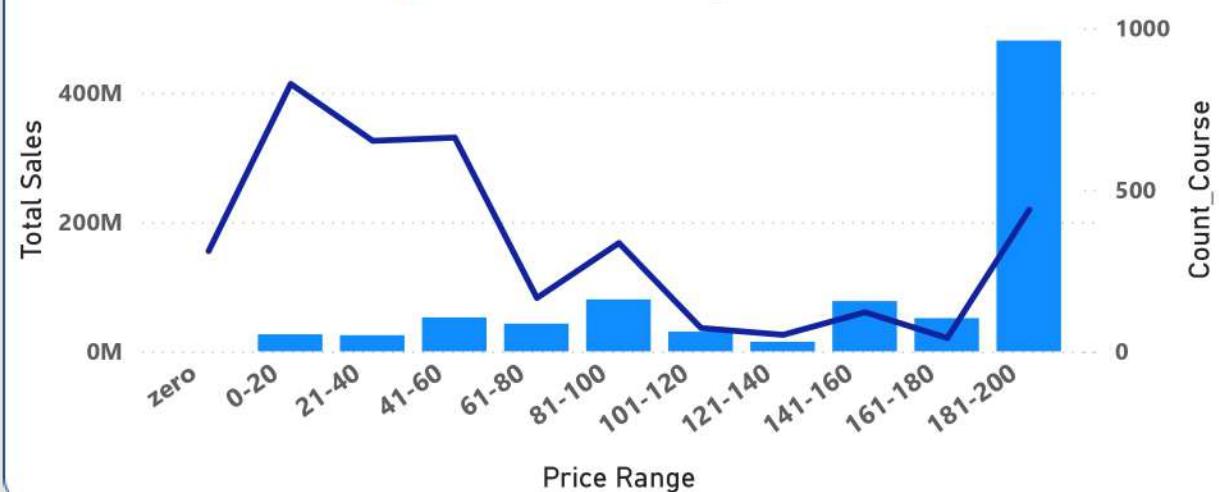
All	606793395
Expert	5469070
Intermediate	49734135
Beginner	219678340

Total

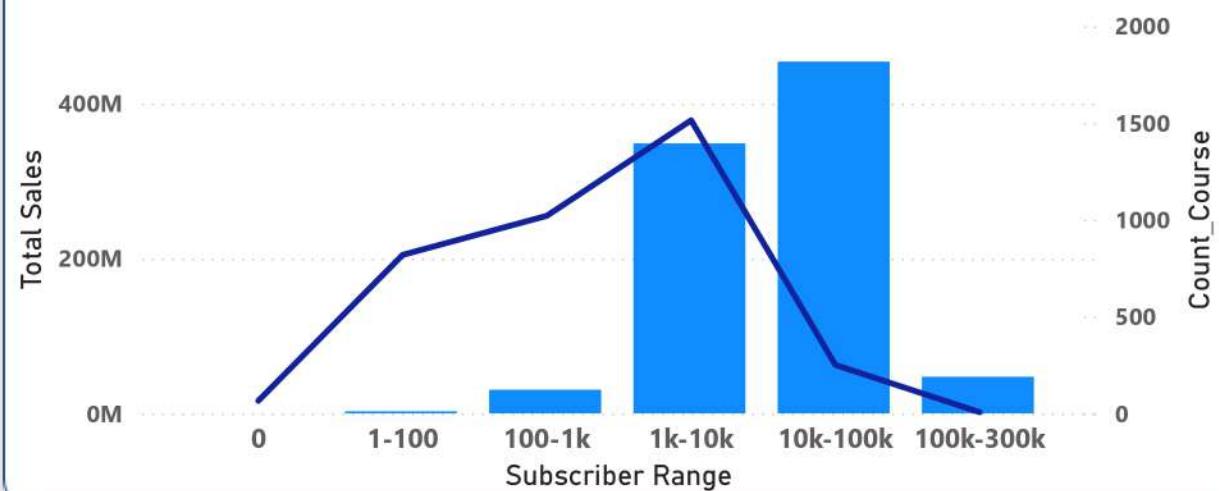
881674940

Total Sales and Count_Course by Price Range

● Total Sales —— Count_Course


Total Sales and Count_Course by Subscriber Range

● Total Sales —— Count_Course



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Year		
2011	2012	2013
2014	2015	2016
2017		

Subject

- [Business Finance](#)
- [Graphic Design](#)
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- [Web Development](#)
- Levels**
- [All](#)
- [Beginner](#)
- [Expert](#)
- [Intermediate](#)

Total Subscribers

12M

69.48% are Paid Subs

Subjects
Total_Subscribers

Web Development	7937287
Graphic Design	1063148
Musical Instrument	846689
Business Finance	1868711

Total
11715835
Levels
Total_Subscribers

All	6871791
Expert	50196
Intermediate	742005
Beginner	4051843

Total
11715835
Total_Subscribers and Review_Sub_Ratio by Price Range

● Total_Subscribers — Review_Sub_Ratio


Total_Subscribers and Review_Sub_Ratio by Content_Range

● Total_Subscribers — Review_Sub_Ratio



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Year

2011	2012	2013
2014	2015	2016
2017		

Subject
[Business Finance](#)
[Graphic Design](#)
[Musical Instruments](#)
[Web Development](#)
Levels
[All](#)
[Beginner](#)
[Expert](#)
[Intermediate](#)

Total Content Duration (Hours)

15,046

95.45% is Paid Content

Subjects

Total Duration

Web Development	6710
Graphic Design	2158
Musical Instrument	1941
Business Finance	4237
Total	15046

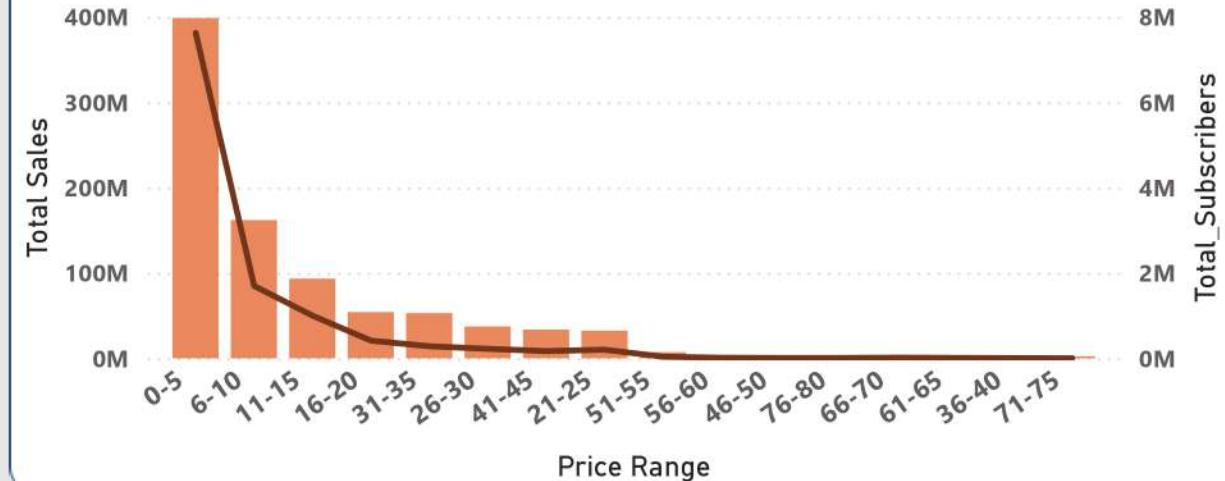
Levels

Total Duration

All	9382
Expert	169
Intermediate	1572
Beginner	3924
Total	15046

Total Sales and Total_Subscribers by Content_Range

Total Sales — Total_Subscribers



Total_Subscribers and Count_Course by Content_Range

Total_Subscribers — Count_Course

