

Udemy Courses Analysis Dashboard

Total Subscribers

12M



Total Courses

3672



Total Reviews

575K



Average Rating

3.1



Total Revenue

244K



Subject

Business Finance

Graphic Design

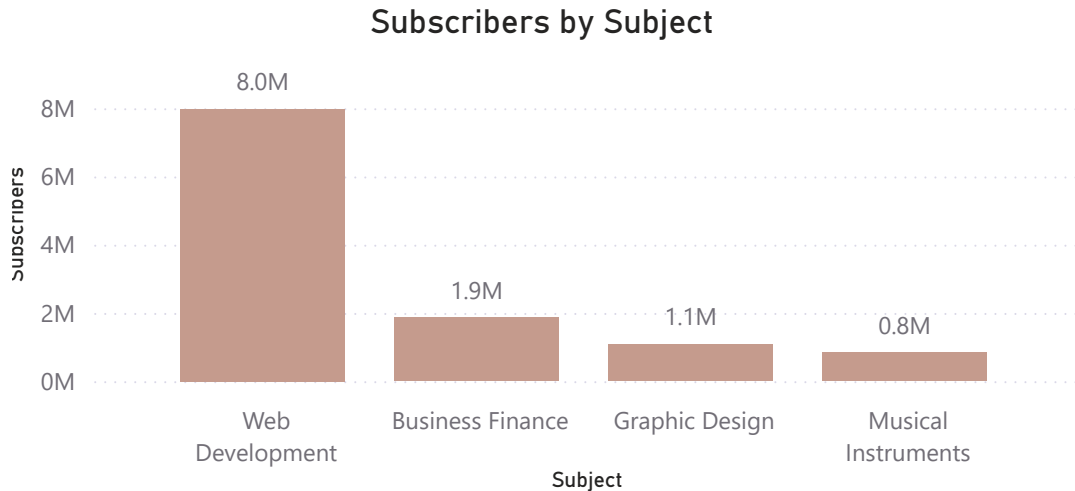
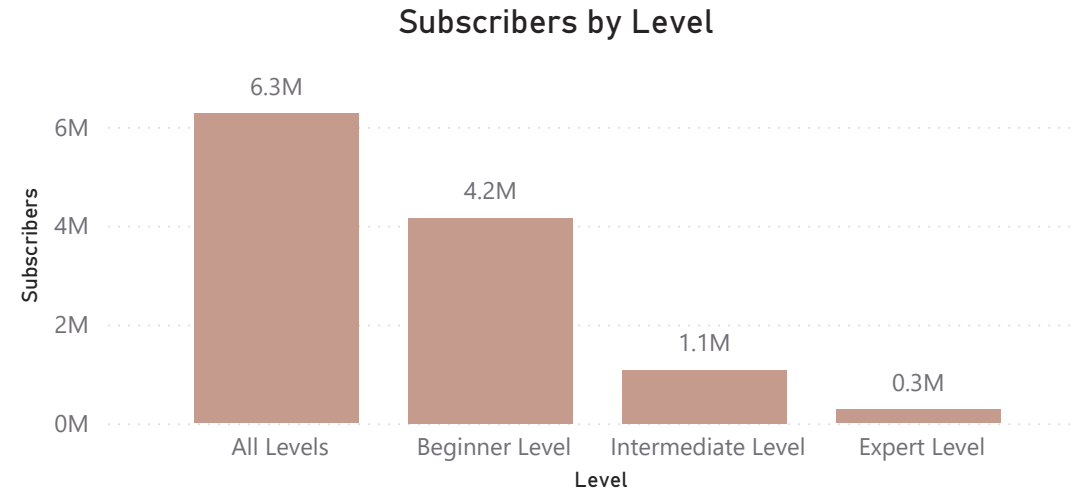
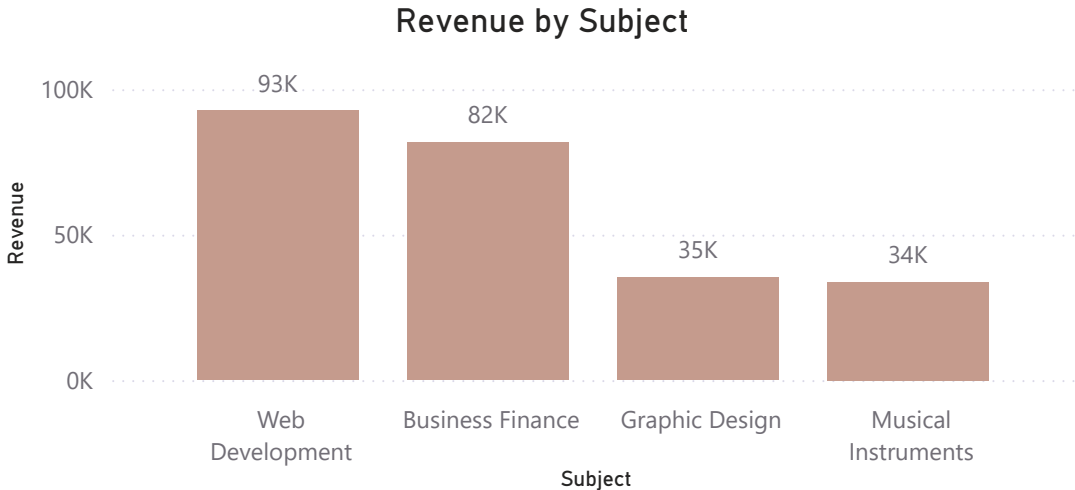
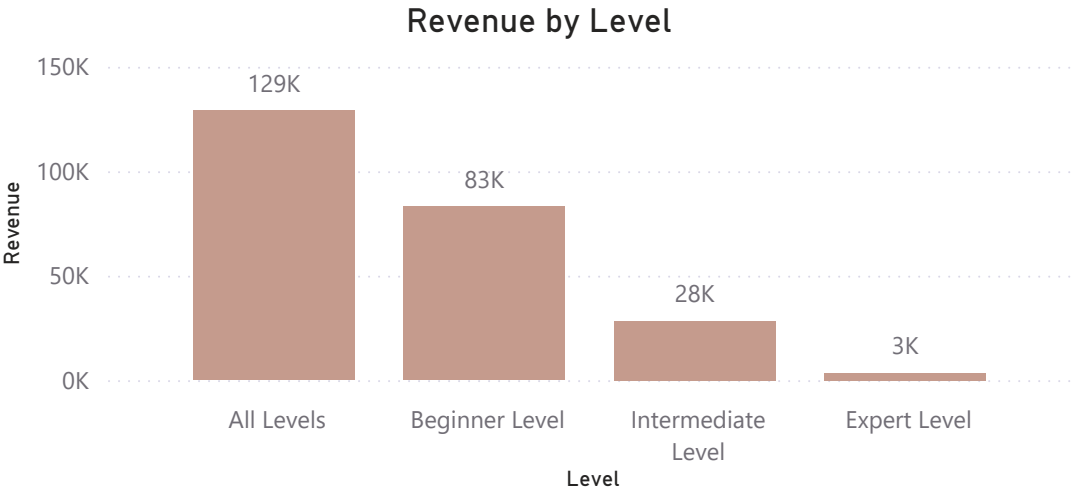
Musical Instruments

Web Development

Course Payment Option

Free

Paid

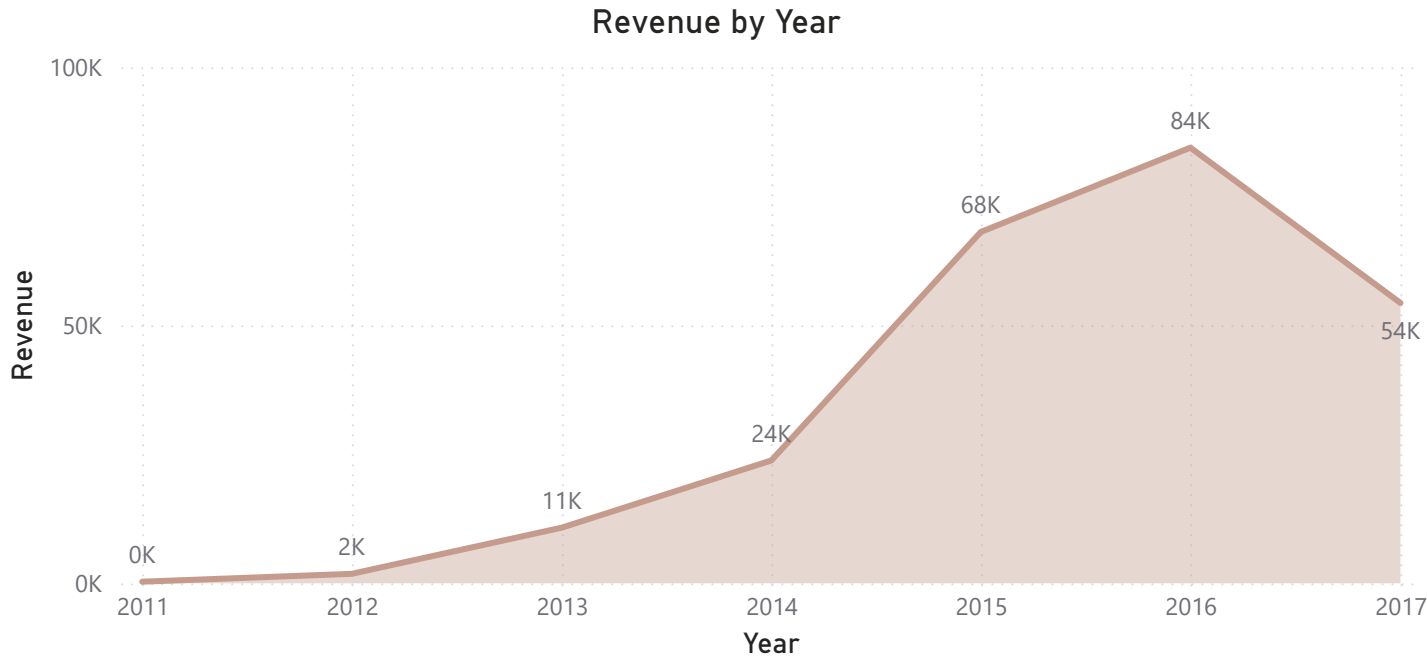
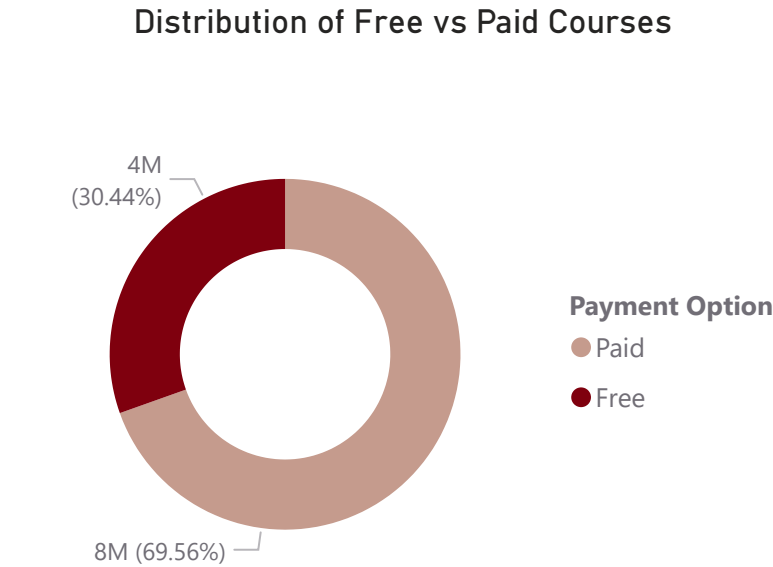


Observations:

- Web Development is the most popular subject, with approximately 8 million subscribers.
- Business Finance and Graphic Design have the second highest subscriber counts, around 1.9 million and 1.1 million respectively.
- There is a noticeable peak in the sum of prices around the year 2016, suggesting a significant increase in course prices or the number of courses offered during that period.
- The top courses are predominantly focused on web development and programming, highlighting a strong interest in coding and technical skills.

Recommendations:

- Expand Web Development Courses: Given the high demand, consider creating more advanced and specialized web development courses to attract even more subscribers.
- Diversify Course Offerings: Explore adding new subjects or enhancing existing ones like Business Finance and Musical Instruments to balance subscriber distribution.
- Analyze Price Trends: Investigate the reasons behind the price peak in 2016 and apply insights to optimize pricing strategies for future courses.
- Enhance Monetization of High-Demand Topics: Offer supplementary services to Web Development Courses, such as job placement help or mentorship.
- Segment User Base: Identify free vs. paying users and understand their behavior to better target conversion strategies.



Courses	Subscribbers	Reviews	Rating	Payment Option
Learn HTML5 Programming From Scratch	268923	8629	0.82	Free
Coding for Entrepreneurs Basic	161029	279	0.69	Free
The Web Developer Bootcamp	121584	27445	0.89	Paid
Build Your First Website in 1 Week with HTML5 and CSS3	120291	5924	0.78	Free
The Complete Web Developer Course 2.0	114512	22412	0.55	Paid
Free Beginner Electric Guitar Lessons	101154	1042	0.88	Free
Web Design for Web	98867	6512	0.82	Free
Total	1234606	96502	7.76	