ANALYZING E-LEARNING PLATFORM PURCHASES

PROJECT REPORT:

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SUMMARY REPORT

The analysis of the *salesdb* dataset provides clear insights into learner purchasing behavior, course performance, and revenue contributions across different categories. Overall, the data indicates strong interest in technical and digital skills, with several courses performing significantly better in both sales volume and revenue.

High-revenue courses are primarily from the Programming, Data Science, and IT categories, reflecting current industry demand. These courses not only command higher unit prices but also maintain consistent purchase volumes. In contrast, a few courses show no purchase activity, highlighting potential issues related to visibility, pricing, or content relevance.

Learner behavior analysis shows that some learners purchase courses across multiple categories, indicating opportunities for cross-selling and personalized recommendations. Additionally, courses that attract a higher number of distinct learners demonstrate broader market appeal and can be used as anchor courses for promotions or bundled offerings.

Overall, the data suggests that a focused strategy around high-performing categories, combined with improvements to underperforming courses, could significantly enhance sales and learner engagement.

KEY INSIGHTS

1. **High-performing categories dominate revenue:**
   Courses in **Programming, Data Science, and IT** generate the highest revenue due to strong demand and higher unit prices.

2. **Strong sales from specific courses:**
   Courses like *Introduction to Python*, *Data Analytics Fundamentals*, and *Cloud Computing Foundations* show high purchase volumes and revenue contributions.

3. **Some courses lack purchase activity:**
   Certain courses show **zero purchases**, indicating gaps in visibility, content appeal, or pricing.

4. **Learners show cross-category interest:**
   Several learners purchase from **multiple categories**, signaling opportunities for bundled offerings and personalization.

5. **Popular courses attract diverse learners:**
   Some courses have a high number of **unique learners**, showing strong market appeal and broader audience reach.

RECOMMENDATIONS

1. **Strengthen marketing for high-performing categories:**
   Focus promotional efforts on Programming, Data Science, and IT courses to maximize revenue growth.

2. **Improve or reposition underperforming courses:**
   Review courses with no purchases; consider updating content, adjusting pricing, or bundling with popular courses.

3. **Encourage cross-category enrollment:**
   Offer bundle discounts, learning paths, and personalized suggestions based on learner purchase behavior.

4. **Leverage high-appeal courses for upselling:**
   Use popular courses as anchor offerings to promote advanced or related programs.

5. **Develop targeted strategies for high-value learners:**
   Provide loyalty benefits, early-access opportunities, or segmented recommendations to retain and grow valuable learners.