

Course Analysis

About Data

Dataset defines the course details of each course, price and the subscriber details. Which includes course published date with sub featured as date, month, week and quarter. The revenue generated across the course is significant for analysis



Data Dictionary

Feature	Description
content_duration	Course duration in hours
course_id	Unique ID for Each Course
course_title	Name of Course
Date	Couse Date in DD-MM-YYYY format
Date & Time	Course Date with timestamp in UTC
is_paid	Binary Flag stating if its paid or free course
level	Signifying the level of course
Month	Extracted Month from Date (Month Name)
Monthly field Calculating	Extracted Month from Date (Month Number)
num_reviews	Number of Reviews of each course
num_subscribers	Number of Subscribers of each course
price	Price of course (provided if its paid course)
published_timestamp	Course published with timestamp in UTC
Quarterly	Extracted Quarter from Date (Quarter Number)
Revenue	Revenue (Sales) made from Course
subject	Course Segmented into subjects
Weekly	Extracted Week from Date (Week Number)
Yearlv	Extracted Year from Date

Course Anaysis Report

Total Courses

2954

Paid Courses

2722

Total Revenue

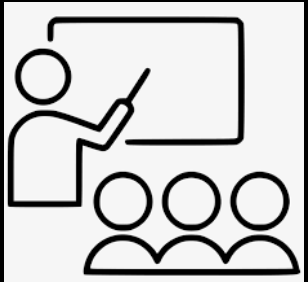
779M

Subscribers

7M

Reviews

411K



Year

☐ 2011

☒ 2012

☒ 2013

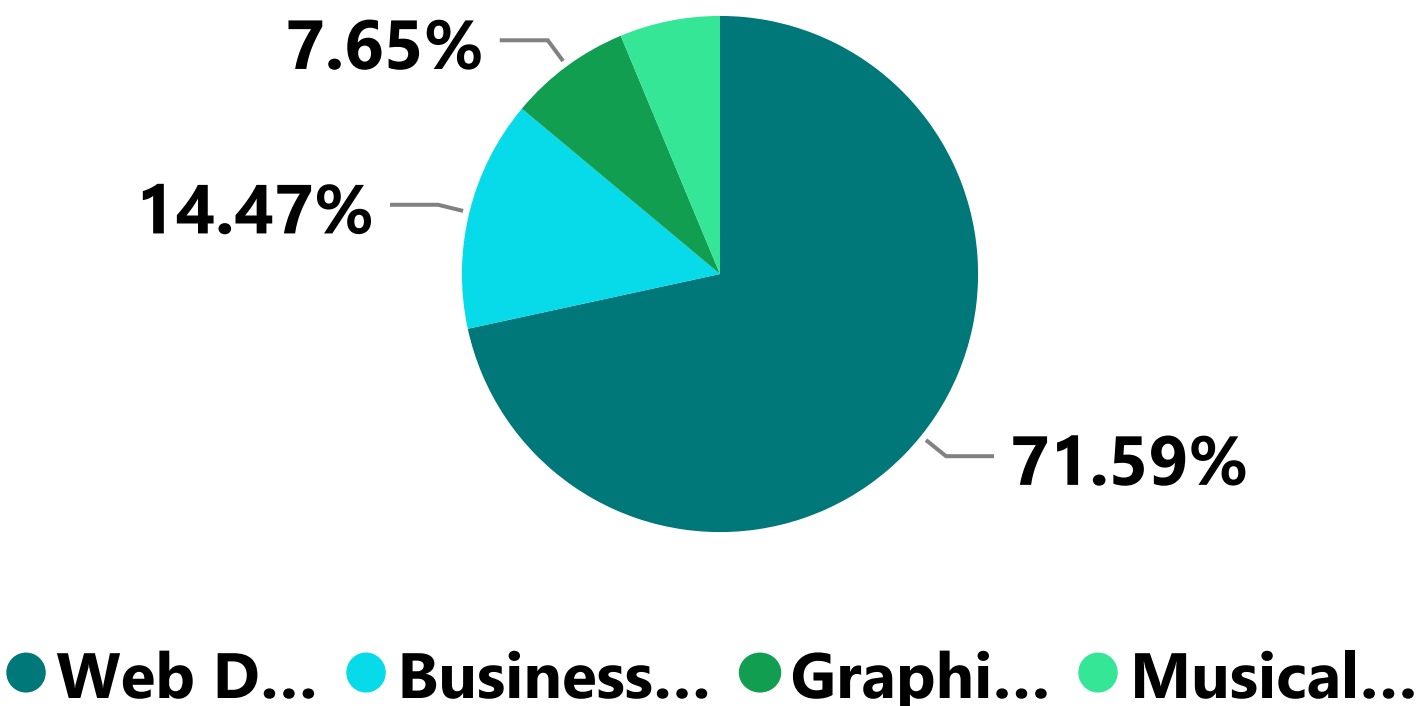
☒ 2014

☒ 2015

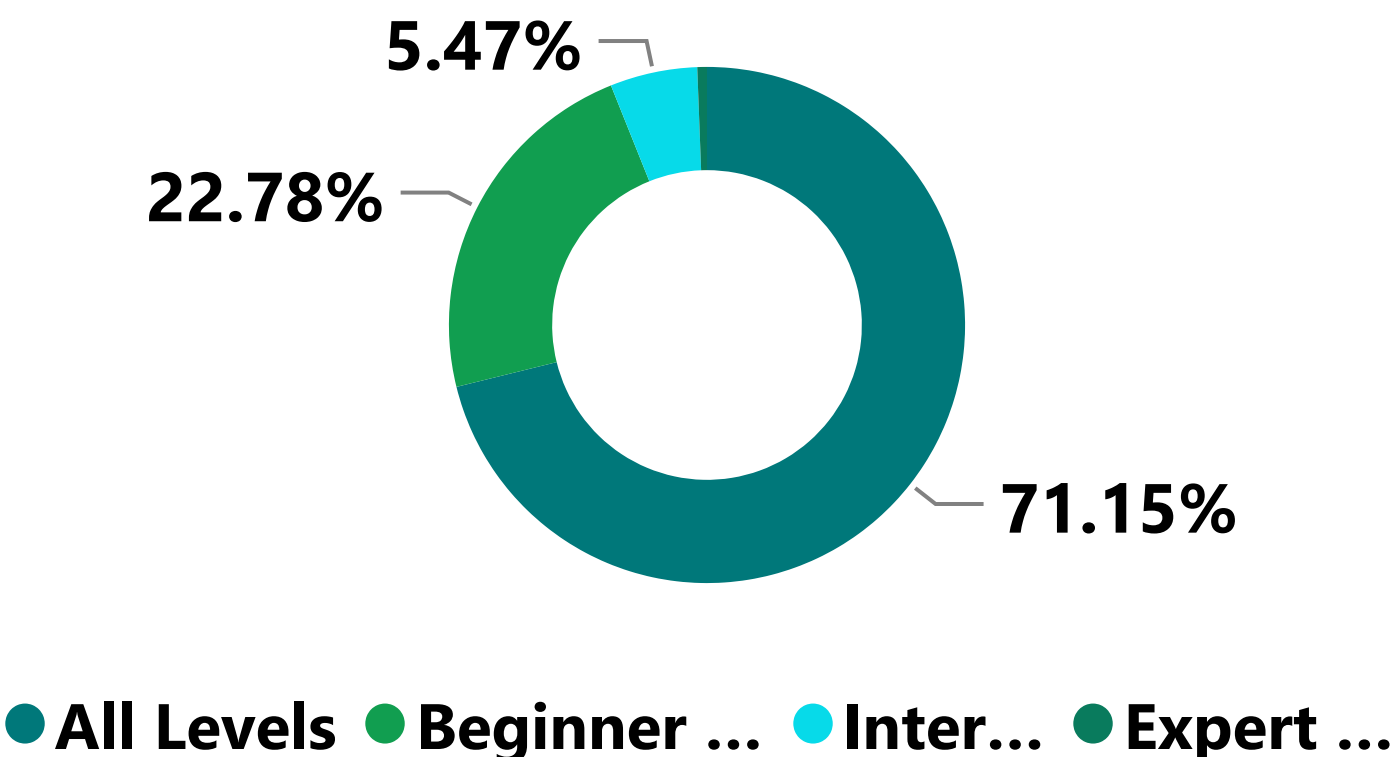
☒ 2016

☐ 2017

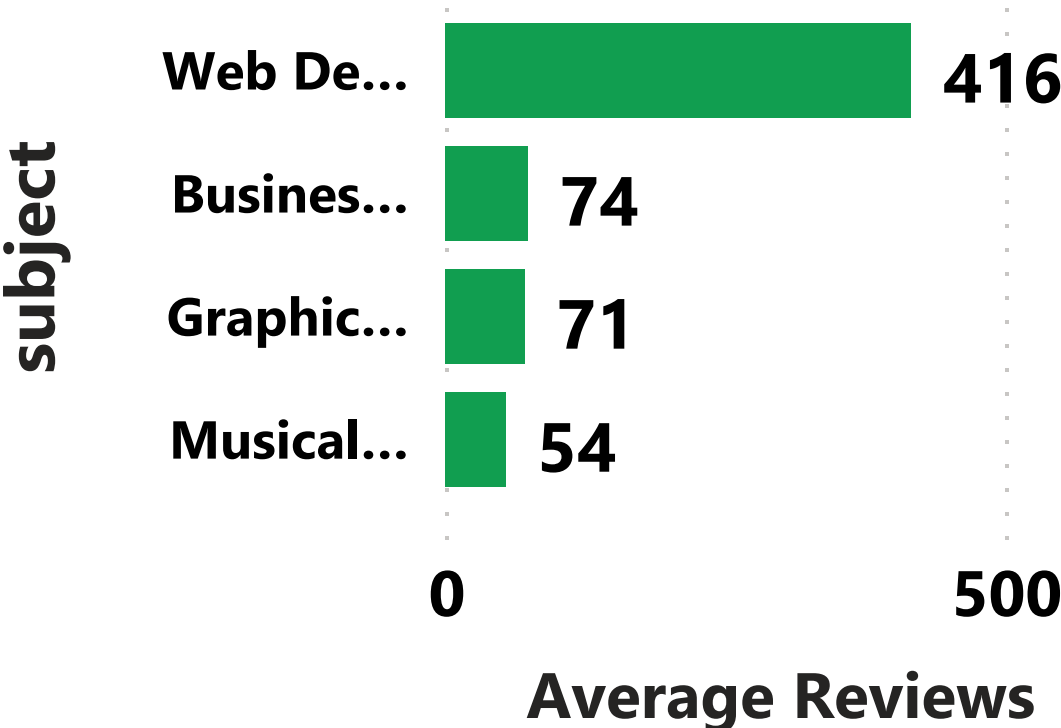
Total Revenue by subject



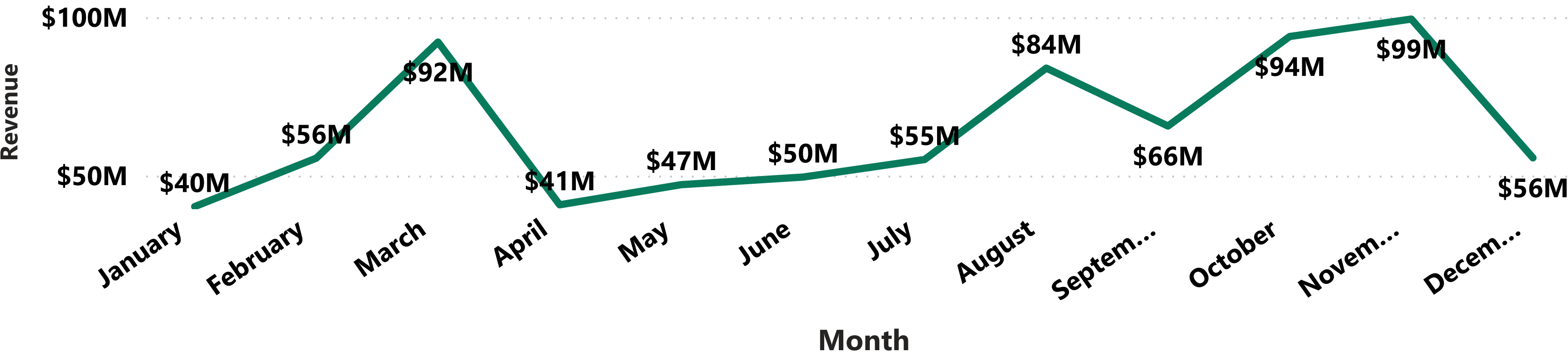
Total Revenue by level



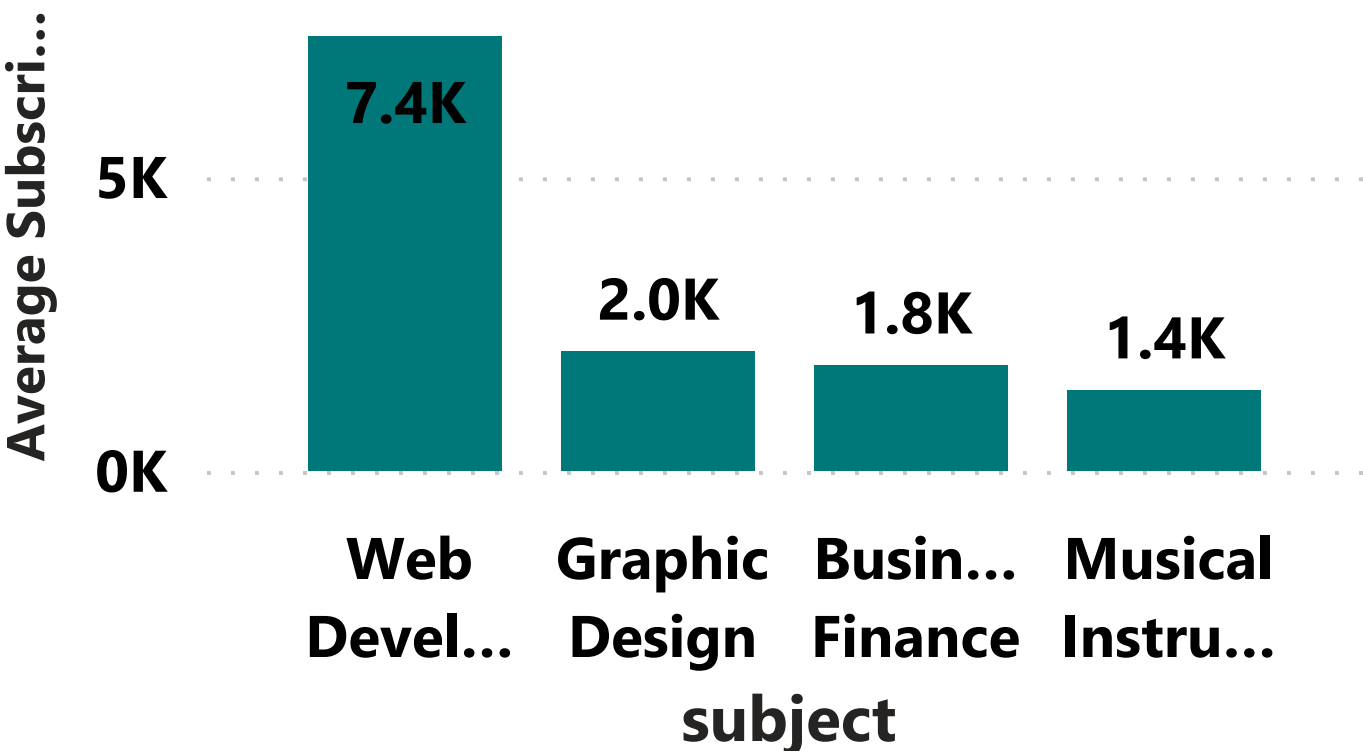
Avg Reviews by Subject



Revenue by Month



Avg Subscribers by subject

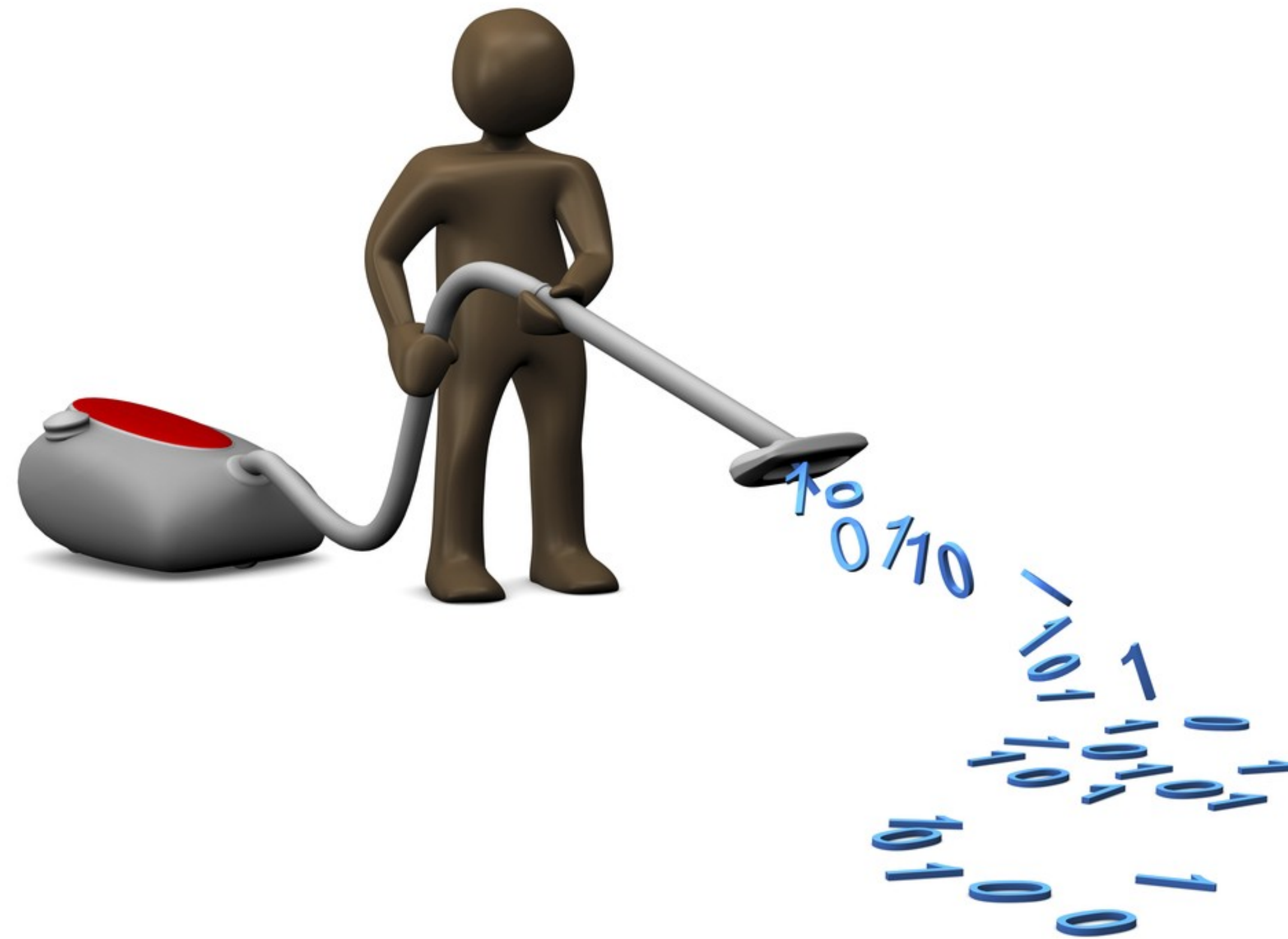


Cleaning Steps

Duplicates are present, need to be removed

Monthly Field Calculating or Month both are same information, one can be dropped for analysis

Published_timestamp and Data & Time and Date are all giving same information which we can be treated one column



Course Analysis

Observations

Total Courses

3672

Total Paid Courses

3362

Total Free Courses

310

Total Revenue

\$881.67M

Total Subscribers of all Courses

12M

Total Price of Courses

243K

Total Reviews of all Courses

574K

Analysis Start Date

09 July 2011

Analysis End Date

06 July 2017

Observations

Top 10 Courses generating Revenue

Angular 4 (formerly Angular 2) - The Complete Guide

Complete PHP Course With Bootstrap3 CMS System & Admin Panel

JavaScript: Understanding the Weird Parts

Learn and Understand AngularJS

Learn and Understand NodeJS

Modern React with Redux

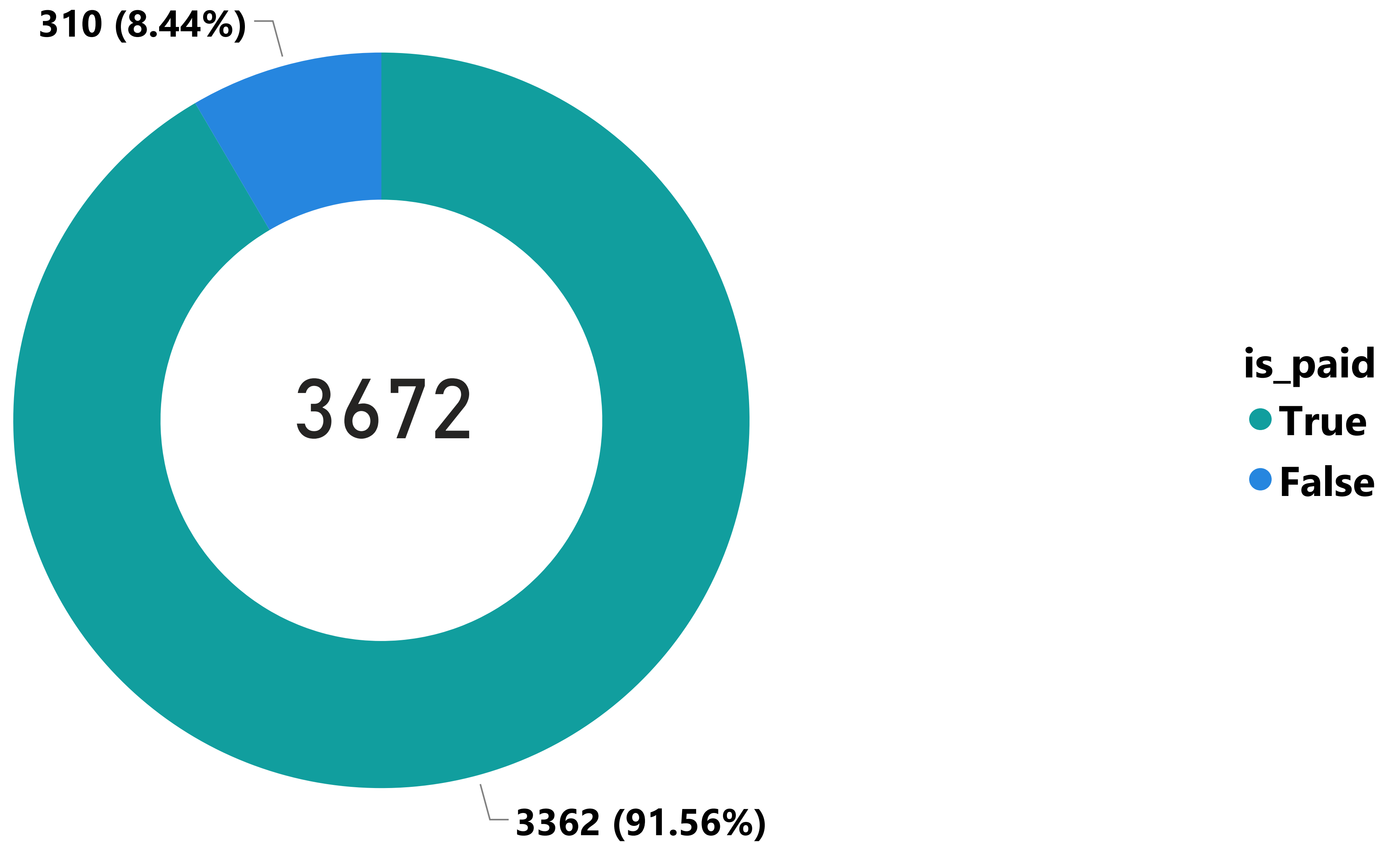
Pianoforall - Incredible New Way To Learn Piano & Keyboard

The Complete HTML & CSS Course - From Novice To Professional

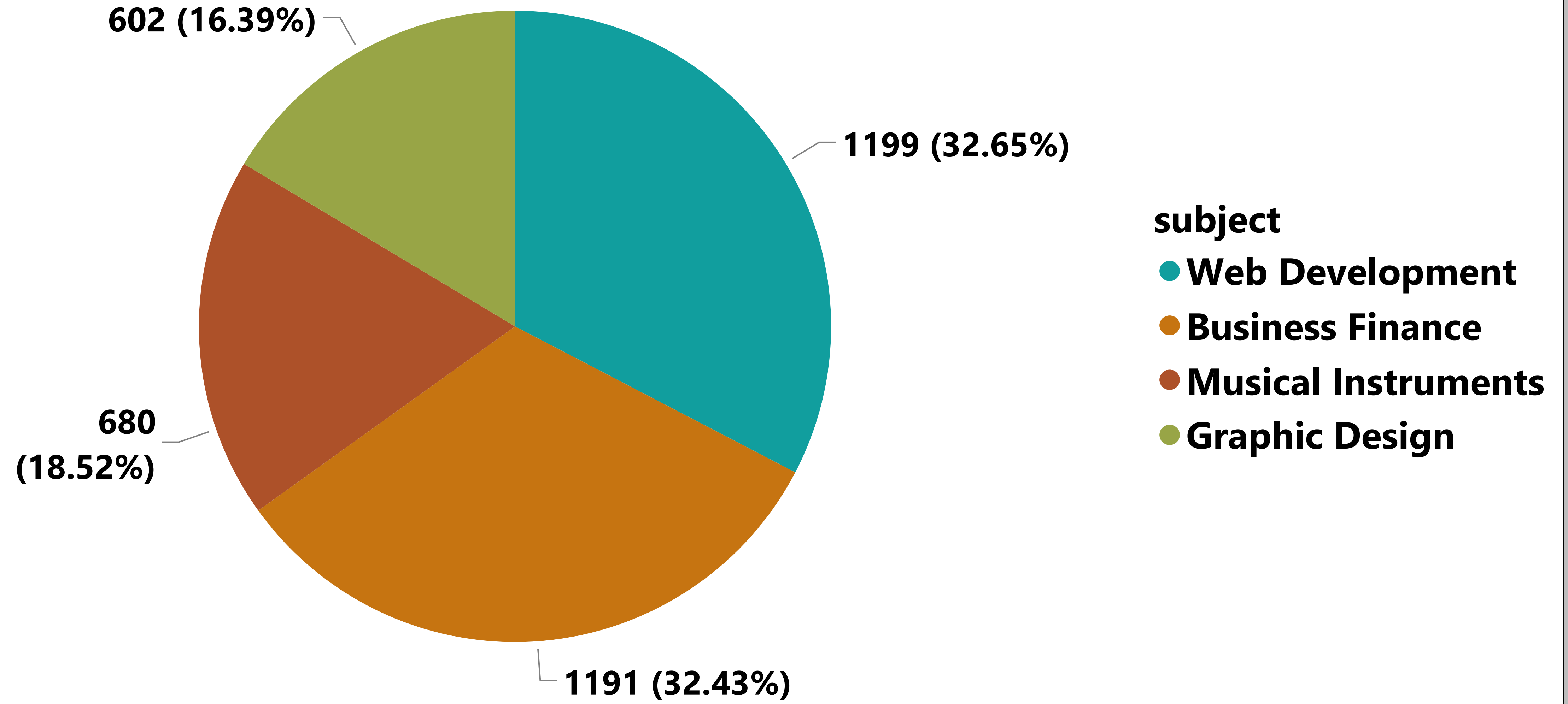
The Complete Web Developer Course 2.0

The Web Developer Bootcamp

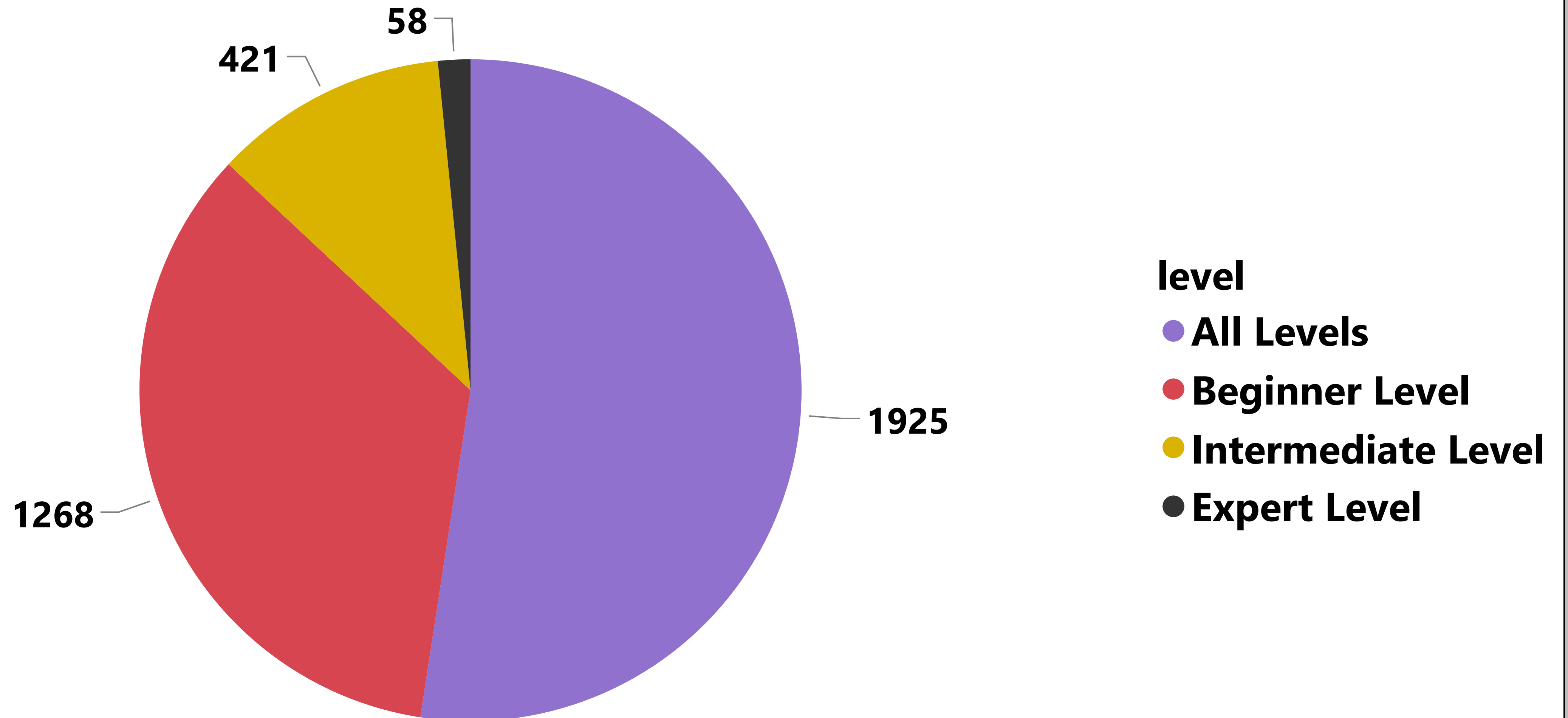
Total Couses of Paid and Free Courses



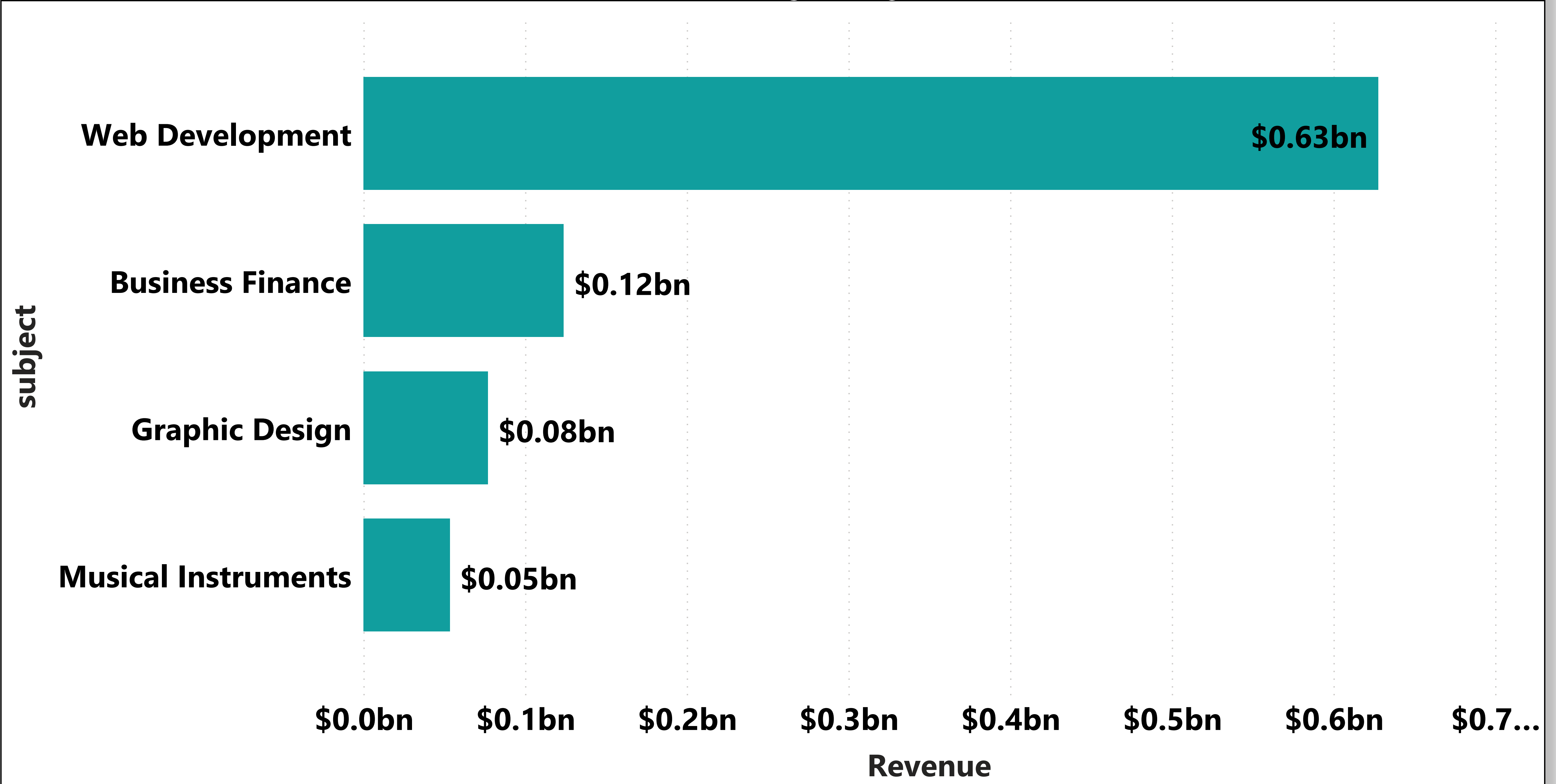
Count of Courses by subject



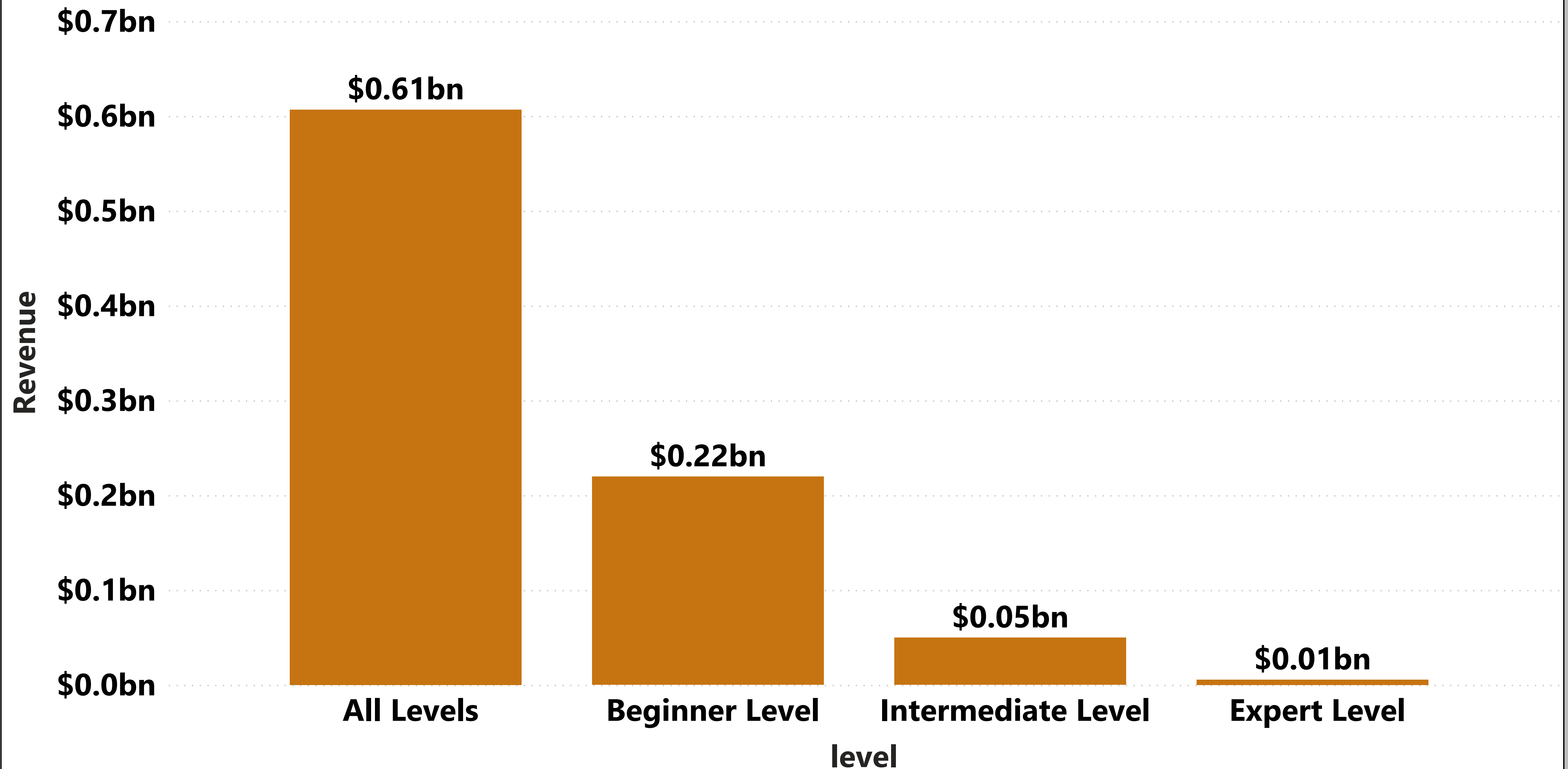
Count of Courses by level



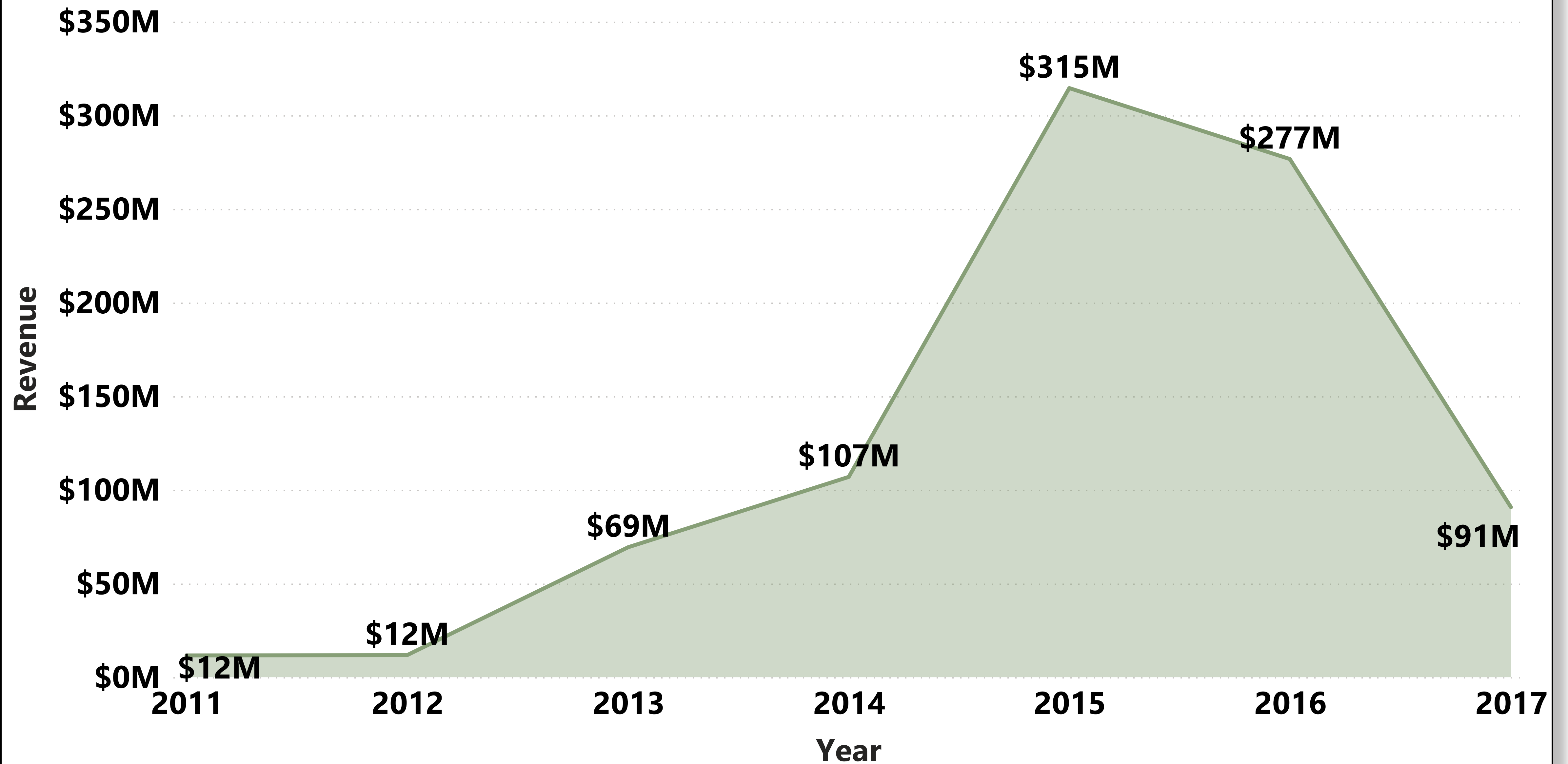
Revenue by subject



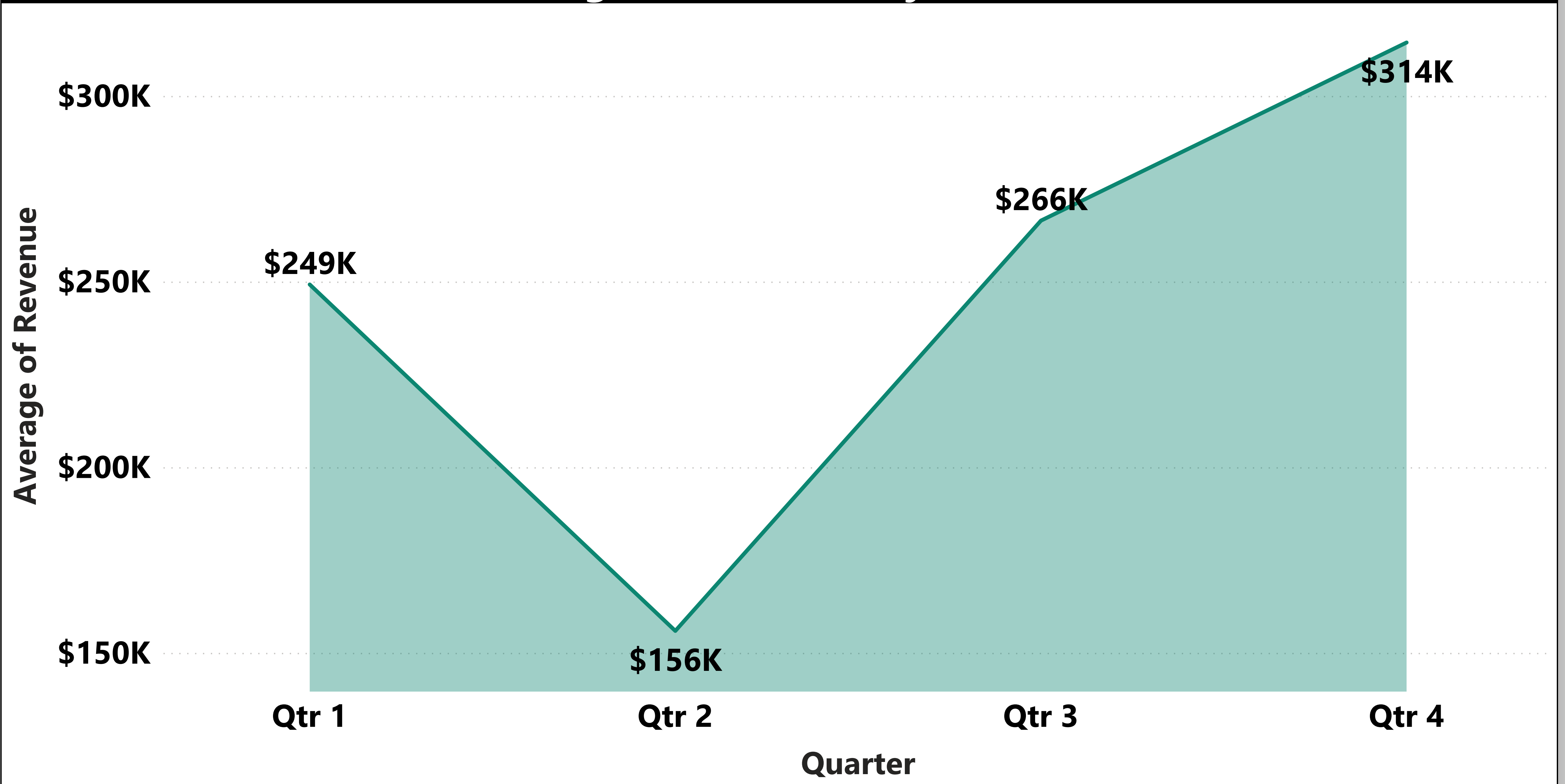
Revenue by level



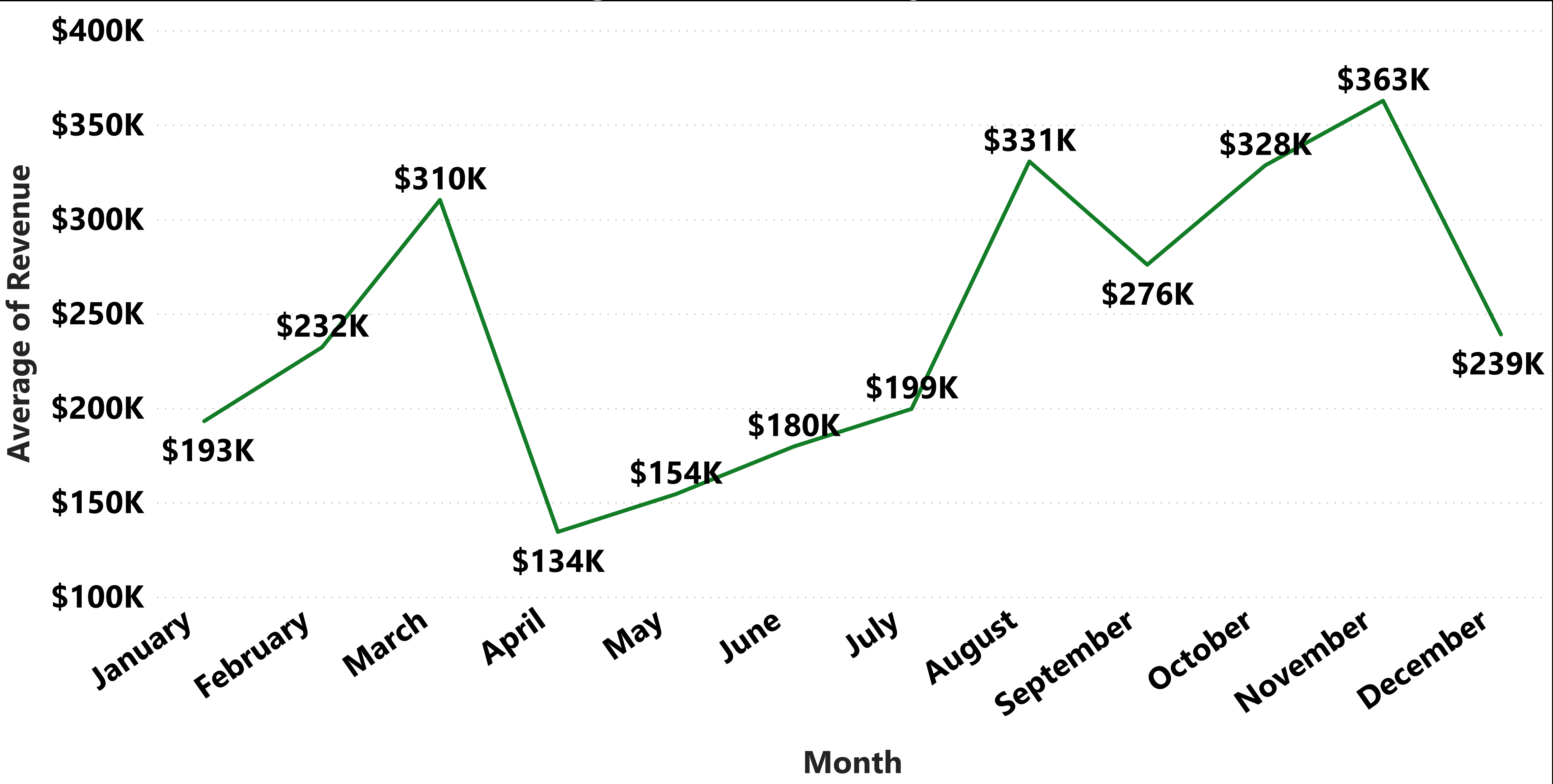
Revenue by Year



Average of Revenue by Quarter

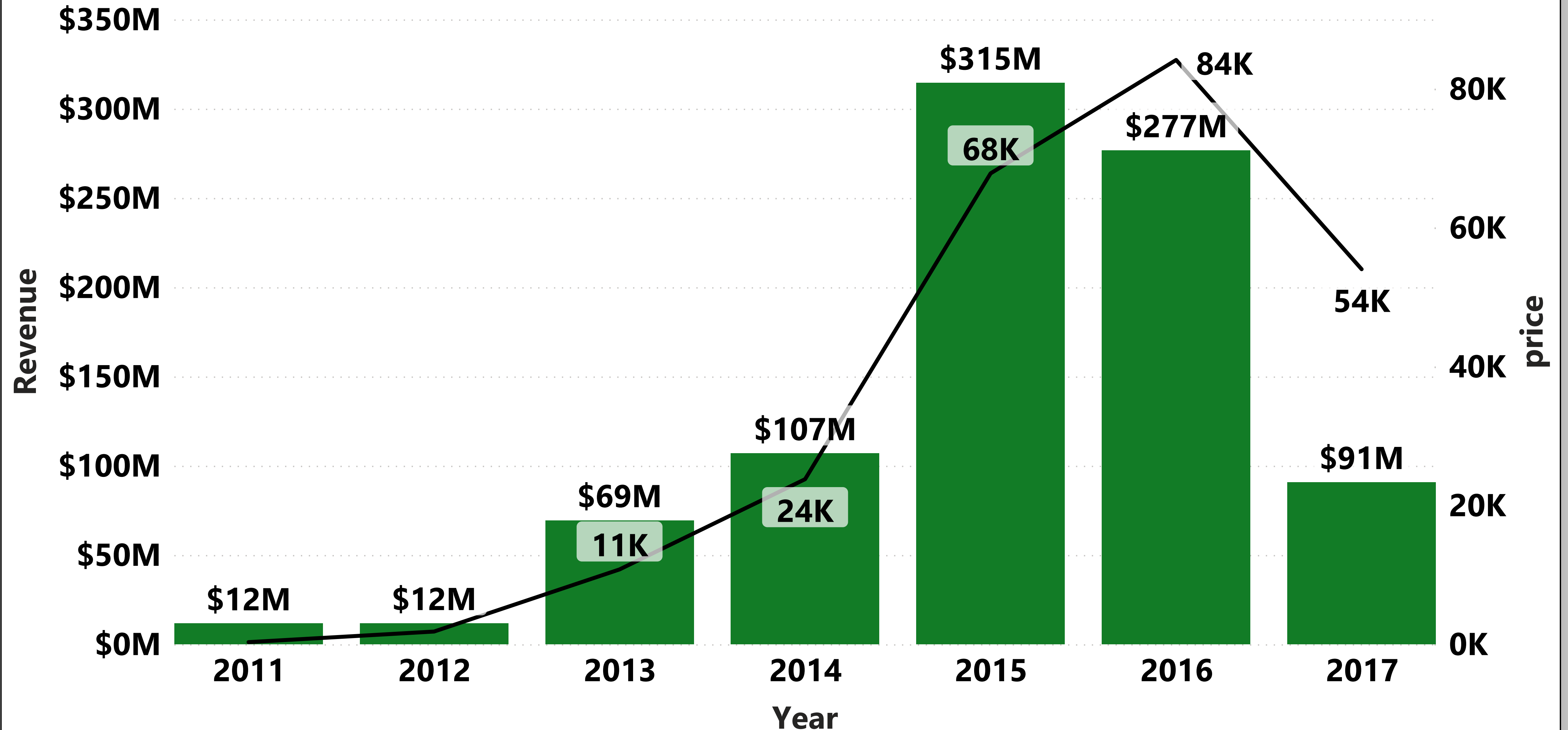


Average of Revenue by Month



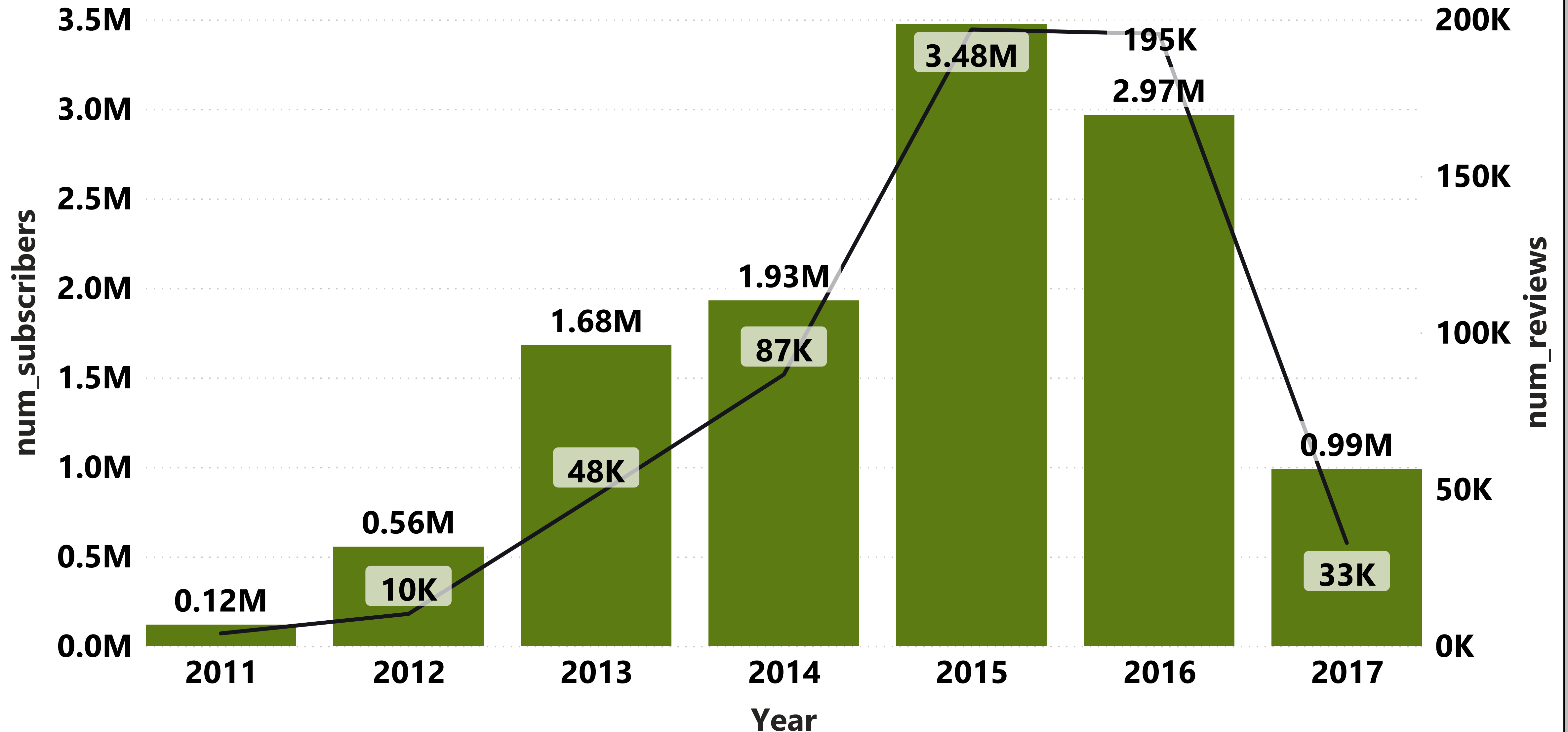
Revenue and price by Year

● Revenue ● price

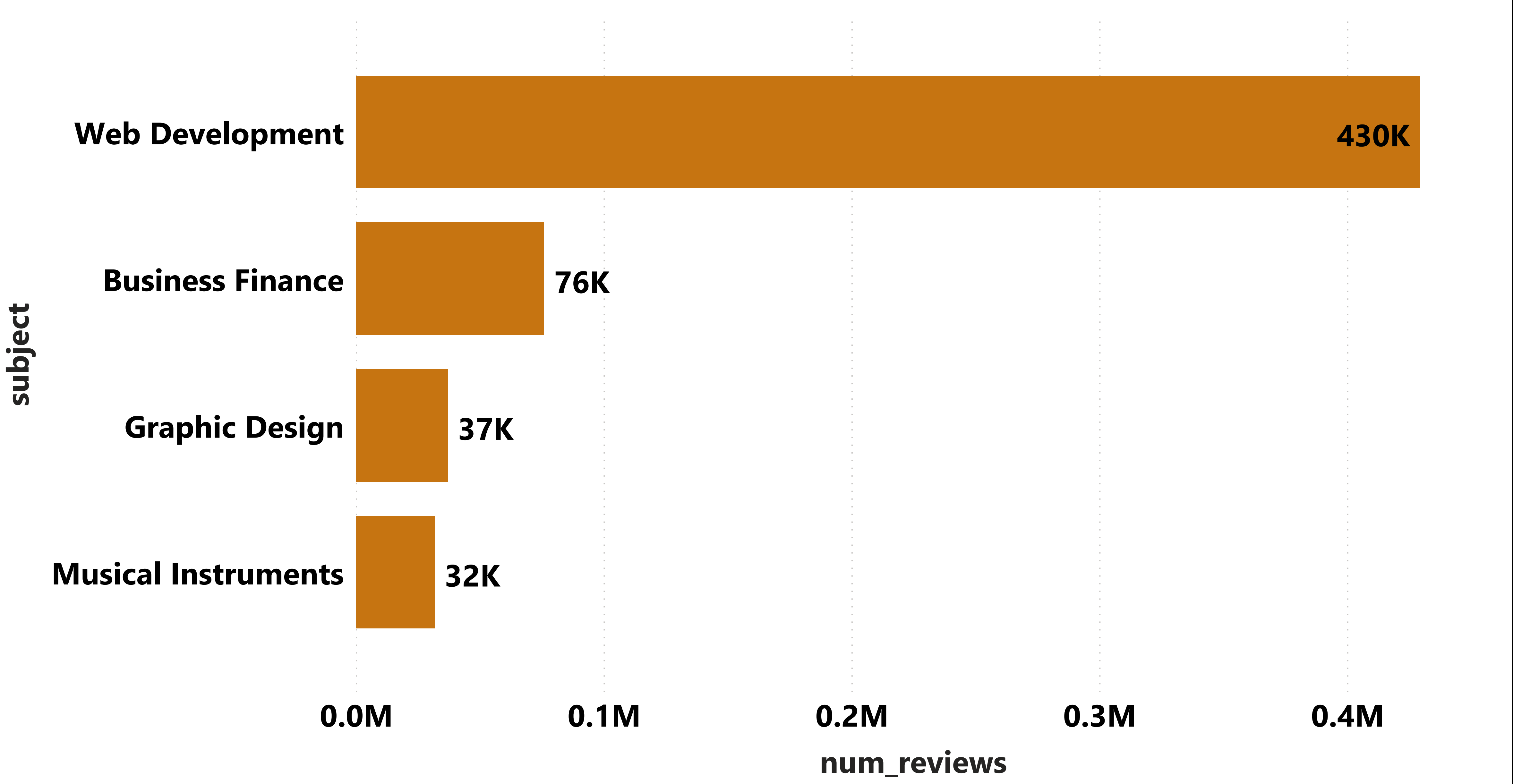


num of subscribers and num of reviews by Year

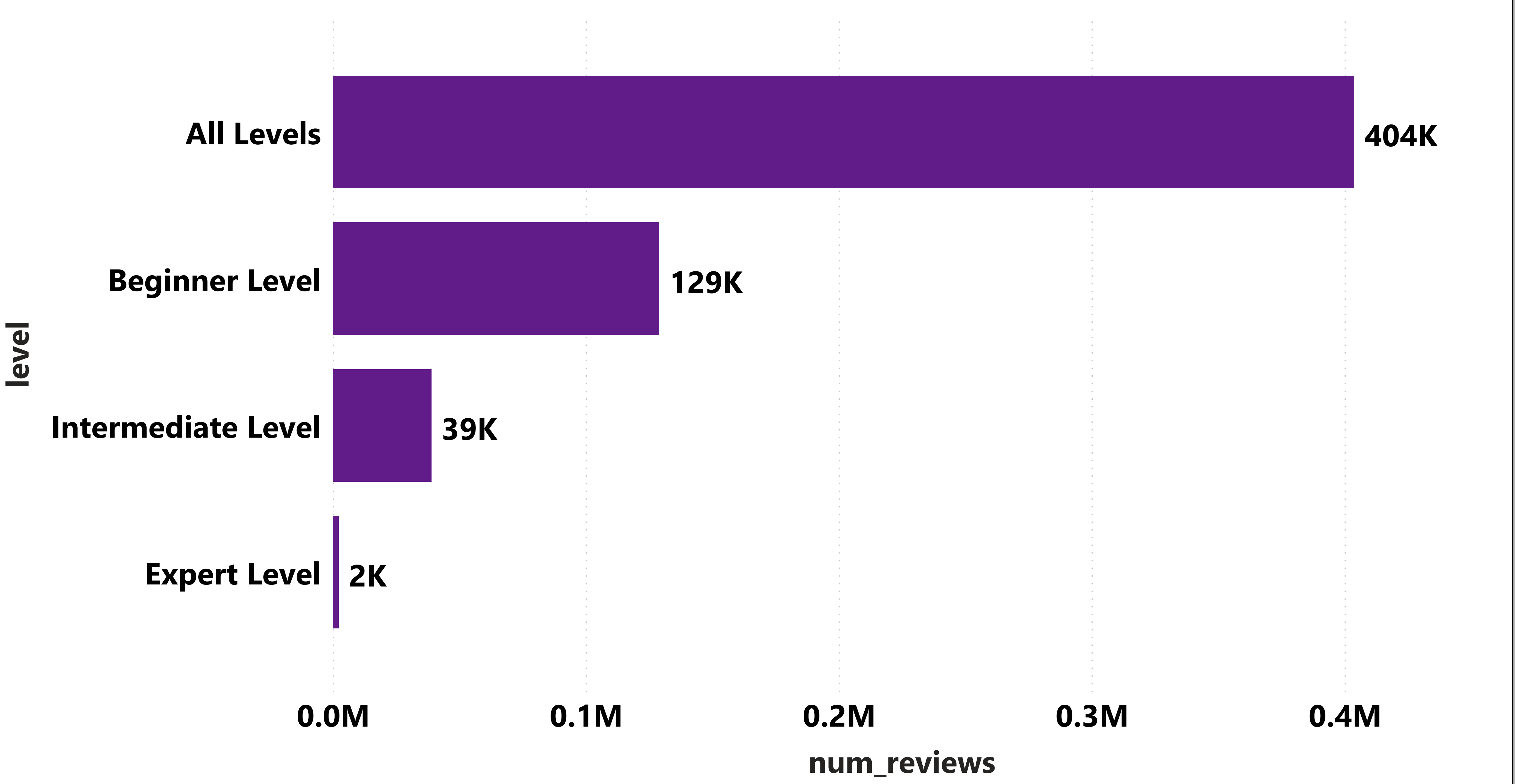
● num_subscribers ● num_reviews



num of reviews by subject

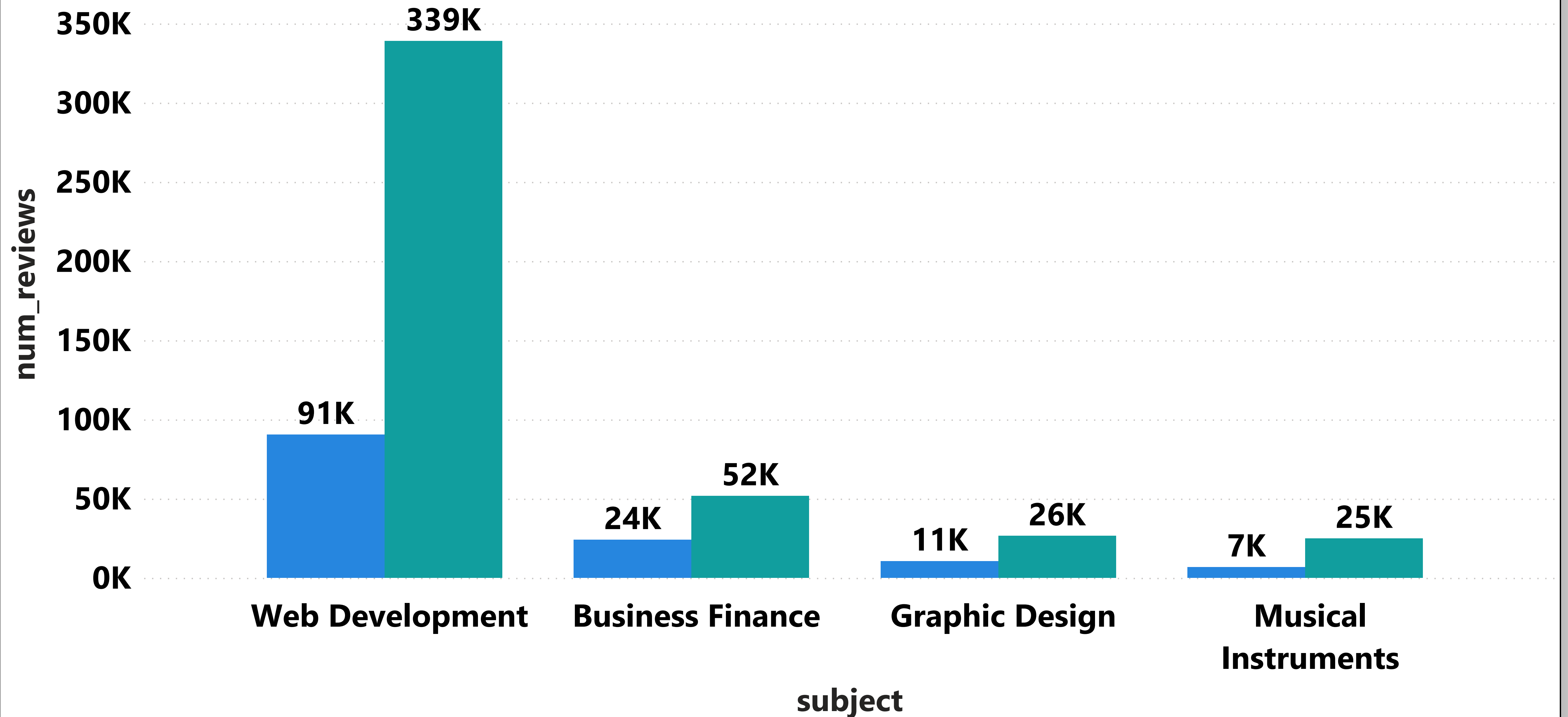


num of reviews by level



num of reviews by subject by free/paid

is_paid ● False ● True



Percentage Contribution and Average by Year						
Year	subject	Revenue	Percentage Contribution	Average Revenue		
2011	Web Development	\$11,643,420	↓	1.32%	\$2,328,684	
2012	Business Finance	\$190,740	↓	0.02%	\$31,790	
2012	Graphic Design	\$1,329,850	↓	0.15%	\$132,985	
2012	Musical Instruments	\$766,405	↓	0.09%	\$76,641	
2012	Web Development	\$9,486,475	↓	1.08%	\$499,288	
2013	Business Finance	\$7,298,950	↓	0.83%	\$86,892	
2013	Graphic Design	\$3,085,300	↓	0.35%	\$134,143	
2013	Musical Instruments	\$7,479,930	↓	0.85%	\$191,793	
2013	Web Development	\$51,541,640	↓	5.85%	\$937,121	
2014	Business Finance	\$35,870,820	↓	4.07%	\$186,827	
2014	Graphic Design	\$8,364,490	↓	0.95%	\$128,684	
2014	Musical Instruments	\$20,899,910	↓	2.37%	\$174,166	
2014	Web Development	\$41,803,825	↓	4.74%	\$369,945	
Total		\$881,674,940		100.00%	\$240,108	

Average Duration, Subscribers and Reviews by Subject and Level						
subject	level	Average Duration		Average Subscribers		Average Reviews
Business Finance	All Levels	<div></div>	4.12	↓	1,511.12	57.34
Graphic Design	All Levels	<div></div>	4.05	↘	2,309.84	65.29
Musical Instruments	All Levels	<div></div>	3.21	↓	1,189.02	60.82
Web Development	All Levels	<div></div>	6.74	↑	7,307.11	498.17
Business Finance	Beginner Level	<div></div>	2.83	↓	1,908.58	83.31
Graphic Design	Beginner Level	<div></div>	3.16	↓	1,304.78	65.22
Musical Instruments	Beginner Level	<div></div>	2.43	↓	1,449.43	34.96
Web Development	Beginner Level	<div></div>	3.78	↑	6,803.19	191.05
Business Finance	Expert Level	<div></div>	1.89	↓	972.45	37.65
Graphic Design	Expert Level	<div></div>	4.60	↓	201.60	11.40
Musical Instruments	Expert Level	<div></div>	2.57	↓	775.86	21.14
Web Development	Expert Level	<div></div>	4.60	↓	907.40	64.07
Business Finance	Intermediate Level	<div></div>	2.84	↓	1,127.73	52.79
Graphic Design	Intermediate Level	<div></div>	2.84	↓	1,018.44	31.11
Total			4.10		3,190.59	156.37

Insights

'All Levels' accounts for the majority of num_lectures

'All Levels' accounts for the majority of num_lectures for subject 'Business Finance'

'All Levels' accounts for the majority of Yearly

'All Levels' accounts for the majority of Yearly for Month 'Jun'.

'All Levels' and 'Beginner Level' have noticeably more Average Subscribers

'All Levels' and 'Beginner Level' have noticeably more Average Subscribers for subject 'Web Development'.

'All Levels' and 'Beginner Level' have noticeably more Total Revenue for subject 'Graphic Design'

'All Levels' has noticeably more Total Revenue

Average Subscribers and price have an outlier for Date 14 February 2013

'Back to School Web Development and Programming Bundle' has noticeably more num_lectures for Month 'Aug'

There is a correlation between Monthly field Calculating and Quarterly

There is a correlation between num_lectures and content_duration

'Web Development' and 'Business Finance' have noticeably more num_lectures for level 'All Levels'.

'Web Development' has noticeably more Average Subscribers.

'Web Development' has noticeably more Total Revenue

