



**THE NEXT ERA OF BUSINESS  
THRIVES ON LEARNING**

**Team 10**



**ALLOWS INSTRUCTORS TO  
BUILD ONLINE COURSES  
ON THEIR PREFERRED  
TOPICS.**

**400**

**Million  
Revenue (2020)**

**40**

**Million  
Learners**

**90%**

**Paid  
Courses**

**5000+**

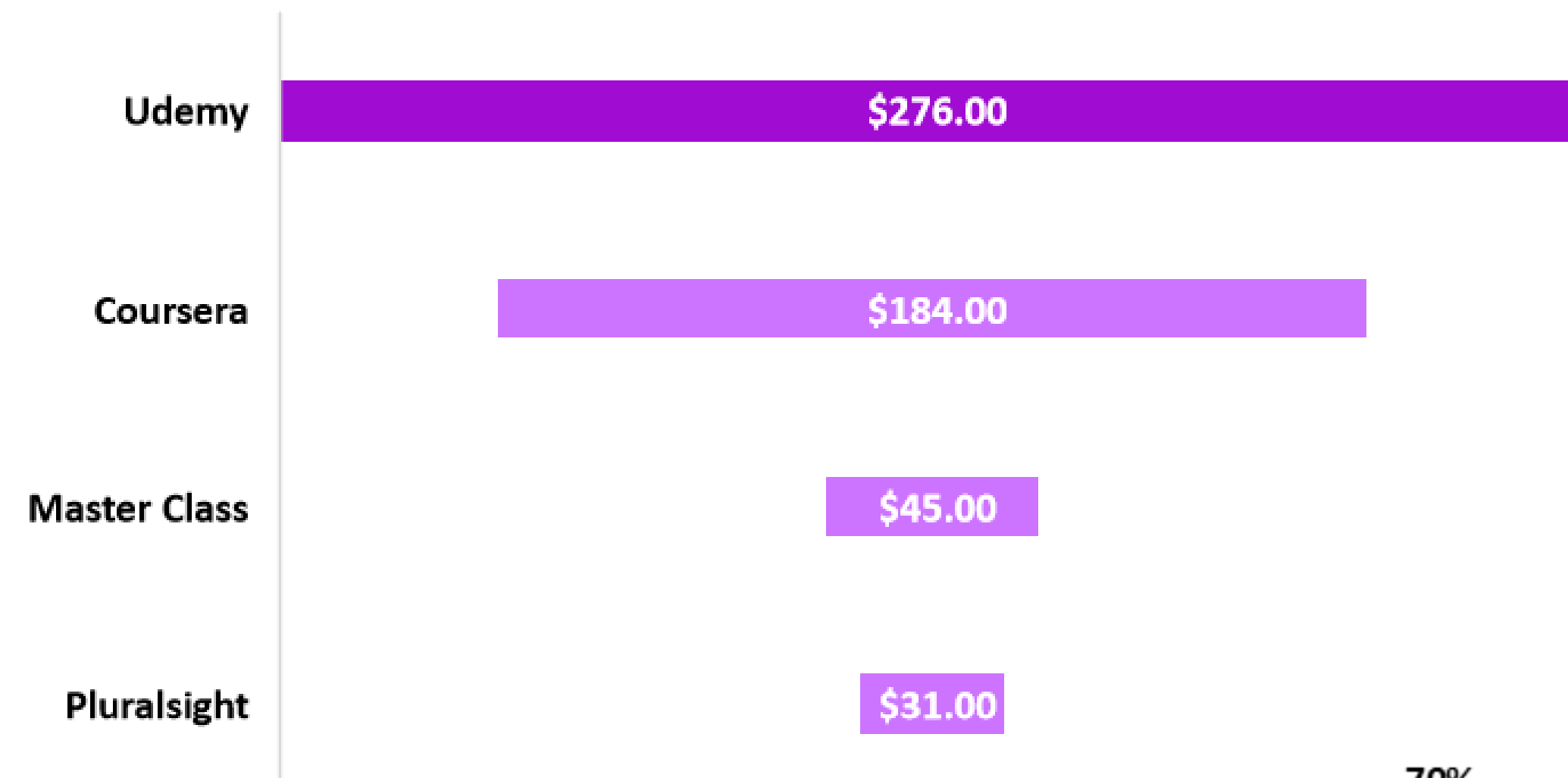
**Employees**

**180+**

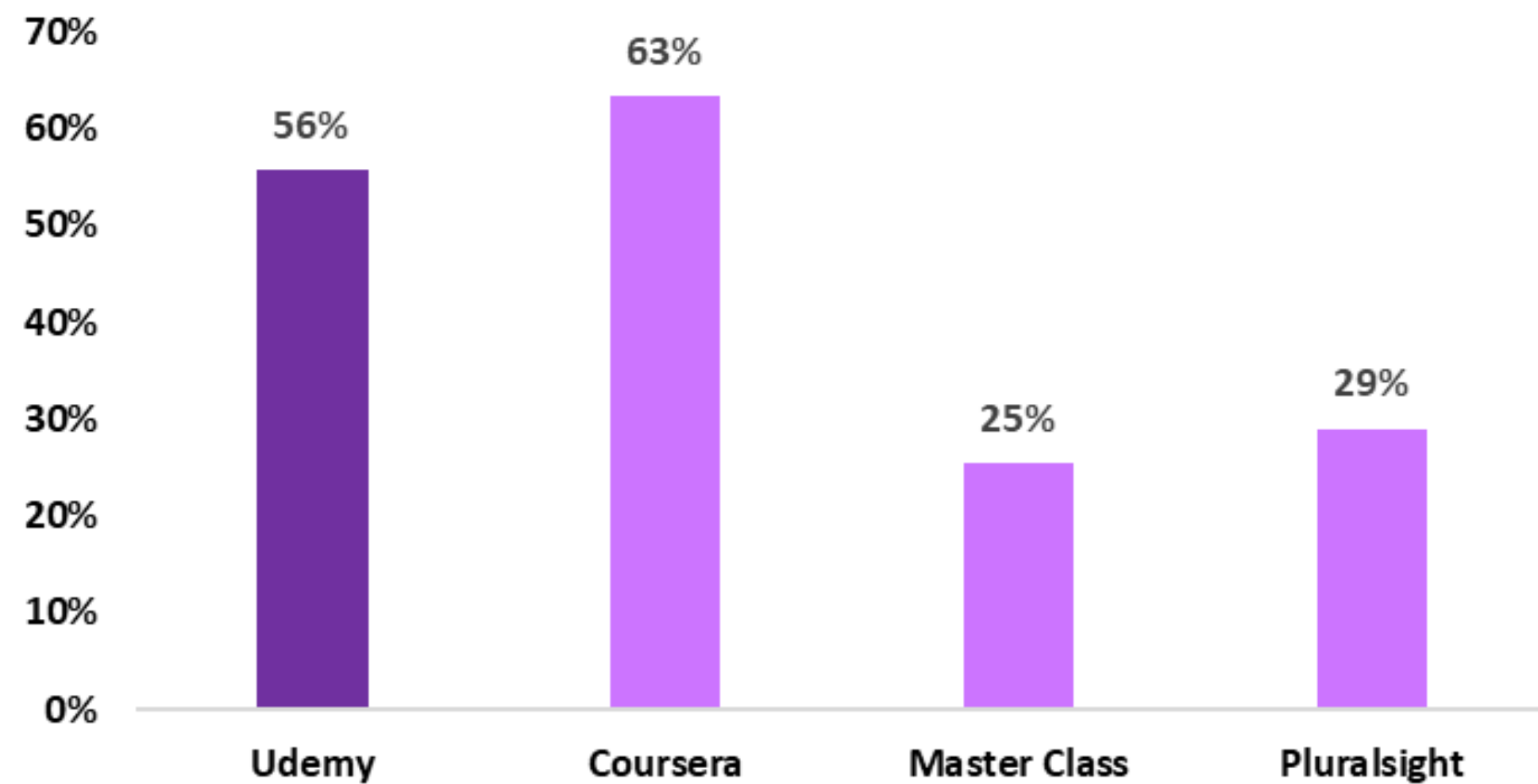
**Countries  
Worldwide**

# UDEMY VS COMPETITORS

## Revenue in 2019(Million dollar)



## Gross Profit in 2019(Million dollar)



# MEET, JACK!

- A PROJECT MANAGER
- INTERESTED IN WEB DEVELOPMENT
- ENROLLED IN ONE OF THE WEB - DEVELOPMENT COURSES
- PREFERS E-LEARNING
- EXPECTS INTERACTION WITH THE INSTRUCTOR



# Data Analysis

Count of Courses

No: of Subscribers in each course (2011 - 2017)

No. of Subscribers

500  
400  
300  
200  
100  
0  
-100

$$y = 63.964x - 84.571$$
$$R^2 = 0.6626$$

2011 2012 2013 2014 2015 2016 2017

Year

subject

- Business Finance
- Graphic Design
- Musical Instruments
- Web Development
- ..... Linear (Web Development)

1

## COURSES DECREASED

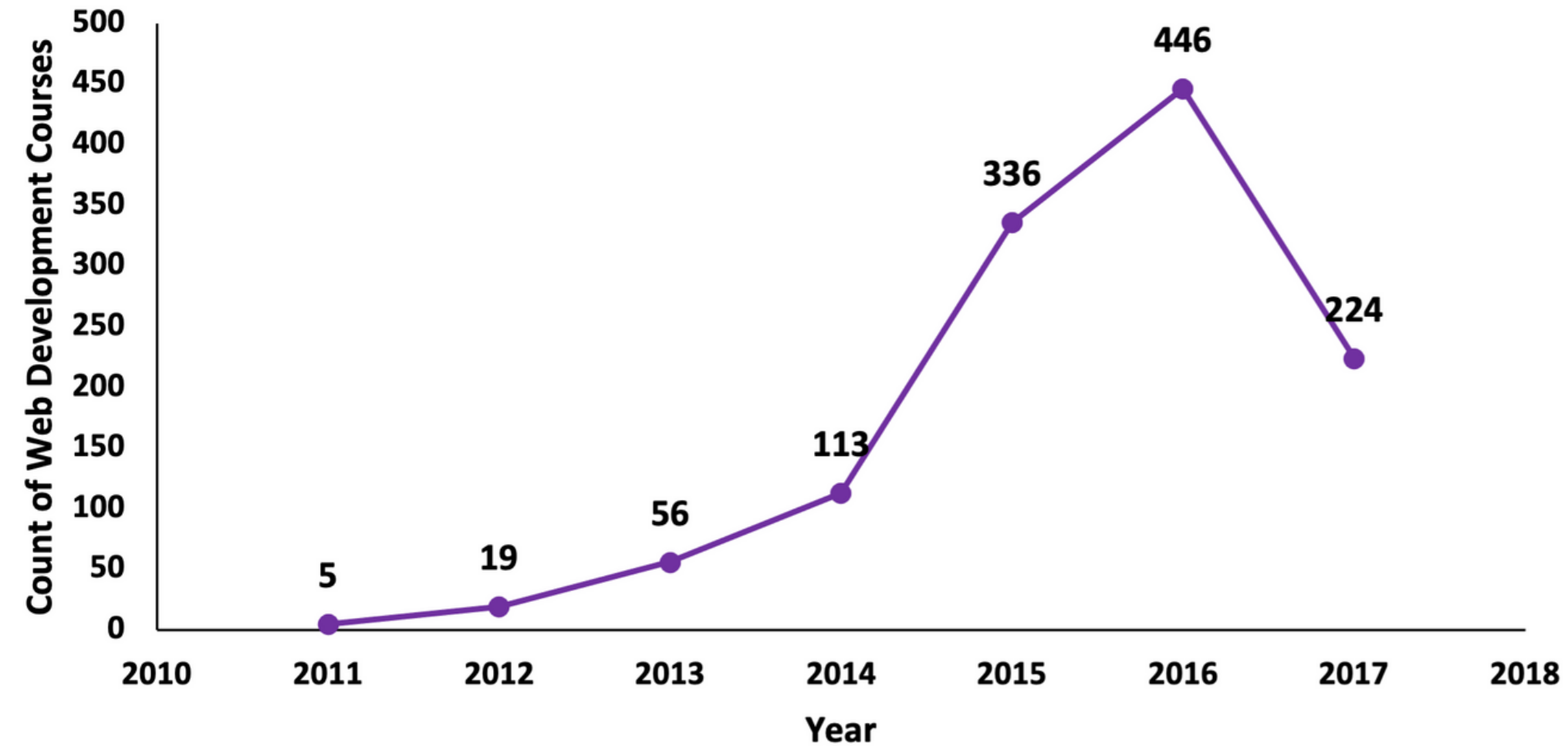
*Compared to 2016, there's a 66% decrease in web development courses.*

2

## REVENUE INCREASED

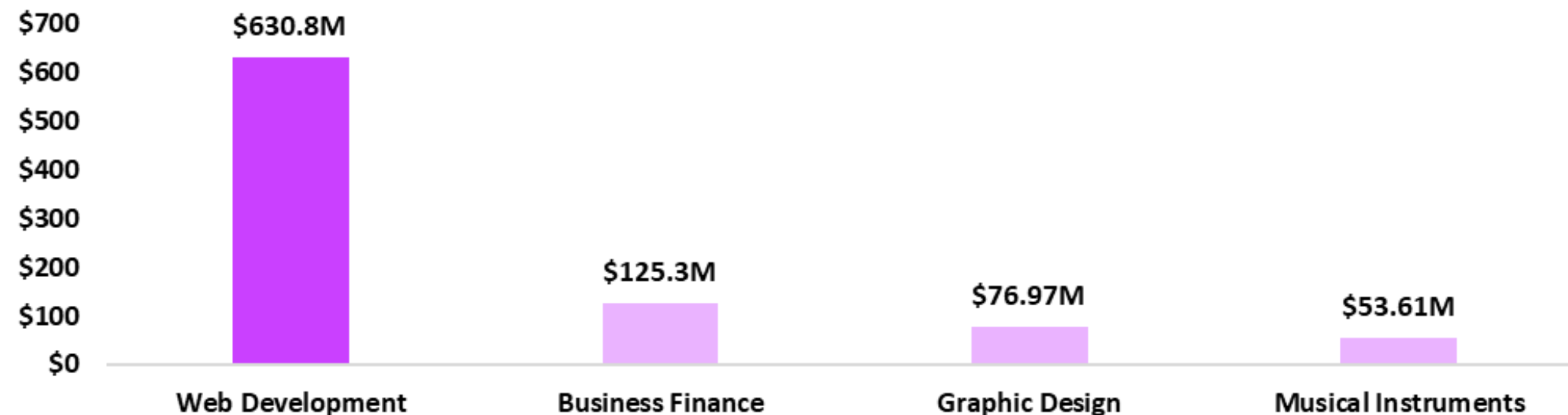
*Huge margin in revenue between 4 courses.*

### Web Development Courses throughout 2011-2017



Sum of Revenue

### Revenue earned from Subjects offered in Udemy Courses (in millions)





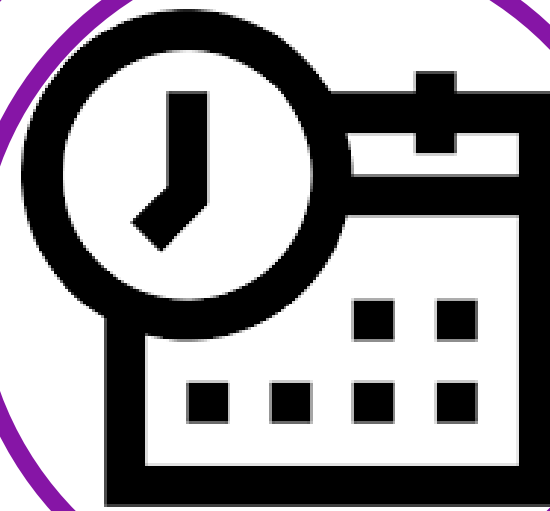
**TO SUSTAIN & GAIN NEW LEARNERS, WE NEED TO OFFER A COMPREHENSIVE  
WEB DEVELOPMENT TRAINING BUNDLE.**

# RESOLUTION



## CREATE

A Comprehensive  
Web Development  
Training Bundle



## SPECIFICATION

Duration - 120 hrs  
Level - Expert Level

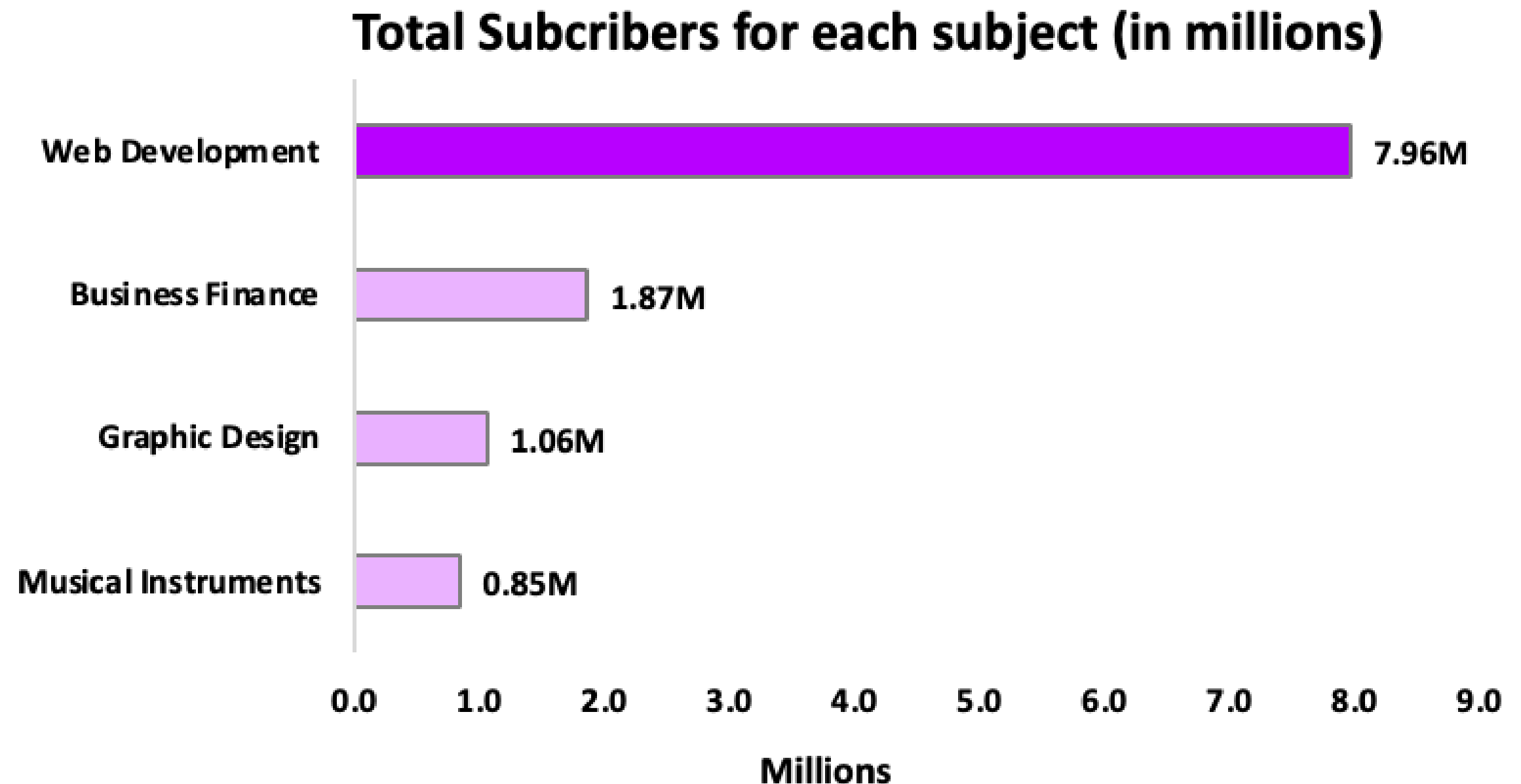


## PRICE

Launch it with  
\$49.99 per  
enrollment



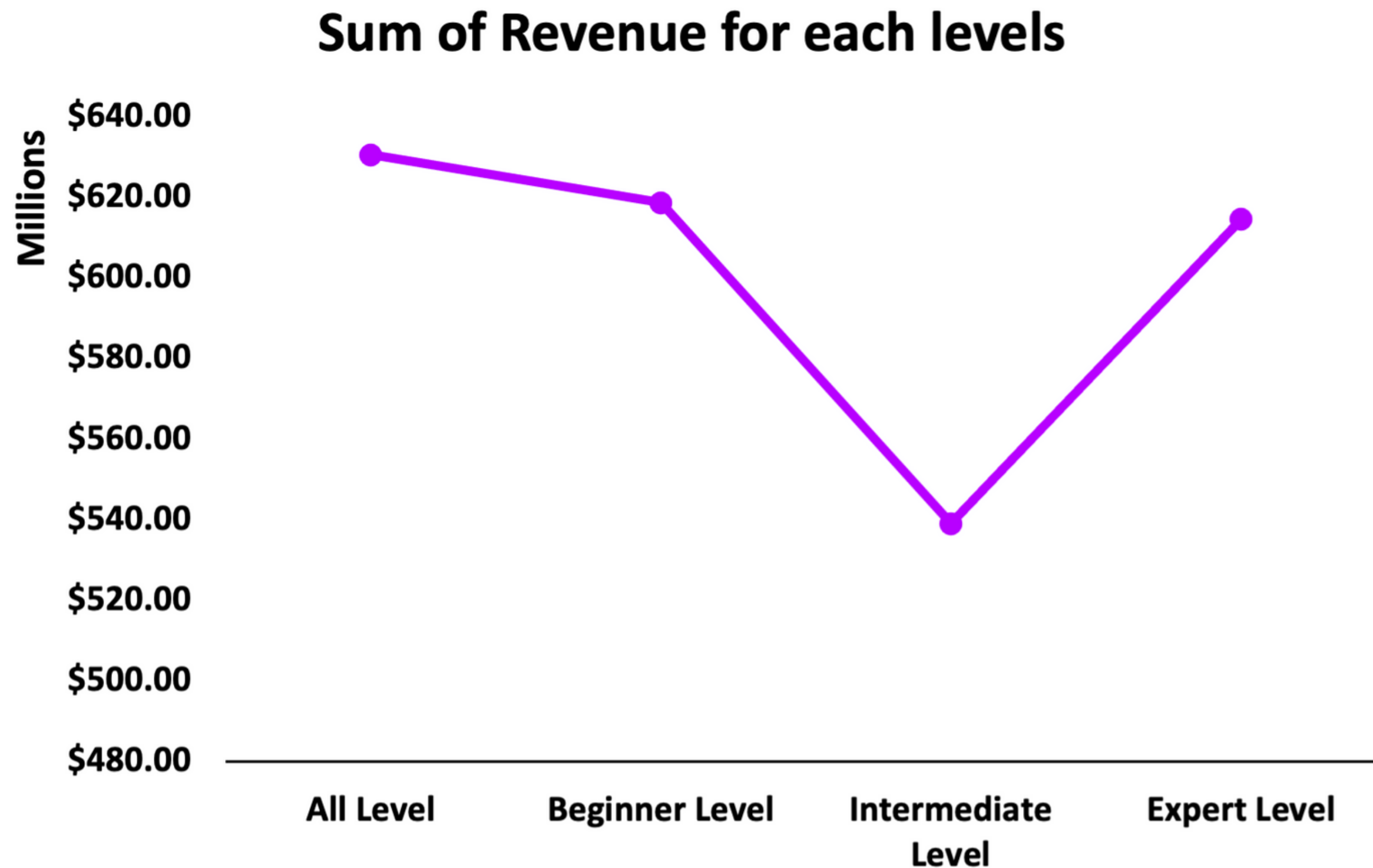
# WEB DEVELOPMENT



- A maximum number of subscribers are for web development.
- Should create a comprehensive training bundle.
- Includes paid zoom session with the instructor, every week.

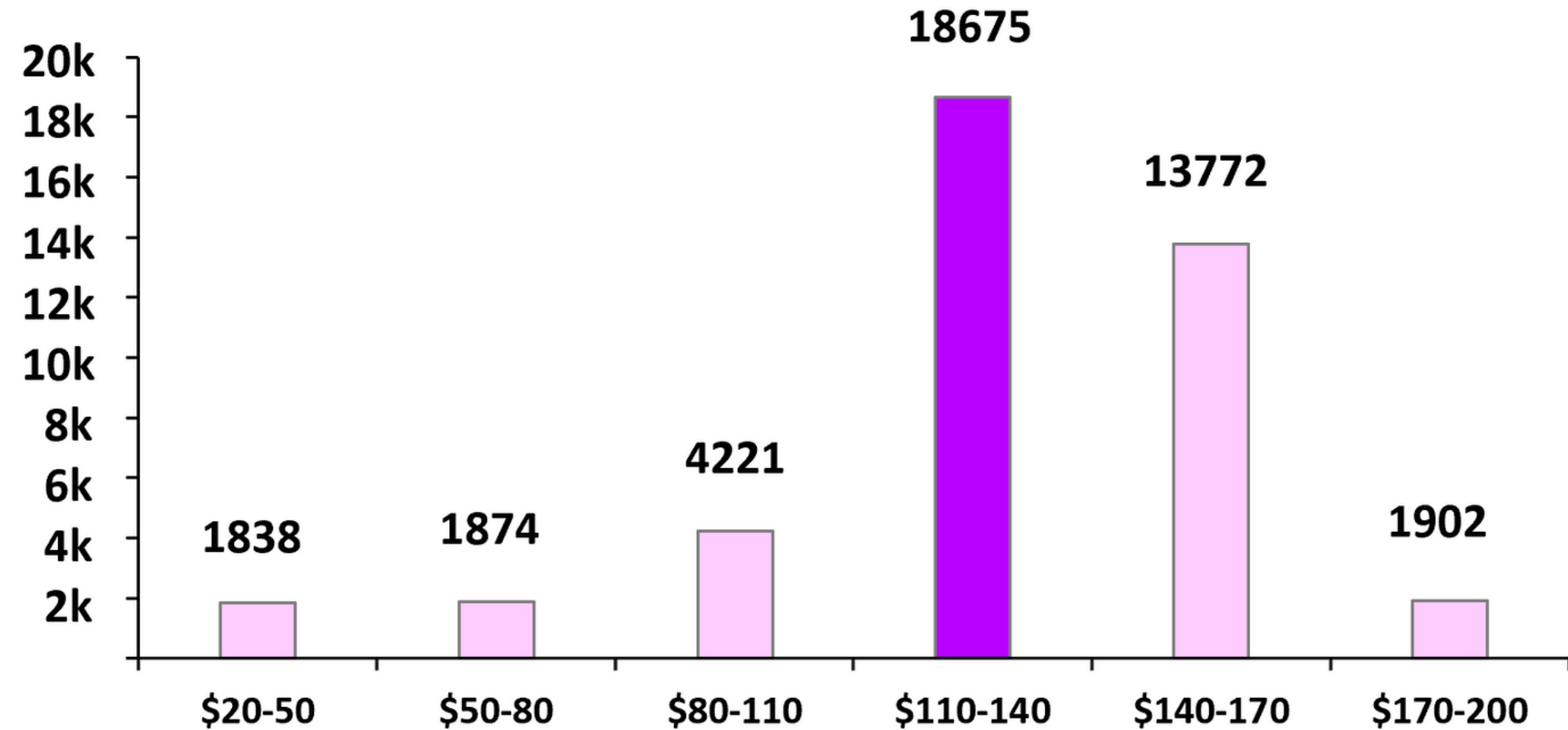
# SPECIFICATION

- The web development course is at the expert level.
- Course duration is for 120 hours.



## A PAID COURSE THAT COSTS \$49.99.

Average Enrollments per Course vs. List Price



- Launch the course at \$ 139.99, the actual price.
- Then provide a 64% discount.



**Let us take this  
web-development course  
on [Udemy](#).**



THANKYOU

# REFERENCES

- <https://www.kaggle.com/datasets/andrewmvd/udemy-courses>
- <https://www.udemy.com/>
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- <https://superbenefitnews.wordpress.com/2012/08/31/masterclass-company-health-ratios-profit-margins/>
- <https://www.udemy.com/course/the-complete-web-development-bootcamp/>
- <https://www.classcentral.com/report/udemy-by-the-numbers/>
- <https://www.thinkimpact.com/udemy-users/>