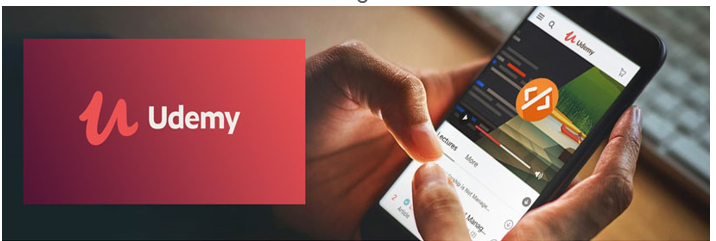
Udemy Course Analysis Using Power BI

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**INTRODUCTION**

Udemy is a leading online learning platform that allows instructors to create and host courses on a wide range of topics. Founded in May 2010 by Eren Bali, Gagan Biyani, and Oktay Caglar, Udemy has grown into one of the top 13 online learning platforms in 2025. The platform offers both paid and free courses, making education accessible to a global audience with diverse learning needs.

This project analyzes a dataset of Udemy courses using Power BI to uncover insights related to course accessibility, revenue performance, and publishing trends over time. The goal is to understand what factors influence course success, learner engagement, and monetization, and to provide actionable recommendations for educators and platform strategists.

Course Access Distribution

**Key Questions:**  
1. What is the proportion of paid vs. free courses on Udemy?  
2. How are courses distributed across different subjects and levels?  
3. Which subjects are most offered on the platform?

## Insights & Analysis:

- Paid courses dominate Udemy’s catalog, but free courses play a key role in attracting new users.  
- Web Design and Business Finance have the highest number of courses.   
- Beginner and All-Level courses are the most common, catering to a wide audience.

Price Revenue Analysis

**Key Questions**:   
1. Which courses and subjects generate the most revenue?  
2. Is there a relationship between course price and revenue? 3. Which level has the highest revenue?

## Insights & Analysis:

-Top-earning courses are not always the most expensive, but rather those with optimal pricing and high subscription volumes. -Web Development subject brings in the highest revenue overall -All level course generates the most revenue among the four levels.

Publishing Trends Overview

## Key Questions:

1. How has course publishing and revenue changed over time?  
2. Are free courses growing faster than paid?  
3. What’s the trend in course length and complexity?

## Insights & Analysis:

- There has been a continuous growth of courses published over time but experienced a decrease in 2017.  
- The Level of courses have all increased over the years as compared to the 2011, which was all level courses only. – There has also been a consistence increase in the free and paid courses overtime and a decrease in 2017.  
- Average course duration is under 5 hours and therefore course lengths remain relatively short, favoring concise, time-efficient learning. This reflects a clear preference among both instructors and learners for shorter, more focused learning experiences. Reasons for short courses;

1. Learner Preferences:
   * Most online learners especially working professionals prefer to learn on the go, in short bursts.
   * Long courses can be overwhelming or time-consuming, leading to lower completion rates.
2. Content Efficiency:
   * Instructors often design targeted lessons that solve specific problems or teach one skill (e.g., “Basics of Excel” or “Build a Landing Page”).
   * Short courses allow them to publish more frequently and cover a wider range of niche topics.

**UNEXPECTED EVENT**

In 2017, Udemy saw a decline in course publication, subject diversity, and revenue. This was largely due to a major pricing policy change in 2016, where Udemy capped course prices at $50. The policy upset many instructors, leading to reduced course creation and engagement, with the effects becoming evident in 2017.

Additionally, the platform may have faced content saturation and growing competition from rivals like Coursera and Skillshare. Combined with possible changes in promotion or algorithm visibility, these factors contributed to a temporary slowdown. Udemy, however, recovered strongly in the years that followed.

# Overall Conclusion

The Power BI dashboard revealed that Udemy's course strategy is driven by accessibility, volume-based monetization, and responsiveness to global learning demands. Popular subjects, affordable pricing, and short-format learning are central to course success.

# Recommendations

1. Diversify Free Offerings to Boost Funnel Engagement:  
Udemy should continue offering free beginner-level content in every subject area as a lead generator to encourage enrollment in premium courses.  
  
2. Encourage Mid-Range Pricing for New Creators:  
New instructors should price courses in the $20–$50 range to find the right balance between affordability and earning potential.  
  
3. Promote High-Demand Subjects:  
Subjects like Web Design and Business Finance show consistent engagement and revenue performance. Udemy could feature these categories more prominently or recommend them to new instructors.  
  
4. Monitor and Leverage Time Trends:  
The 2016 publishing spike shows that instructors respond to global shifts. Udemy can anticipate trends and create course templates or incentives for those areas. This spike often correlates with external global events or emerging industry trends. For example: a spike might align with growing interest in digital skills, remote work, or technological advancement

5. Invest in Short, High-Value Content:  
Since most top-performing courses are short, Udemy can promote microlearning modules and encourage creators to develop concise, focused lessons for maximum learner impact.