



Overview

Sales

Subscriber

Content

Subject

Business Finance

Graphic Design

Musical Instruments

Web Development

Levels

All

Beginner

Expert

Intermediate

## Overview

2011

2012

2013

2014

2015

2016

2017

Total Sales

\$881.67M



Courses

3672



Subscribers

12M

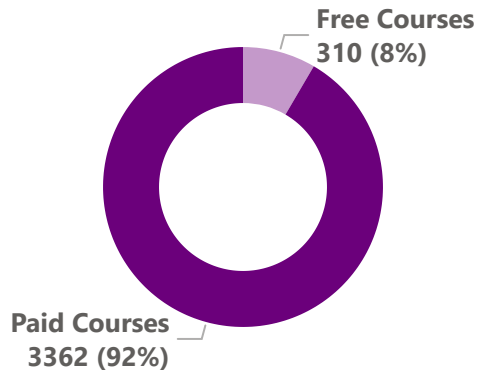


Duration(Hrs)

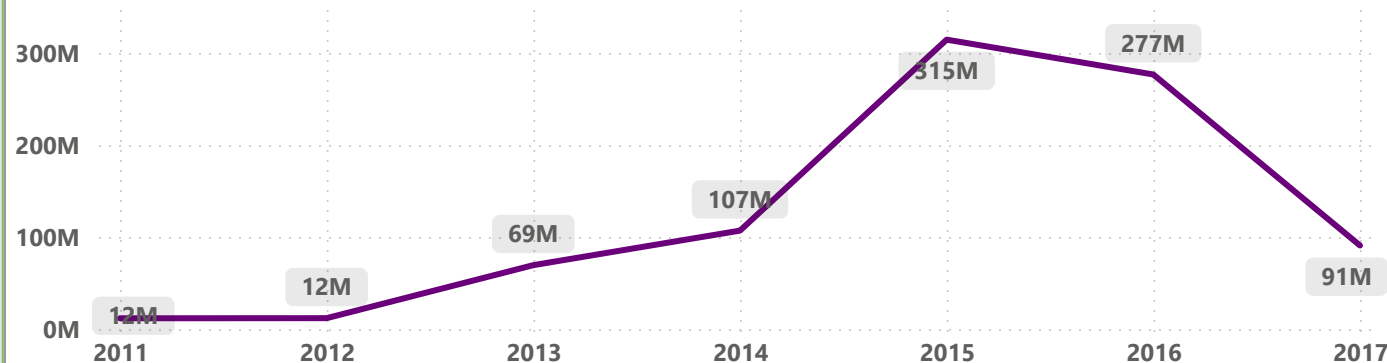
15.05K



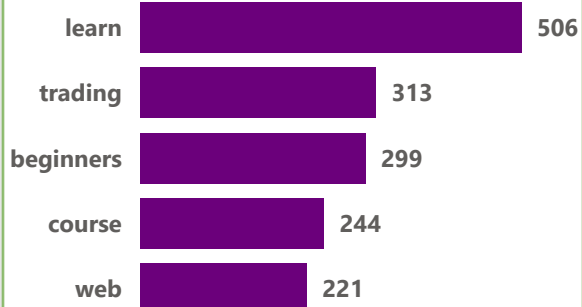
Free vs Paid Courses



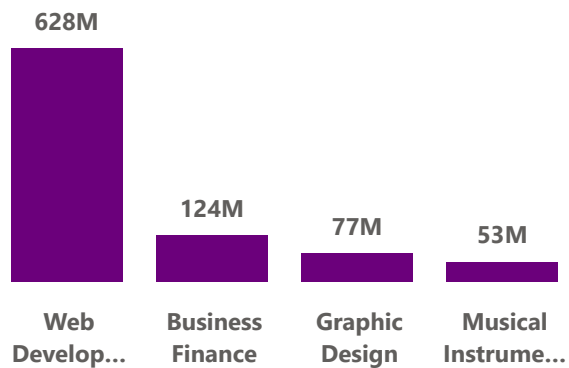
Total Sales by Year



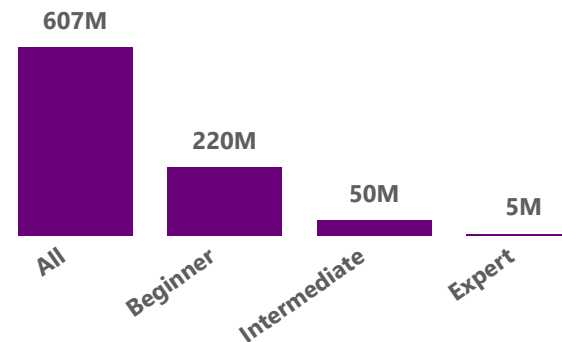
Top 5 keywords from Courses Title



Total Sales by subject



Total Sales by Level





# Sales

Selected Values : All Years >> All Subject >> All Levels

Free

Paid

Overview

Sales

Subscriber

Content

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

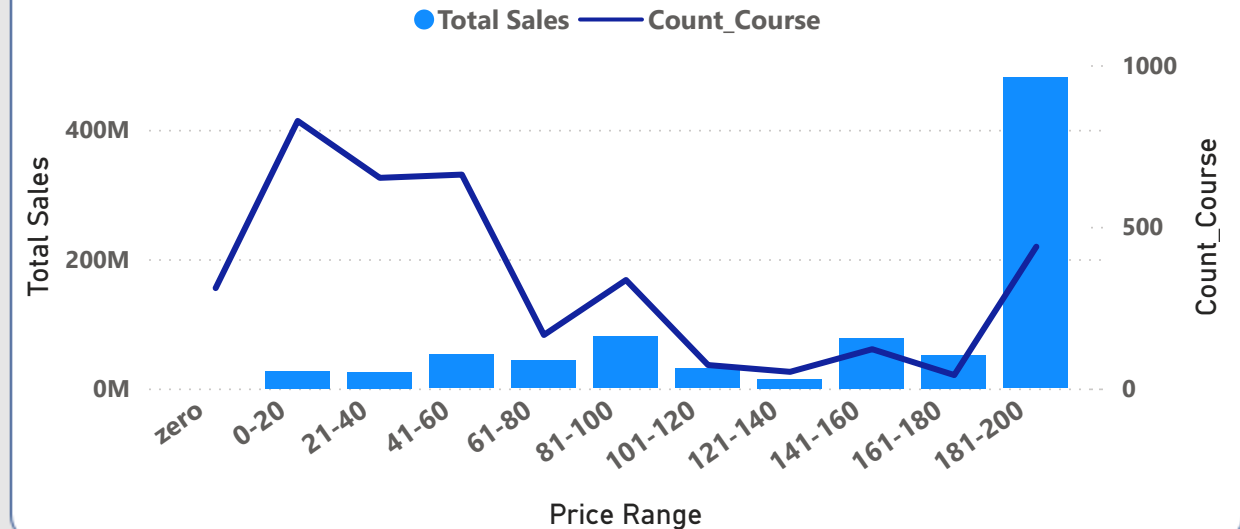
100.00% of Total Sales

Subjects

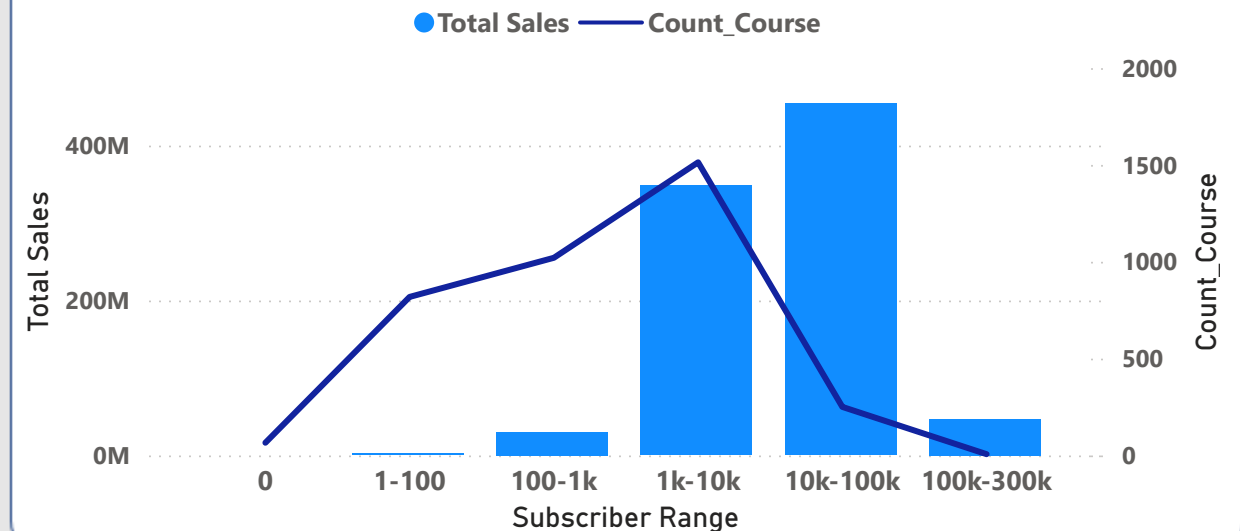
Total Sales

Web Development	627597400
Business Finance	123735315
Graphic Design	76983170
Musical Instrument	53359055
<b>Total</b>	<b>881674940</b>

Total Sales and Count\_Course by Price Range



Total Sales and Count\_Course by Subscriber Range





# Subscriber

Selected Values : All Years >> All Subject >> All Levels

Free

Paid

Overview

Sales

Subscriber

Content

Year

2011 2012 2013

2014 2015 2016

2017

Subject

Business Finance

Graphic Design

Musical Instruments

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**

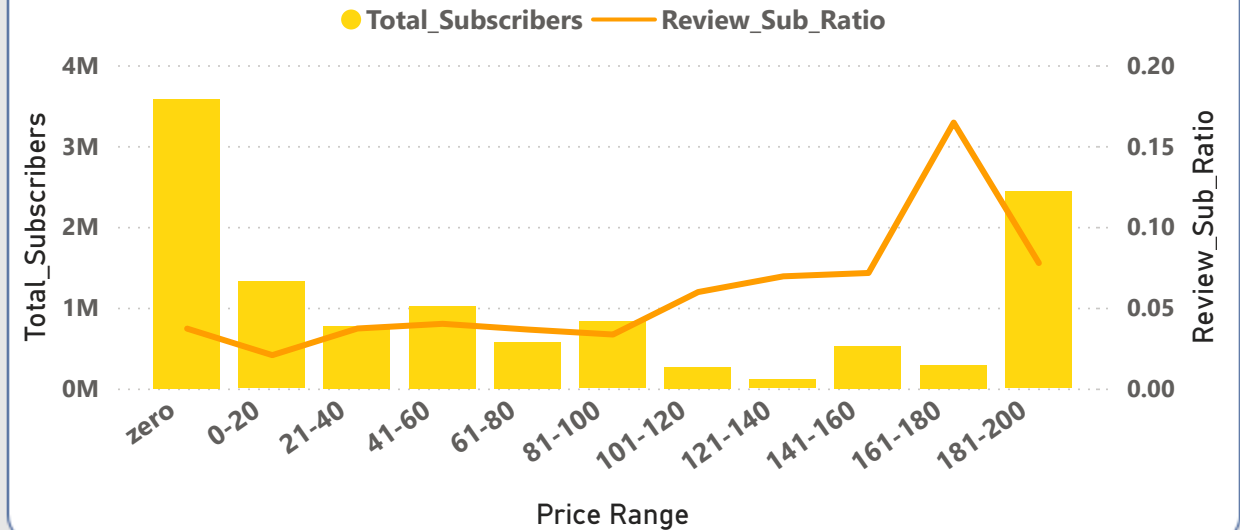
Levels

Total\_Subscribers

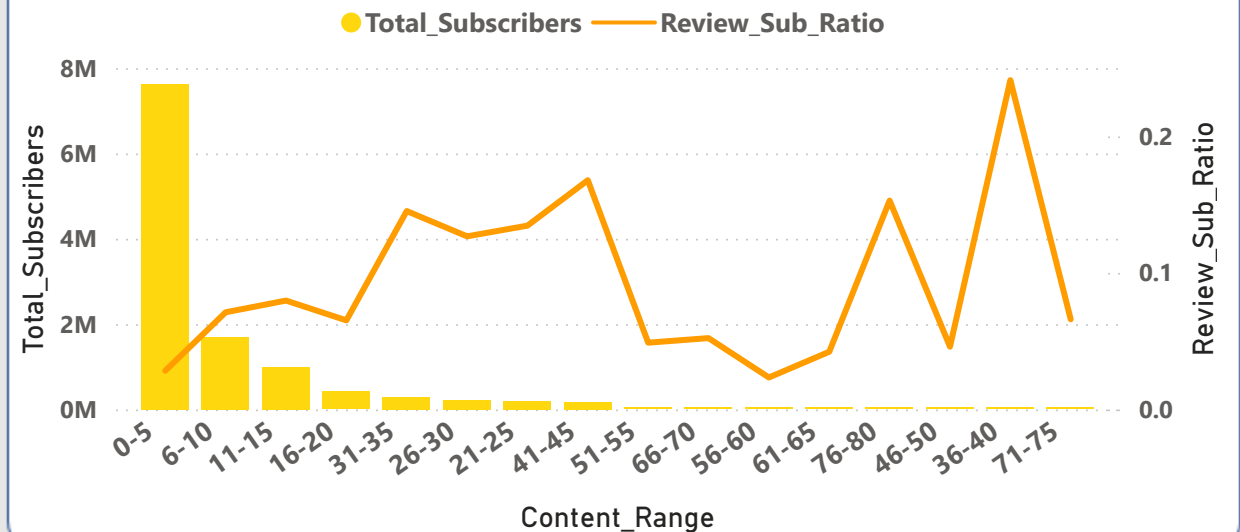
All	6871791
Expert	50196
Intermediate	742005
Beginner	4051843

**Total 11715835**

Total\_Subscribers and Review\_Sub\_Ratio by Price Range



Total\_Subscribers and Review\_Sub\_Ratio by Content\_Range





# Content

Selected Values : All Years >> All Subject >> All Levels

Free

Paid

Overview

Sales

Subscriber

Content

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**

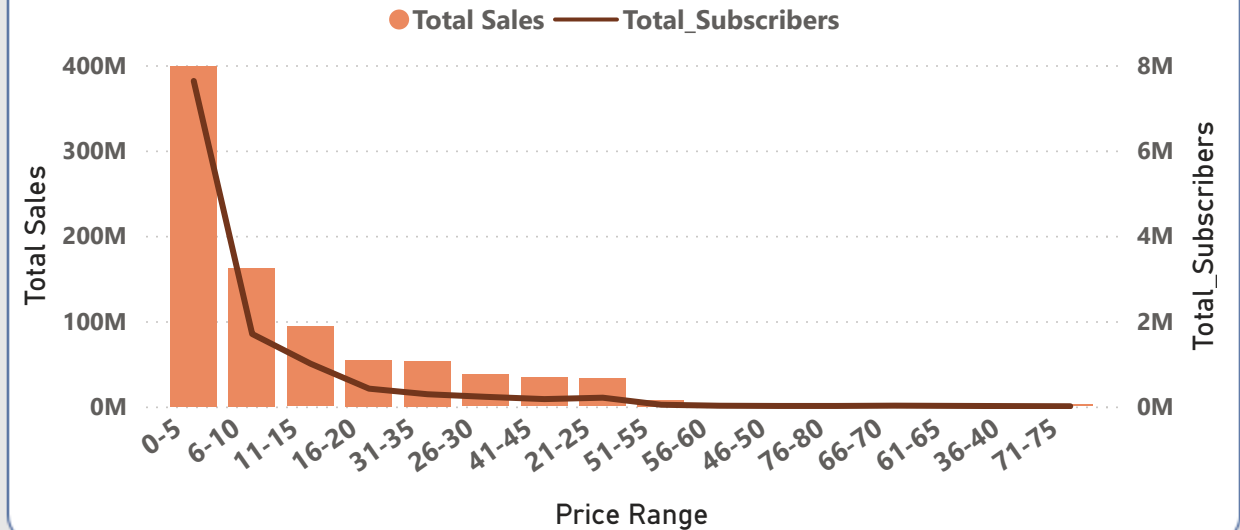
Levels

Total Duration

All	9382
Expert	169
Intermediate	1572
Beginner	3924

**Total 15046**

Total Sales and Total\_Subscribers by Content\_Range



Total\_Subscribers and Count\_Course by Content\_Range

