



UDEMY COURSES DATA ANALYSIS

Total Revenue

885M

Total Number of Subscribers

12M

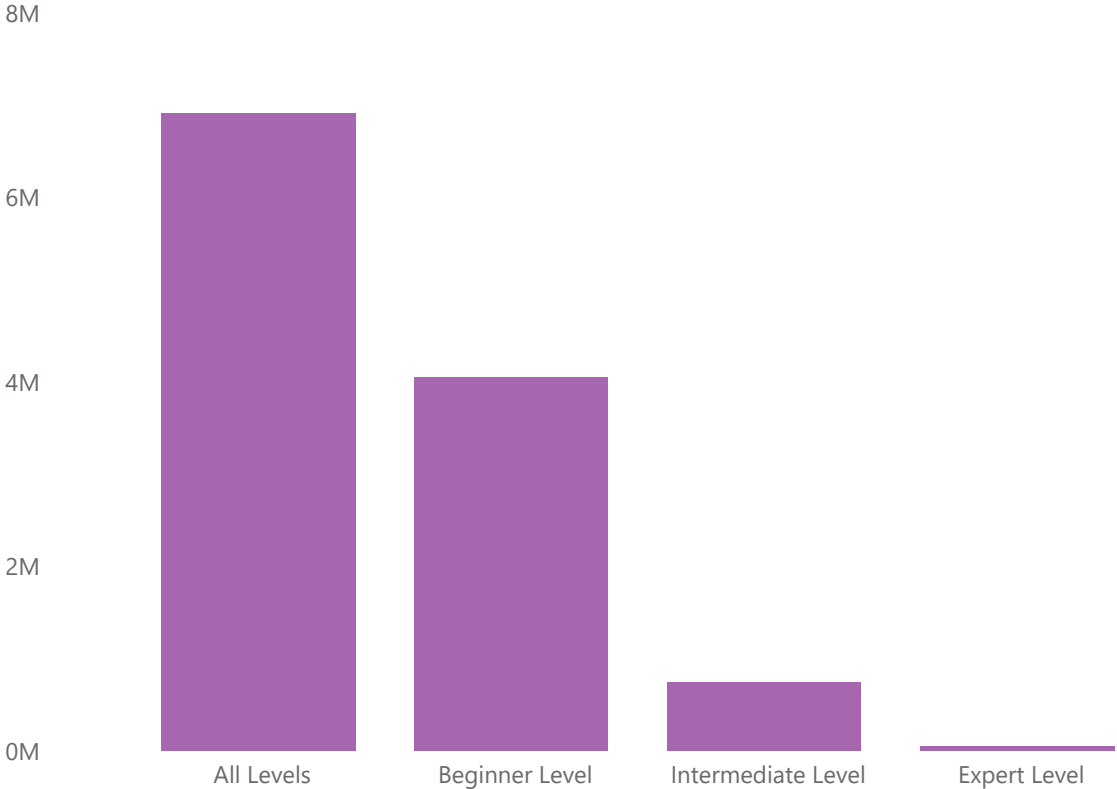
Average Course Price

\$66.05

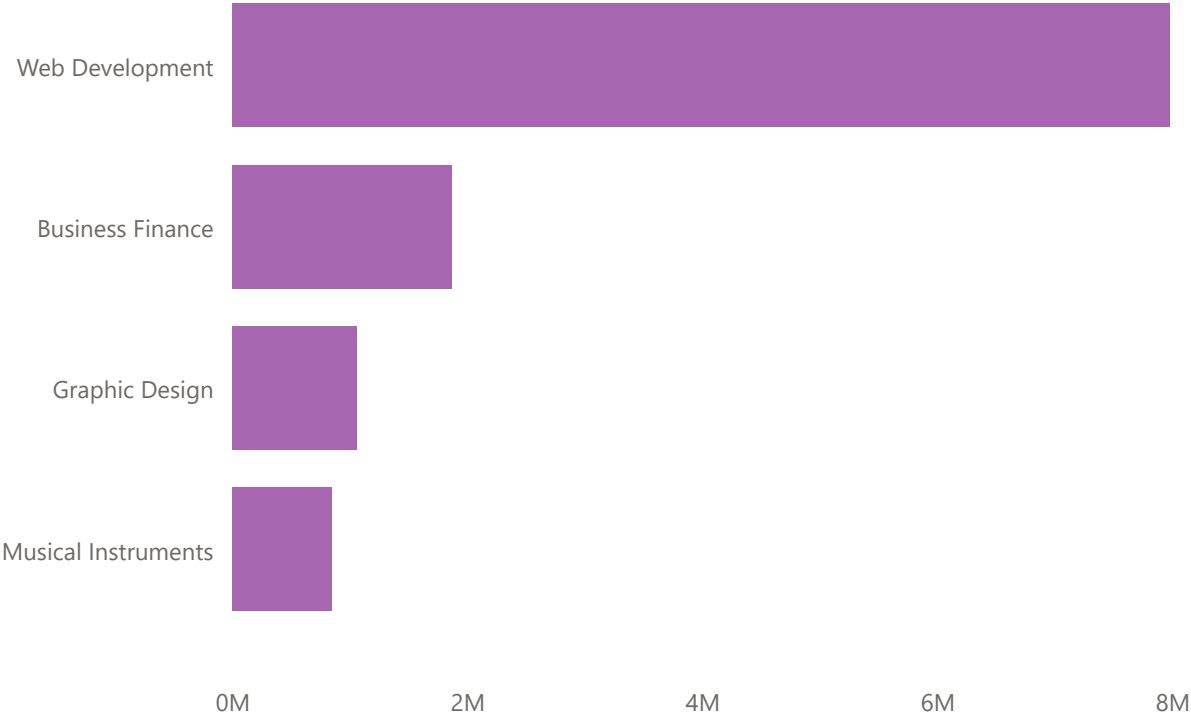
Course Categories

4

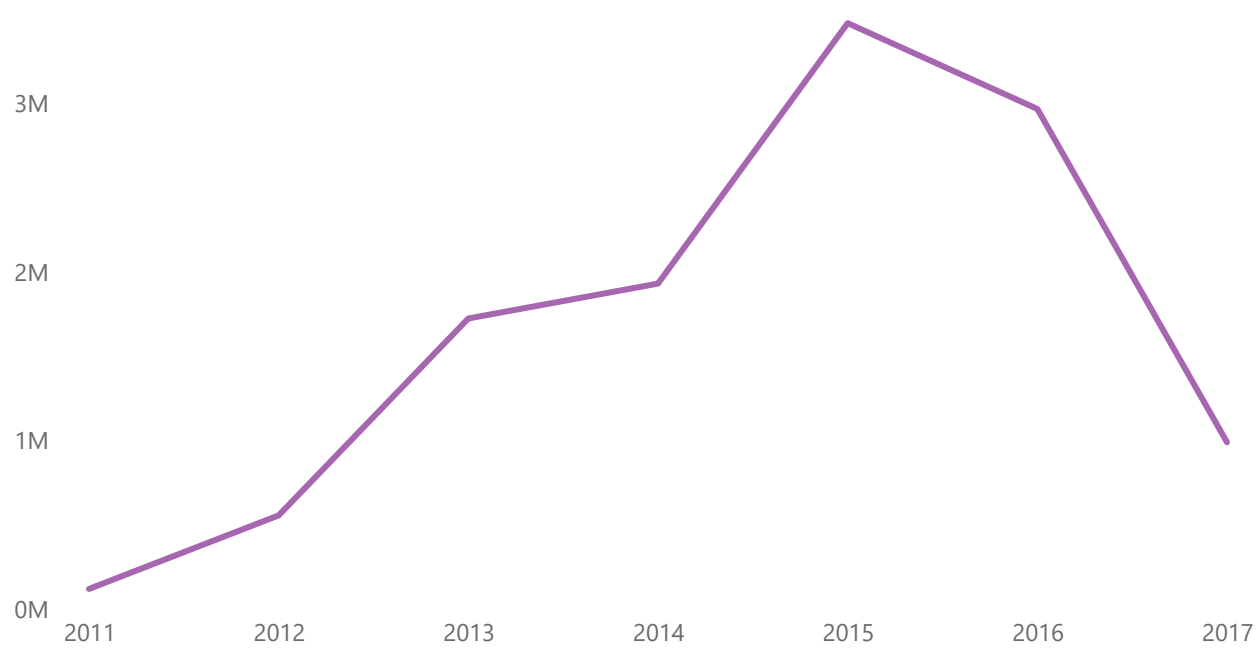
Total Enrollment by Course Level



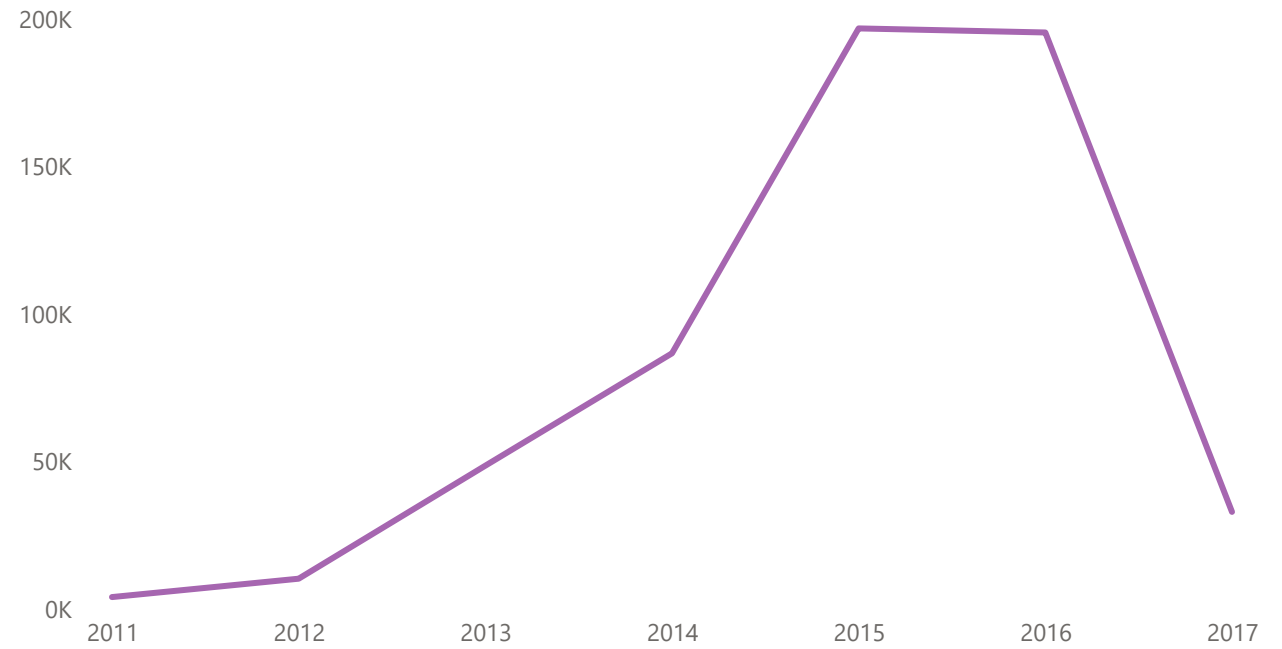
Most Popular Based Enrollment



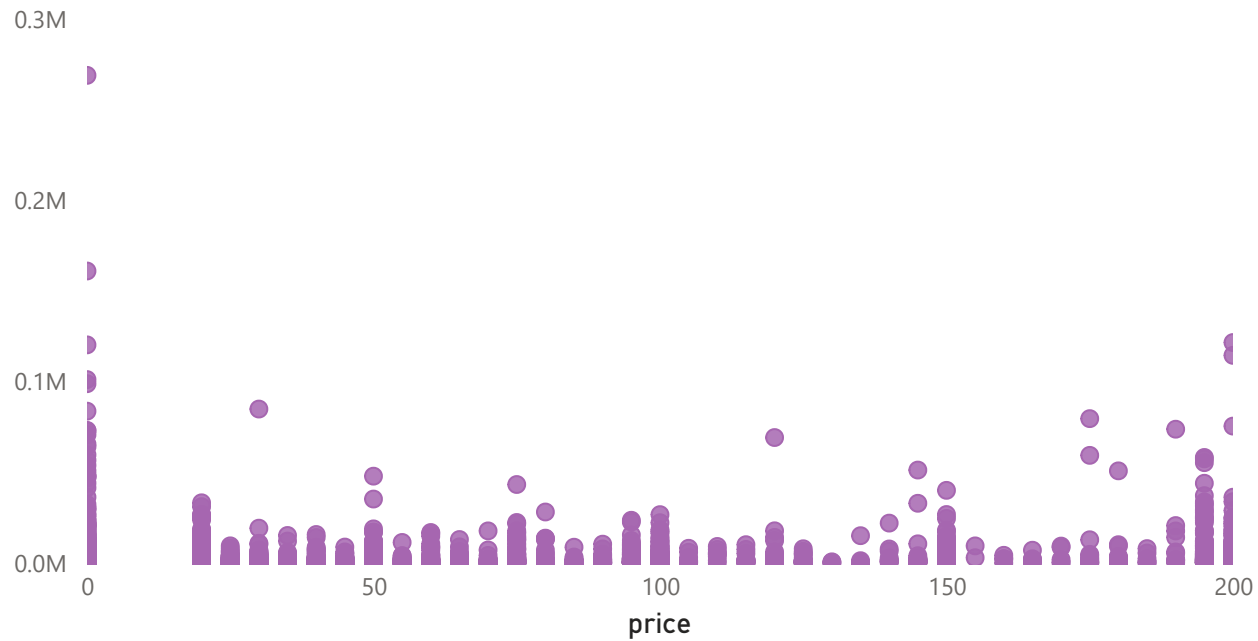
Trends in Course Enrollment Over Time



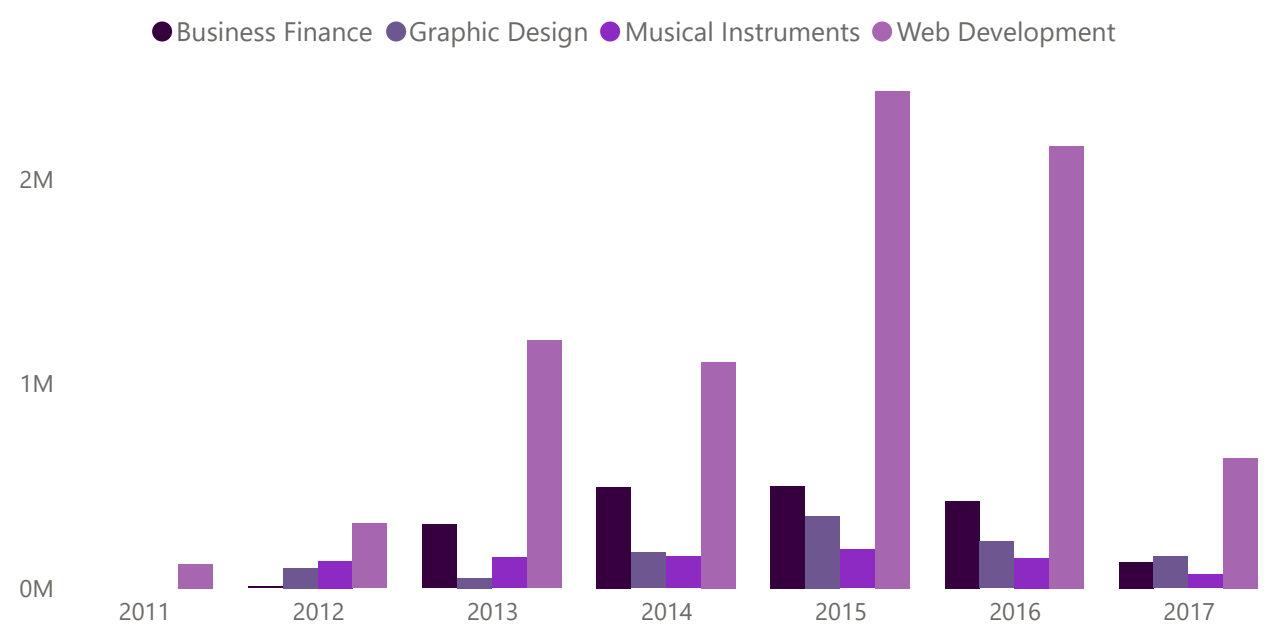
Trends in Course Reviews Over Time



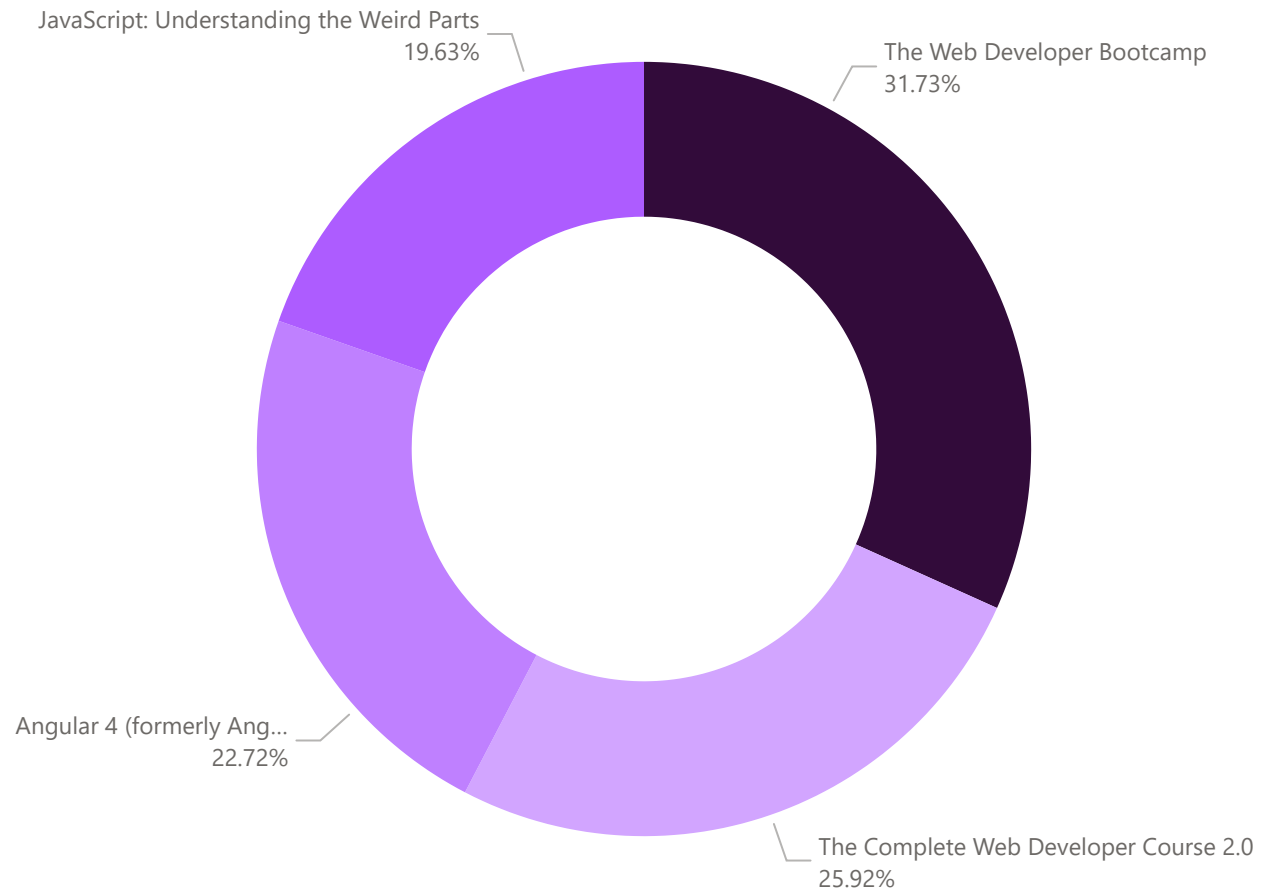
Impact of Price on Course Enrollment



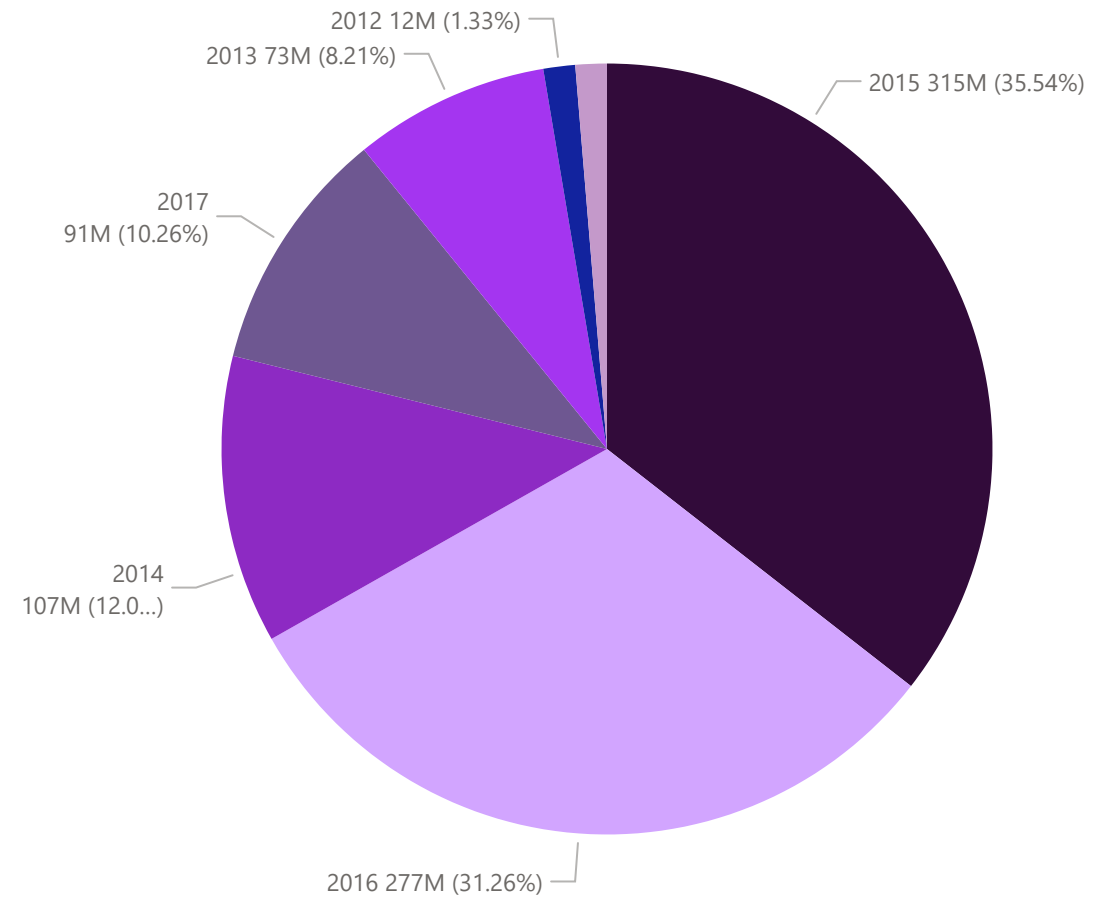
Total Course Enrollments by Subject and Year

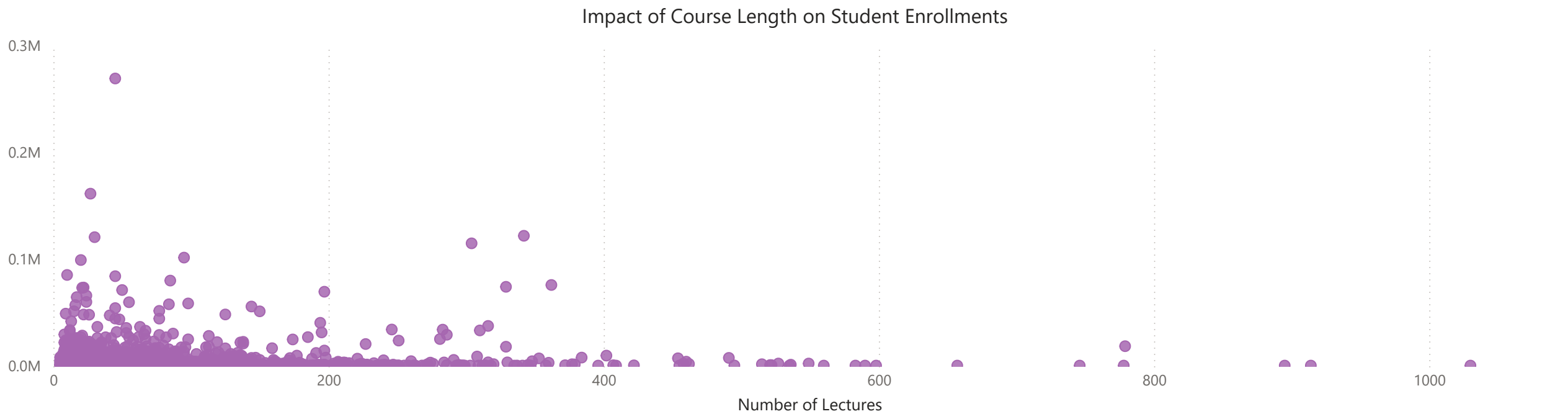
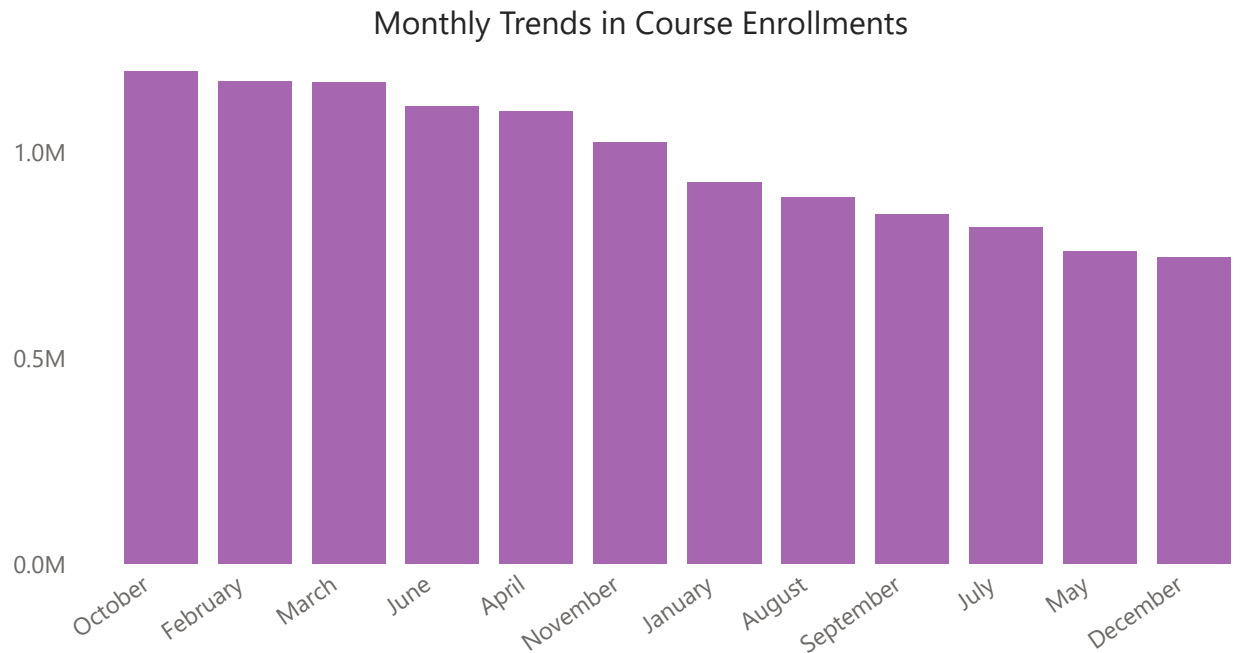
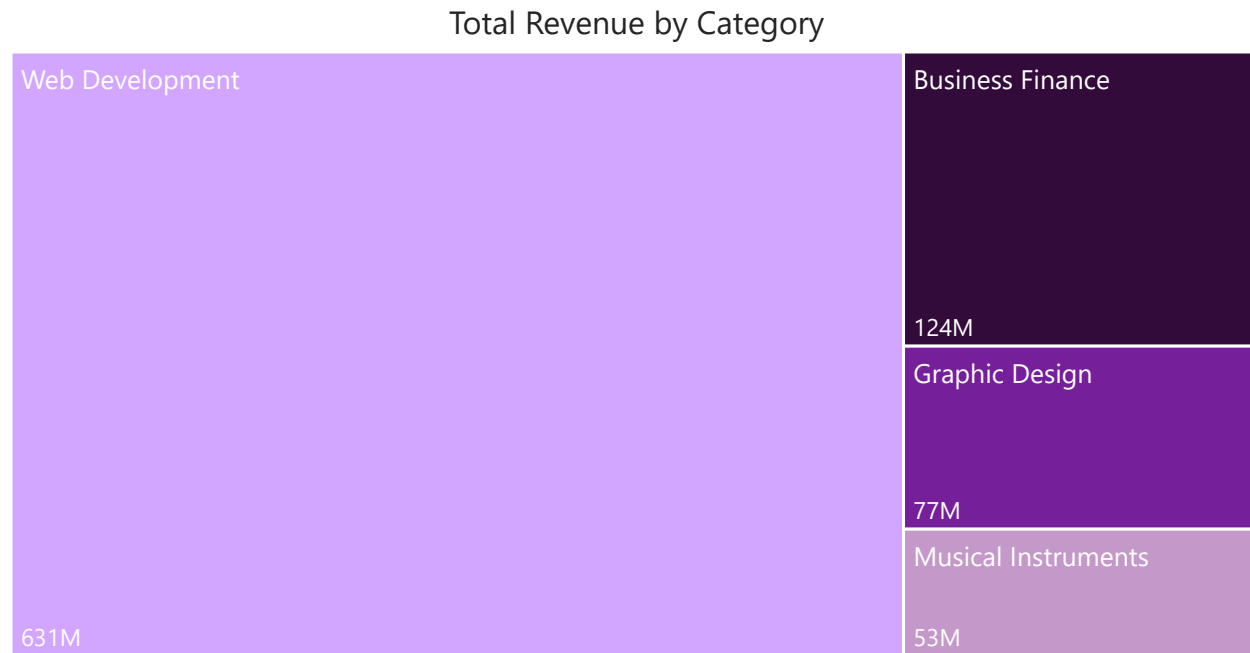


Top 5 Most Reviewed Courses



Yearly Revenue





DATA INSIGHTS

In this analysis, we examined the revenue generated by different Udemy course categories to understand which subjects contribute the most to total earnings and how various factors such as pricing, enrollments, and seasonal trends impact revenue generation.

- Certain course categories stand out as major revenue contributors, particularly in fields such as Web Development and Business, subjects like Music, Photography, and Art generate relatively lower revenue.
- Our analysis shows that free courses attract significantly higher enrollments, but they do not contribute directly to revenue.
- The analysis also highlights that pricing alone does not determine revenue. Higher-priced courses generate more revenue per sale, some low-cost courses attract massive enrollments, leading to higher total revenue.
- The most popular courses typically range between 20–50 lectures, indicating balanced course length for engagement.
- Courses with higher numbers of reviews tend to attract more enrollments.

RECOMMENDATIONS

- Optimize course length to balance comprehensive learning and student retention
- Encourage more student reviews, as highly rated courses attract more enrollments.
- Provide discounted upgrades from free to paid courses.
- Provide membership or subscription plans for unlimited learning access.