UDEMY COURSES ANALYSIS

This project analyzed data from Udemy, an e-learning platform, to understand its performance. It looked at factors like subscriber counts, revenue, and number of courses.

The goal was to see how well Udemy has been doing over time.

The dataset had information on courses, including titles, URLs, prices, subscribers, reviews, lecturers, levels, durations, and publication dates.

The analysis aimed to answer questions such as:

* How much revenue was made and how was it divided by course levels and subjects?
* How many subscribers were there, and how were they distributed by levels and subjects?
* Which courses attracted the most subscribers, revenue, and reviews?
* How many courses were published, and what percentage were free or paid?
* How many lectures were there, and what was the average duration?

**Data Preparation:** I did some data cleaning, transformation, and visualization with Power BI, as well as creating new measures using DAX. The analysis also required understanding the business problem.

Here are some simplified insights and recommendations from the analysis:

* The dataset covers courses from July 2011 to July 2017.
* Udemy earned a total of $893.5 million and had 11,759,120 subscribers.
* "Web development" courses made the most revenue, while "musical instruments" courses made the least, suggesting areas for improvement.
* "Web development" was also the most popular subject, while "musical instruments" had the least subscribers, courses, and reviews.
* Courses for all levels made the most revenue, while expert-level courses made the least.
* Most subscribers are paying customers, but converting free subscribers to paid ones could increase revenue.
* 69.59% of courses were paid, and 30.41% were free.
* Beginners prefer free courses, suggesting an opportunity to offer more beginner-level content.
* Expert-level courses are all paid, with "Web Development" being the most popular and profitable subject.

Based on this, recommendations include focusing marketing on high-revenue subjects, expanding beginner courses, and converting free subscribers into paying ones. Improving underperforming subjects could also help boost revenue and engagement.