



# Udemy Data Analysis

By [Salisu Ibrahim]



# 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:*
  - *Identify for which subject more courses should be created*
  - *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

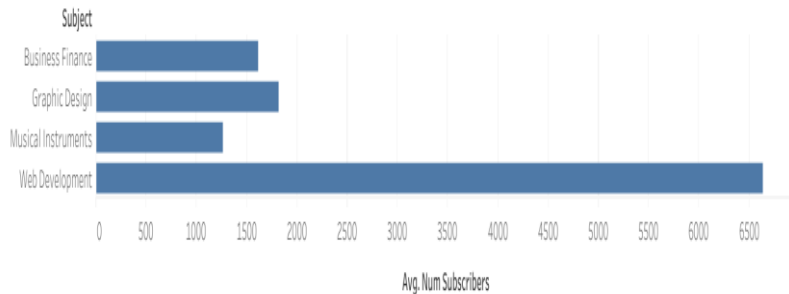


# 1. What are the total numbers of subscribers in each subject?

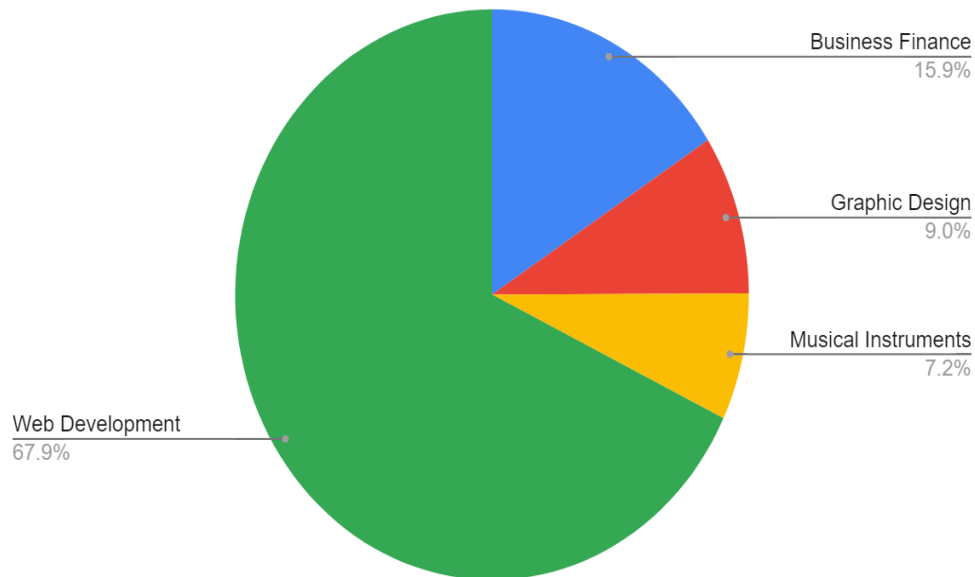
## Courses:

- *Business Finance: 1,868,711*
- *Graphic Design: 1,063,148*
- *Musical Instruments: 846,689*
- *Web Development: 7,981,135*

Average Number of Subscribers



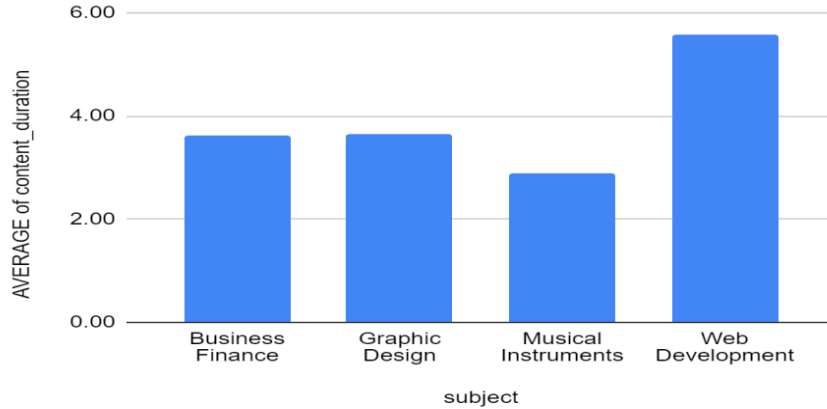
Total Subscribers



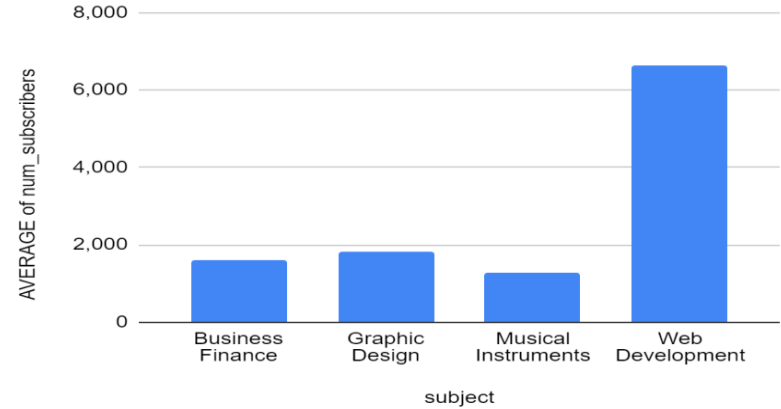


## 2. How does the average content duration/price/number of students vary across different subjects?

Average Content Duration



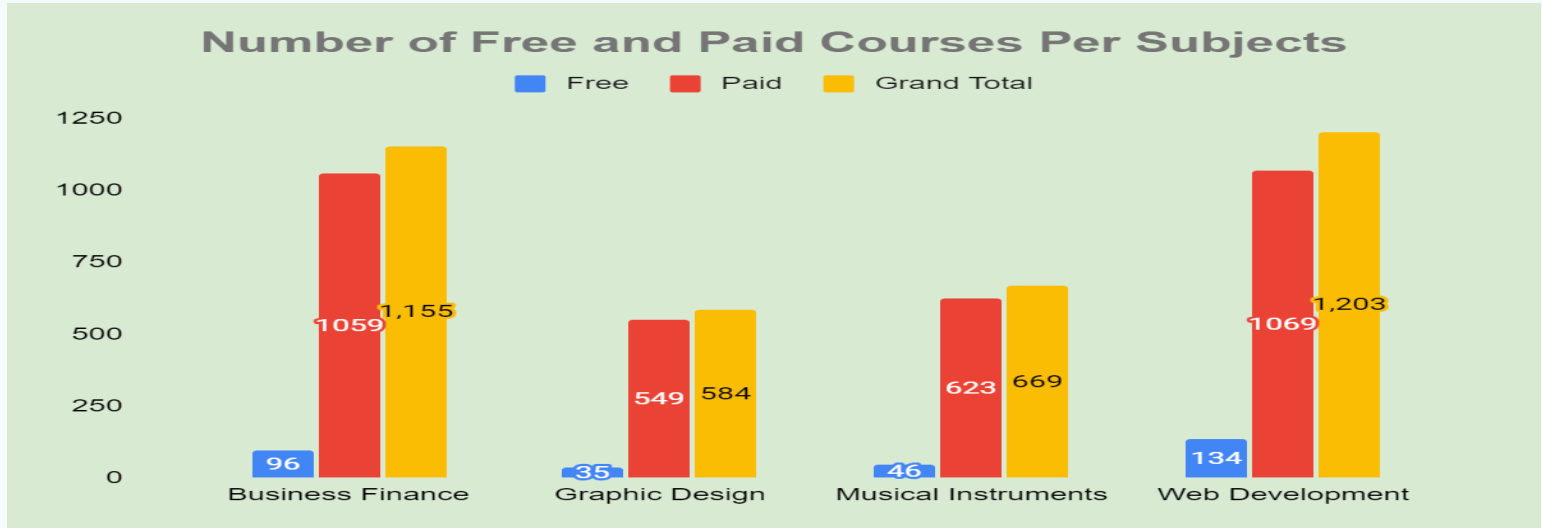
Average Number of Subscribers Per Subject



- ❑ Brief summary of what the visualizations tell us - your key findings
- ✓ Web development has the highest number of average subscribers with approximately 6% and 77% average price,
- ✓ then Graphic design 3.65% and 58.77% average price,
- ✓ Business finance with 3.62% and 69% average price,
- ✓ And the low average percentage of content duration course is Musical Instrument with 2.89% and 49.65 average price.
- Web development has 6,635 average number of Subscribers
- Graphic design has 1,820 average number of subscribers
- Business finance is also has the lowest average number of subscribers with 1,266



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

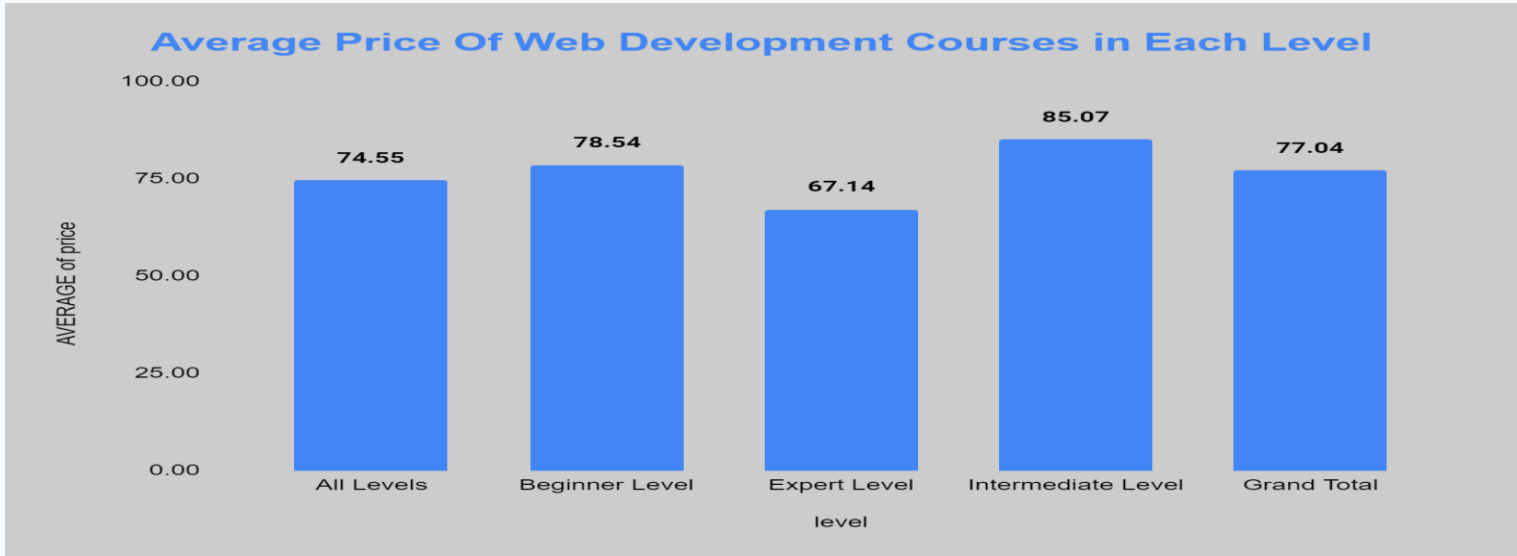


We have a 311 free courses and 3,300 paid courses which give us the total of 3,611 number of courses for the 4 different courses.

Let's breakdown the number of subscribers per courses:

- I. Web development with 134 free and 1,069 paid courses which result a total of 1,203 number of subscribers
- II. Business finance has 96 free courses and 1,059 paid courses which give us the total of 1,155 number of subscribers
- III. Musical Instruments has 46 free courses and 623 paid courses with a total of 669 number of subscribers
- IV. Graphic design has 35 free courses and 549 paid courses with a total of 584 number of subscribers.

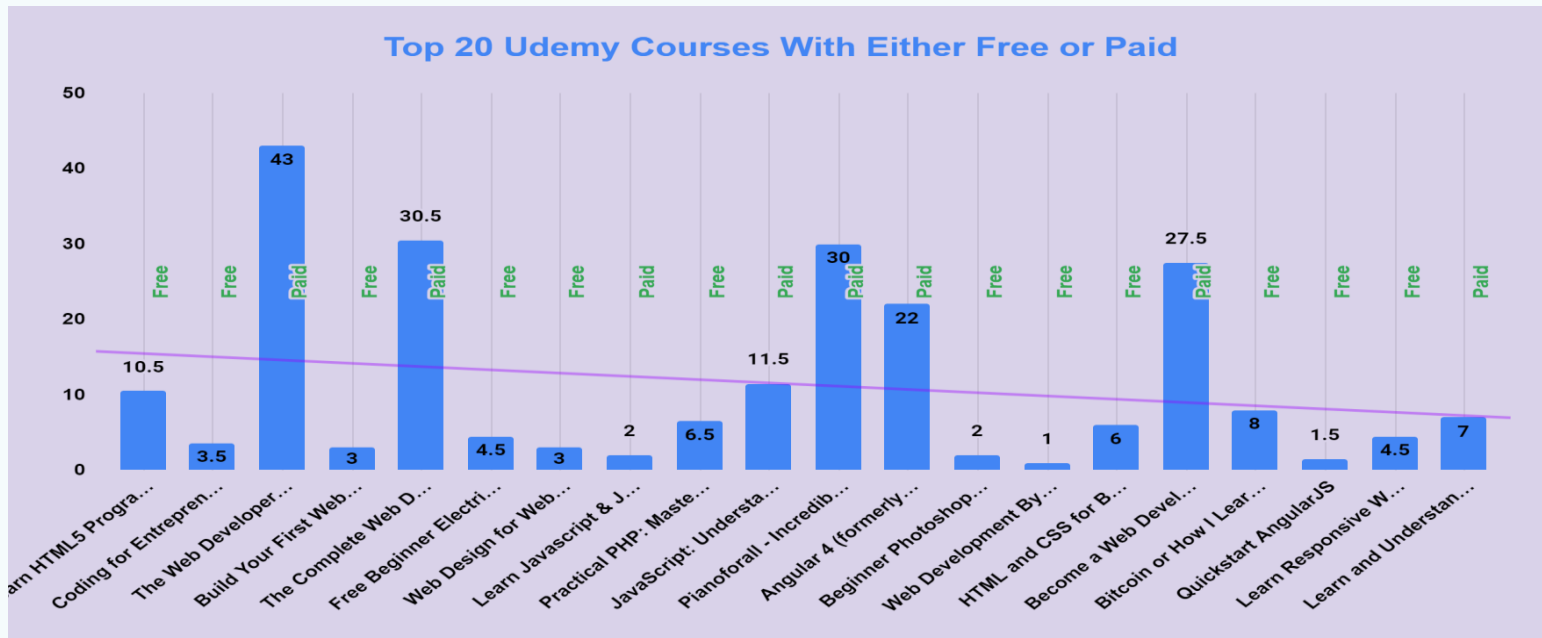
## 4. What is the average price of web development courses at different levels?



- From the Visualization here it can tell us that the Intermediate courses has the highest average of 85% price from the 4 levels in the web development courses followed by beginner with 78.54%, and Expert level with 67.14%.
- In the overall average the web development courses in all level has 74.55% where it give us the Grant total average price of 77% in generall.

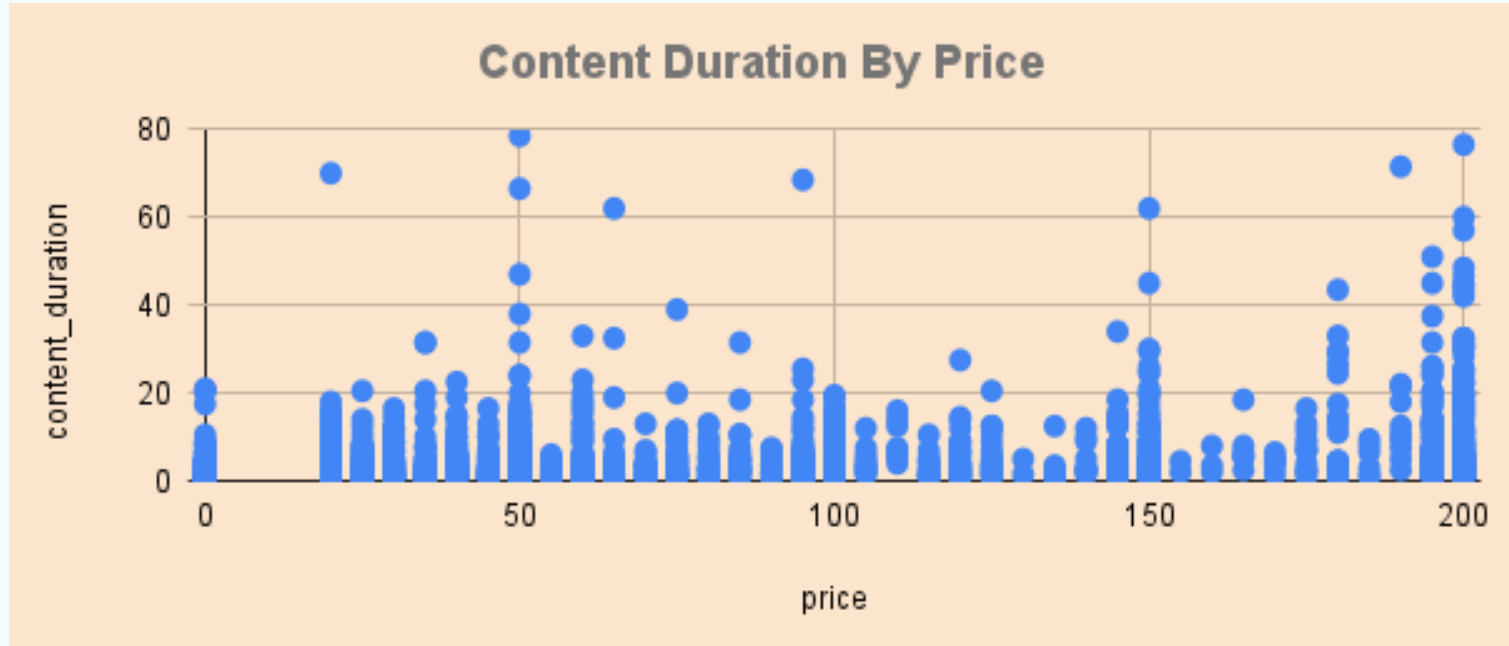


## 5. What are the 20 most popular courses?



- ✓ The visualization tell us and we are able to find out that 12 course are free out of the 20 most popular course. That is 8 are paid course from the 20 most popular courses.
- ✓ And also most of the 20 courses are in web development track. Also the paid courses has the highest content duration compare to the free courses we have.

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



- The visualization is the graphical representation of content duration and price of the courses which we use scatter plot to see how they are closely related from each other.
- The price of the course and content duration doesn't have more correlation between them, while the highest content duration of the course is determine the course is free or paid where web development also has the highest number of subscribers.



# 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:**

*The graphic design course has the highest content duration with (78.5 minutes) and it's also a beginner level course rated with 0.37, 1,323 number of subscribers, price is \$50 and 222 number of lectures.*



# **Actions & Recommendations**



# Recommended actions:

## **Product recommendations:**

- *Focus on getting more paid course by creators in (the Udemy page and the media campaign managers to advertised the paid courses with real world example and project that courses can solve when enrolled to it). Also the udemy can focus also by creating a short videos to attact the attention of general public on how their programs and content they use can benefit the community and the organization in general to be a better place for productivity.*
- **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 (to focus more on web development courses and also to keep showcasing how the web development is and the contend in it to attract more audience that can subscribes and buy the course, this will not only increase the number of subscribers but also it help the Udemy to generate more income).*



# Thank you!