



Udemy Data Analysis

By SAGAR MANJUNATH



Project Description:

- *To better understand the pricing and subscriptions data of Udemy courses (for four different subjects) and identifying trends and patterns*
- *This will help us to:*
 - *Determine how popular a course is based on the number of subscribers.*
 - *Identify for which subject more courses should be created*
 - *Find the courses for which the price can be increased depending on its demand*
 - *Create targeted strategies to increase the company revenue*



Key questions:

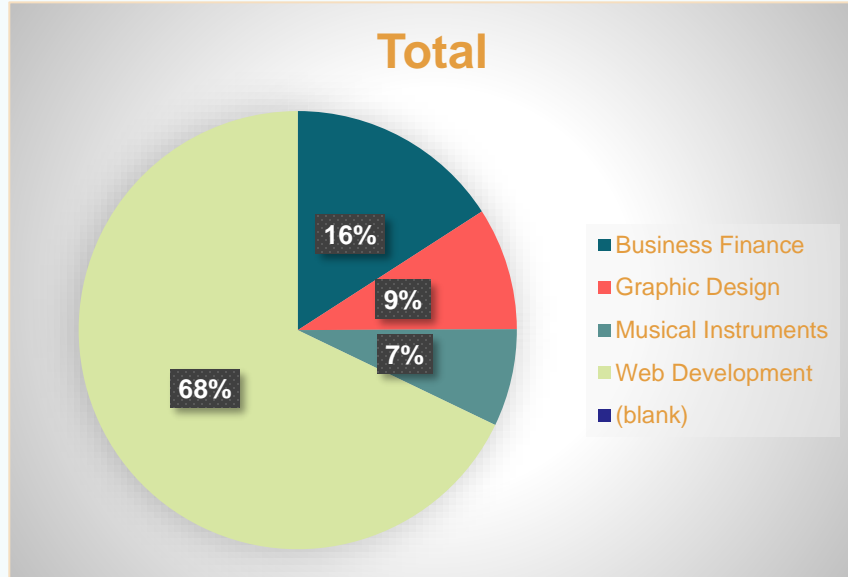
1. What are the total numbers of subscribers in each subject?
2. How does the average content duration/price/number of students vary across different subjects?
3. How many courses are free and paid for each subject?
4. What is the average price of web development courses at different levels?
5. What are the 20 most popular courses? Also, include the following information:
 - Their level
 - Whether they are free or paid
 - Whether any are free beginner courses,
 - and the duration of the courses.
6. Does content duration impact the price of the course?



Findings & Insights



1. What are the total numbers of subscribers in each subject?



On the right, we have a pie chart which Elucidates the information about number of subscribers in each subject. The data is As follows:

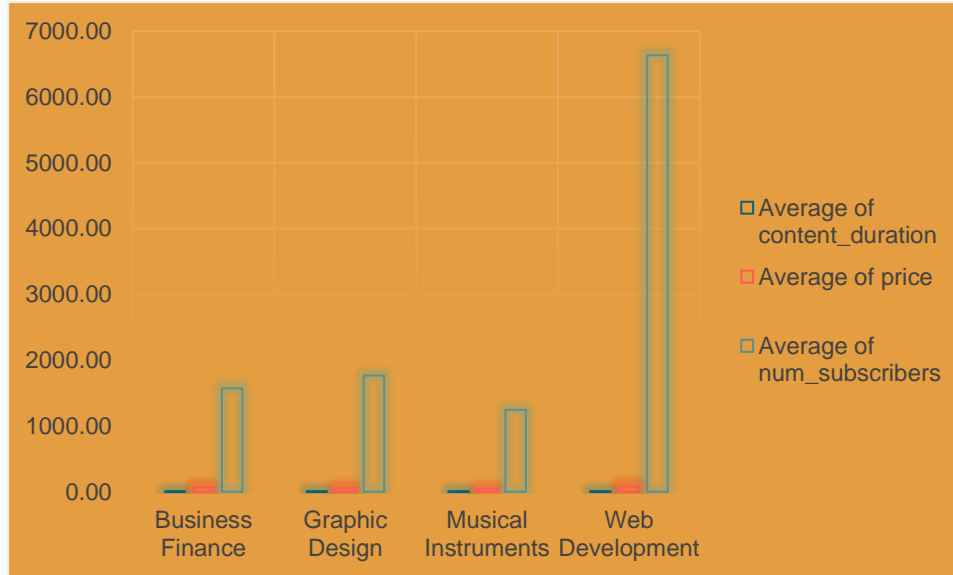
- 68% enrol themselves in web development
- 16% opt for Business Finance
- 9% enrol themselves in Graphic design
- The last 7% chose musical instrument subjects.

Conclusion:

Clearly, majority of the population subscribe for web development courses and it can be said that it's the most popular course



2. How does the average content duration/price/number of students vary across different subjects?



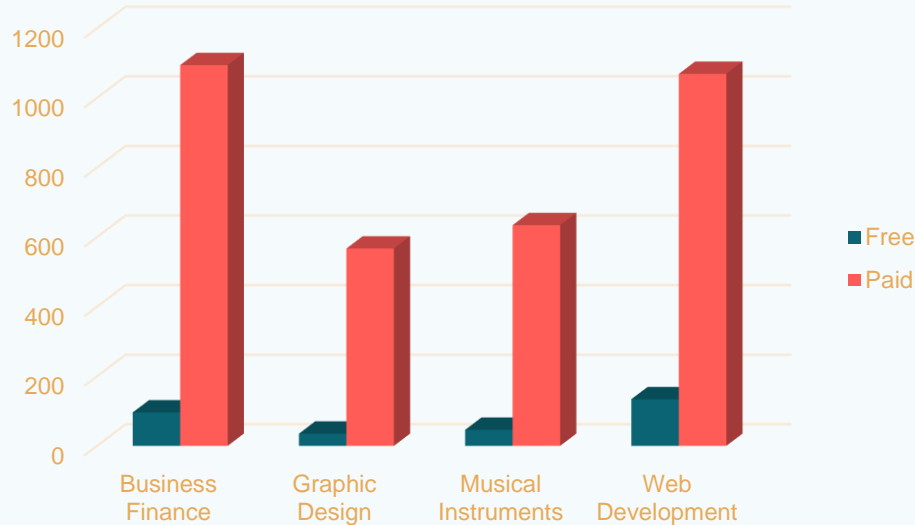
Key Findings:

Web development is the subject with the highest average of content duration, Price as well as number of students.

Although the price and content duration of The subject web development is almost in the same range of other courses, the Difference in number of students in comparison is astronomical indicating the high Demand for the subject and interest among the subscribers



3. How many courses are free and paid for each subject?



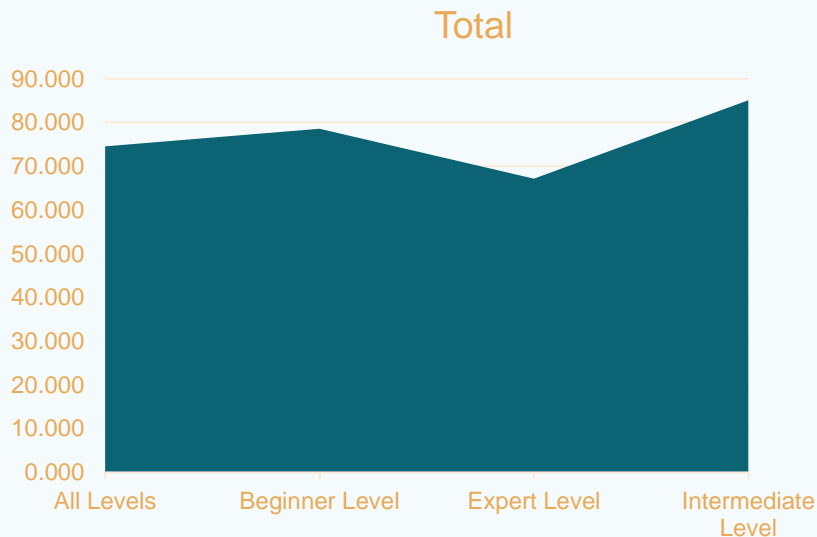
Key Findings:

The bar chart on number of courses that are free and paid in each subject Shows us that the web development and The business finance subjects offer the Highest number of paid courses at around 1000 whilst the other two are at around 600.

The number of free courses offered in Web development is Is also the highest Compared to the other three which is at Around 150.



4. What is the average price of web development courses at different levels?



Key Findings:

The average pricing of intermediary Courses in web development stands the tallest at approximately 85 bucks.

■ Total The courses at expert level soars the lowest at 67 bucks while the All levels and the beginner level courses are ranging from 74 to 78 bucks.

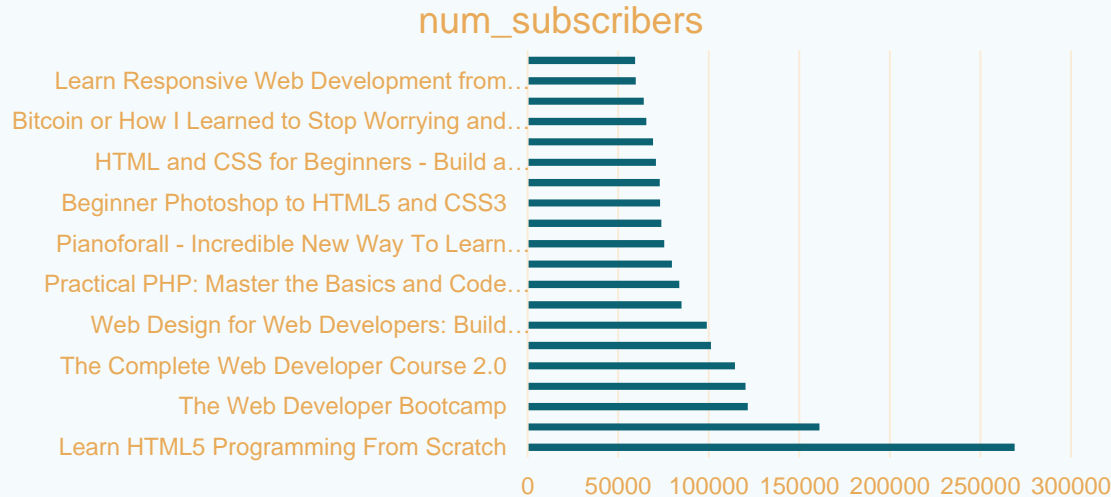


5. What are the 20 most popular courses?

Key Findings:

Coming to the individual courses, the HTML5 programming course holds the First place for highest number of Subscribers at around 280000 which is prodigious in comparison to the other courses.

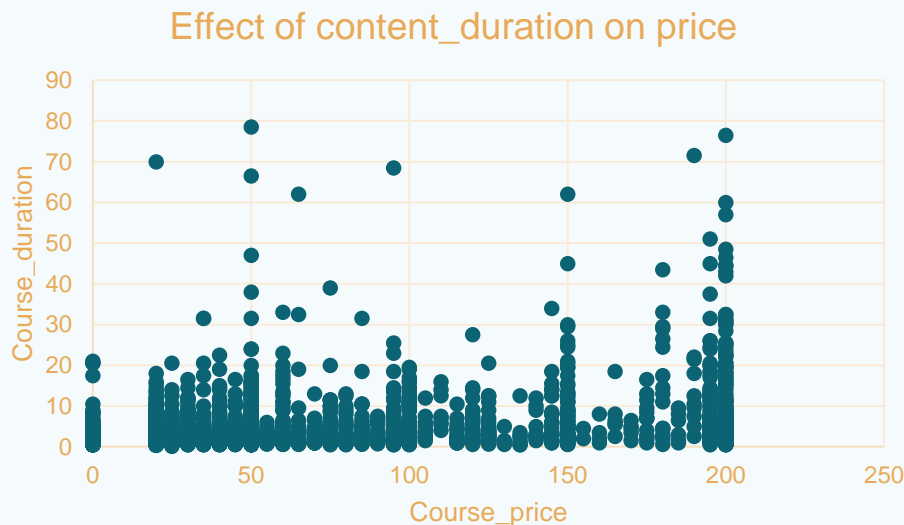
There is a difference of around 80000 Between the HTML5 and the next popular course which is web development Bootcamp making HTML5 the most popular.



Once again, most of the popular courses are from the subject Web development making it the most popular subject



6. Does content duration impact the price of the course?



Key Findings:

The content duration doesn't seem to have much effect on the course price as there are courses which are free and still have the same duration as the ones are charged even 200 bucks.

Most of the courses shown above have a duration in the range of 1 to 20 time units. Although some of the paid courses have higher durations which isn't a very common occurrence.

But it is also evident that the courses being charged with 200 bucks have an above-average durations.



Summary



Summary of findings:

Based on your findings, write down a summary of 3 to 4 key insights from the analysis. We'll help you get started:

- **Top 5 courses:**
 - *Almost 68% of subscribers come from Web Development and the top 5 courses are for Web development as well*
- **Business Finance vs Web Development:**
 - *Business Finance and web development have almost equal number of total courses (1155 vs 1203), but web development course are almost 2x in content duration and have 4x the average subscribers*
- **Course Pricing:**
 - *There are around 3300 paid courses and around 300 free courses. It can be said that most of the revenue is being generated by the web development courses as it has the highest number of subscribers as well as the averaging pricing as for the whole subject.*
 - *Some of the factors that determine the course pricing are type of course and level being offered. Content duration doesn't seem to have much effect on the pricing as it is evident in the previous slide although the price does go up for courses priced in the range of 200.*



Actions & Recommendations



Recommended actions:

Product recommendations:

- *Focus on getting more paid course by creators in web development*

Marketing recommendations:

- *Our data tells us that our web development courses are most popular and people are willing to pay for it. Marketing and advertising campaigns should therefore focus more on courses offered in Business finance, graphic design and Musical instruments as there is more room for improvement in this area.*
- *It is also advisable to offer some free beginner courses in these areas and invoke interest among the subscribers and there by encouraging them to buy the paid full courses.*



Thank you!