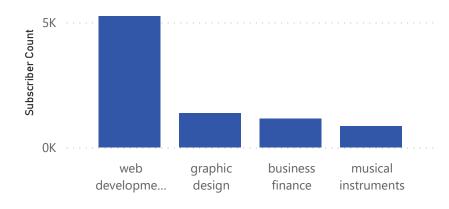
What are the factors that drives course subscriptions on



1) Technical courses win the race

Web development courses has more average subscribers than other 3 subjects combined.

Number of courses by Subject



2) Subscriber likes introductory and complete courses

Majority of subscriptions are in courses with word like "complete", "beginners", "guide", 'build" and "learn". Potential subscribers seems likely to lean more toward a beginners level that offers a complete comprehensive courses and broad ranges of topics.

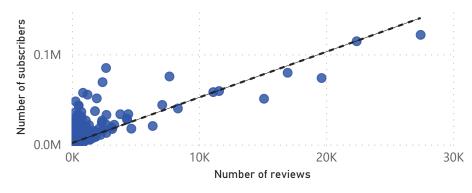
Most subscribed topics



4) Number of reviews matters

High amount of reviews on course page likely to influence potential subscriber decision to enroll on a course more than the average rating do.

Positive Relationship between subscriber and review count



3) There will always be sales events

Price are not a big factor, one reason is that Udemy offers discount period more often than any other platforms. As a result, it attract more potential students to purchases higher priced courses

No Relationship between price and subscriber count





Udemy Site Wide Sale Ad Banner