## **Project Description**

The project aims to uncover opportunities to increase Udemy's next quarterly earnings by identifying courses with potential for revenue growth. The project also sought to identify the root cause of the drop in revenue between the first and third quarters of 2017.

#### **Data Design**

The data was pre-processed to prepare it for analysis and to ensure accurate results. During the pre-processing phase data from four workbooks representing the four subjects was consolidated using google sheets, assessed for quality issues, and cleaned. Some issues found include:

- Duplicate data
- Null values
- Whitespace
- Inconsistent headings.

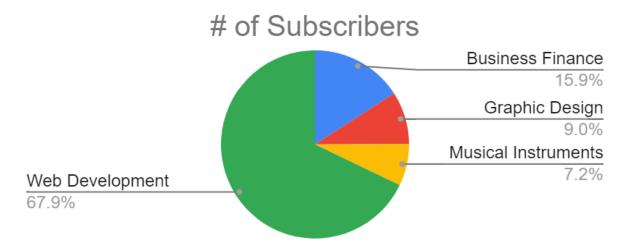
**Duplicate Data:** Duplicates in the dataset were removed using the remove duplicate data clean-up tool on google sheets.

**Null Values:** Null values or blank cells were filtered out and deleted on Google sheets

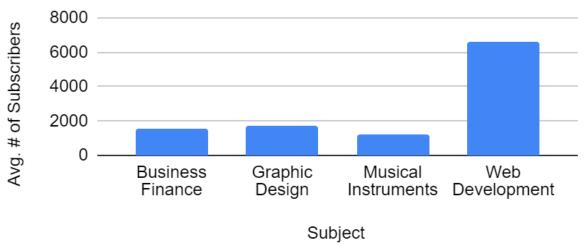
**Inconsistent Data:** data headings were corrected and concise header names were used to ensure that the data is easily understood.

# Findings from the Data

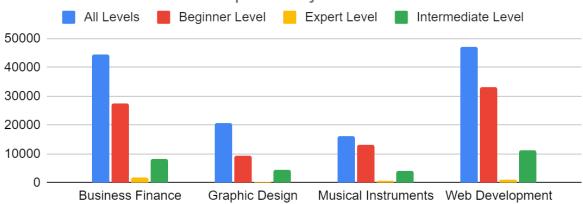
Consistent drop in revenue between the first, second and third quarters



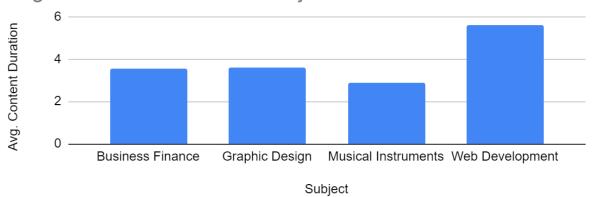
Avg. # of Subscribers vs. Subject

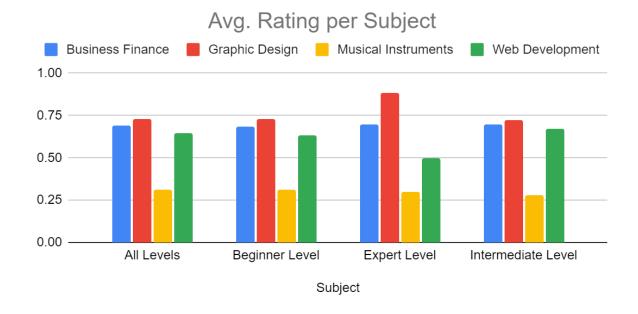






Avg. Content Duration vs. Subject





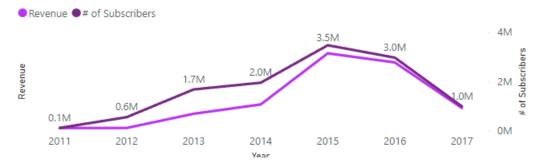
## Analysis of the data

The data shows that Web development is the most popular as it has the largest number of subscribers of about 8M subscribers, and also accounts for over 70 percent of the total revenue, followed by Business Finance, Graphic Design, and Musical Instruments respectively. Furthermore, Web Development has the highest average price per course of \$77 and the largest number of free courses with 134 courses.

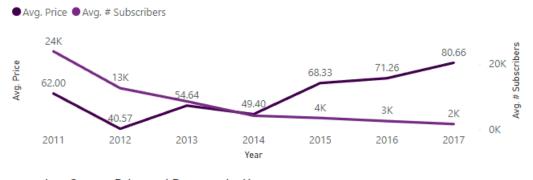
Therefore, it can be inferred that increasing the cost of the Web Development courses will significantly increase the revenue for the next quarter. However, analyzing the yearly and quarterly revenue against the average cost price and the number of subscribers it can be observed that there is a strong correlation between the number of subscribers and revenue. Also, the is a negative correlation between the number of subscribers and the average course price.

Taking this into account, and the fact that Web Development accounts for the majority of the revenue, therefore, increasing the price may also further reduce the number of subscribers and may eventually affect the revenue.

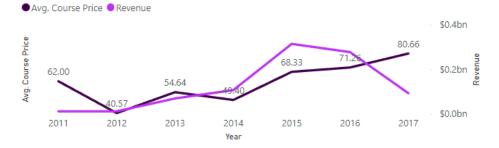




### Avg. Price and Avg. # Subscribers by Year



# Avg. Course Price and Revenue by Year



#### Conclusion

In conclusion, Web Development courses account for 70%+ of the total revenue, therefore an increase in course price will increase revenue, but it could result in a loss of subscribers, therefore other incentive programs should be used including free courses to gain more followership.

