ENTRY LEVEL DATA ANALYSIS REPORT

Prepared by: Akwason Daniel C.

OUTLINE

1. **Overview**
2. **Introduction (Project Description)**
3. **Design**
4. **Findings**
5. **Analysis**
6. **Conclusion/Recommendation**

1. **Overview**

This data project required solutions to how the firm can increase revenue in the coming quarter and how well to better the performance of the subjects.

This data analysis report shows Web development courses are mostly subscribed to by users irrespective of the facts that they cost more on the average.

Based on the findings, Web development and Business Finance courses showed to be performing well as users' ratings and reviews were correlating.

It is recommended that more resources should be channeled towards promoting Web development courses as the dataset suggest it to be the course with the highest revenue. Also, a review on the course duration and number of lectures on courses will go a long way to helping performance.

2. **Project Description**

This data analysis report shows Udemy's revenue from four subject sales, and the possible ways to increase revenue, and the performance of the subjects. So far the Udemy wants to increase their revenue in the coming quarter and would want her decision to be data driven.

3. **Design**

The raw dataset received was processed and cleaning using Google Sheets. Here, every duplicate, invalid and empty entries were removed while ensuring that the values of dataset was not changed.

Also, Pivot tables on Google Sheets and Tableau software was used to visualize the processed data.

Tableau software the chosen software to visual this data because it offers more visualization tools and chart to further help the insights which the data gives.

4. Findings

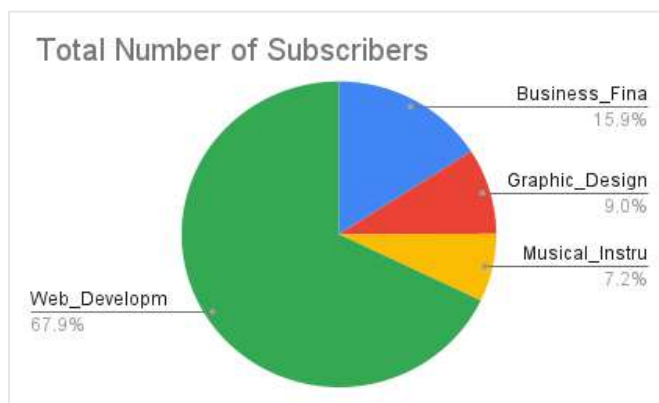The findings from the cleaned dataset are categorized into two based on the goal of this analysis

They include

4.1 Revenue Category
4.2 Performance Category

4.1.1 Revenue Category Findings

From the dataset, 67.9% of the users on Udemy subscribed for Web development courses. This happens to be the most subscribed subject on the platform between the year 2011 and 2017.
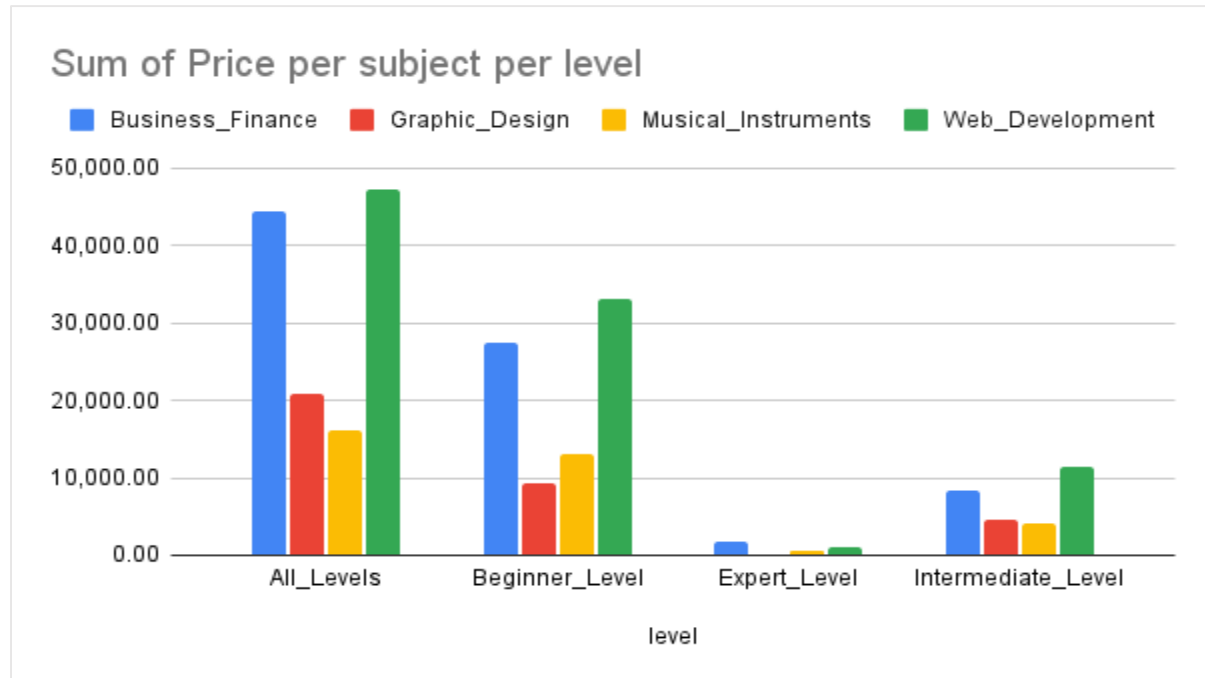

4.1.2 The chart below shows clearly the performance of price over the years (2011 -2017). Here, Graphic design and Musical Instrument courses are the least revenue generating courses.
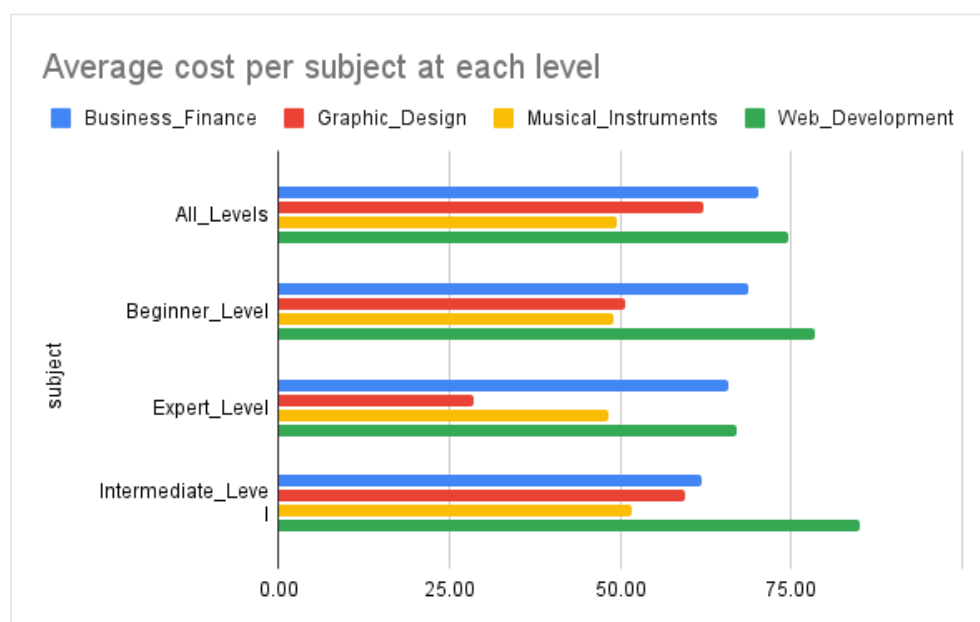
4.1.3 Across all levels, the sum cost of Web development courses was higher than every other subject within the stipulated timeframe except at expert level. Web development course generated more revenue for Udemy in total.
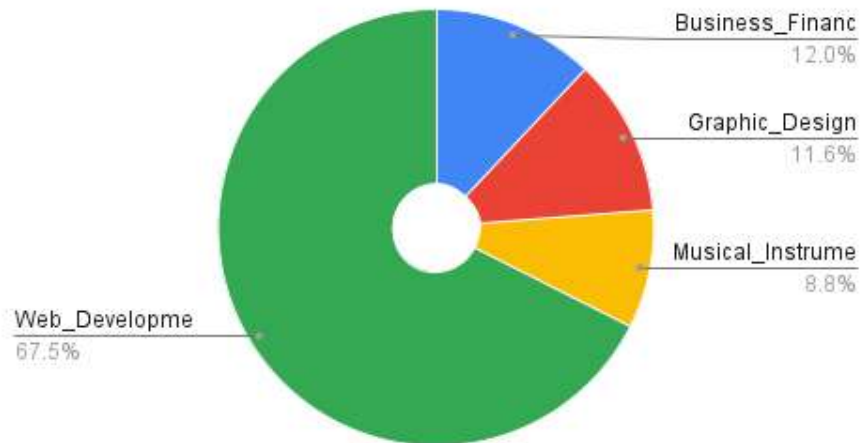

Sum of Price per subject per level

4.1.4 Here is an average value of the cost of courses on Udemy. It clearly shows web development as the major revenue generator.

Average cost per subject at each level

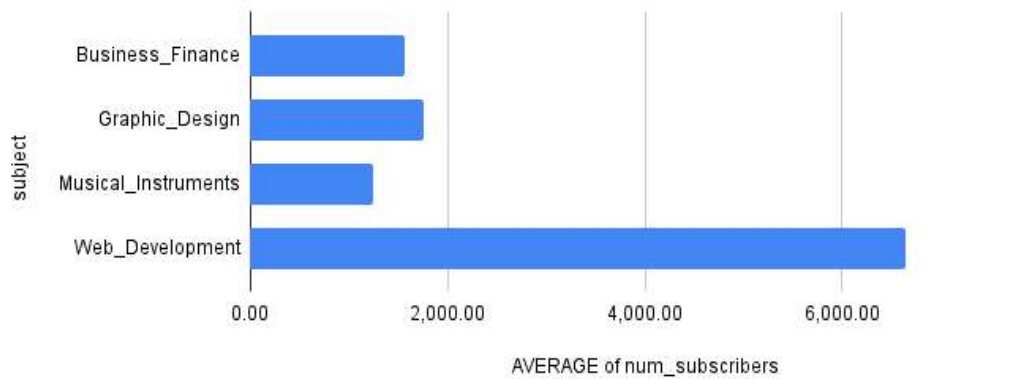### 4.2.1   Performance Category findings

According to the data received, users provided more reviews to courses related to Web development than any other subjects

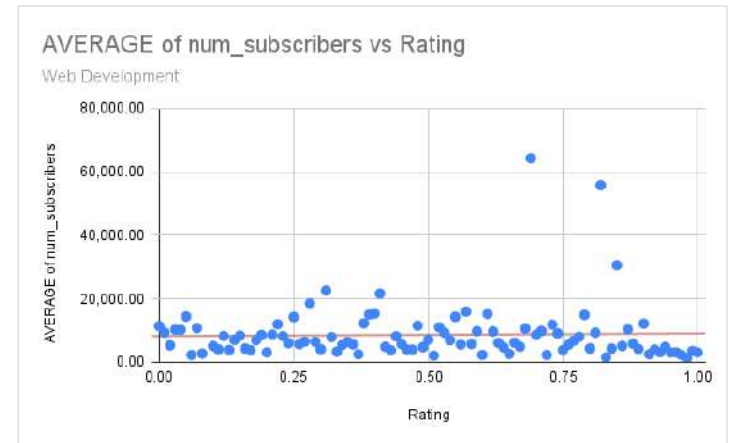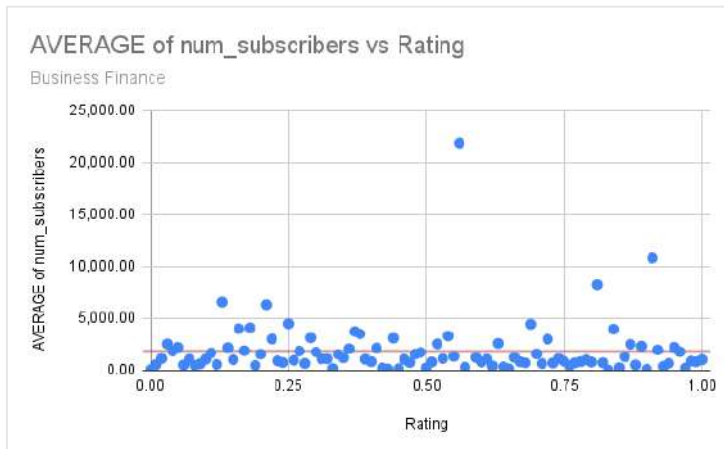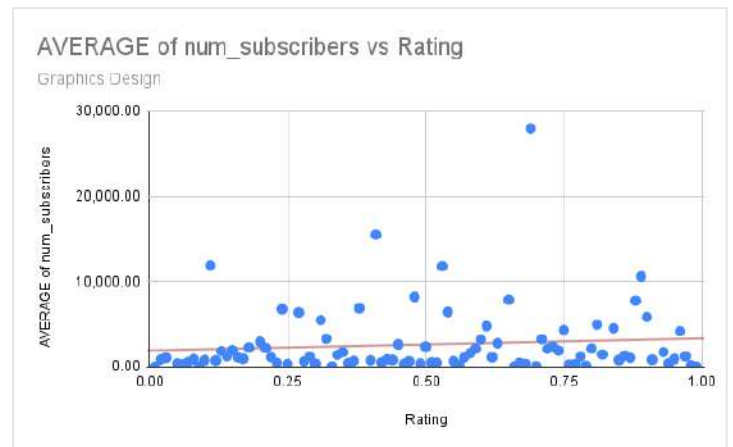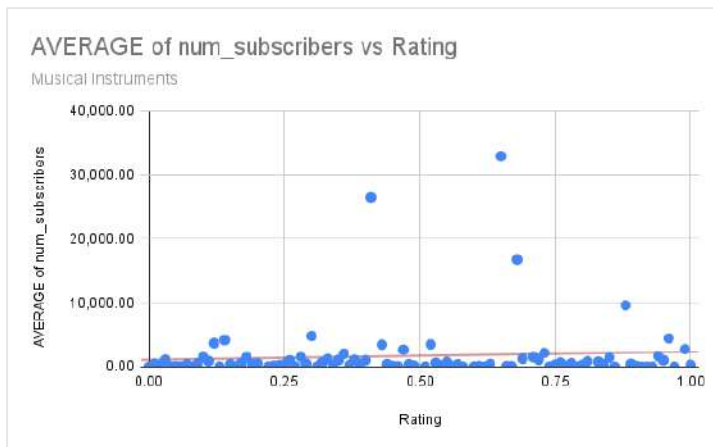Average Number of Reviews by Subject

4.2.2 On the average, users subscribed more to Web development courses. Having average subscriber over 6,000.

Average Number of Subscribers

4.2.3 The scatter plot below shows the relationship between the reviews and ratings from users who took a course at any level.
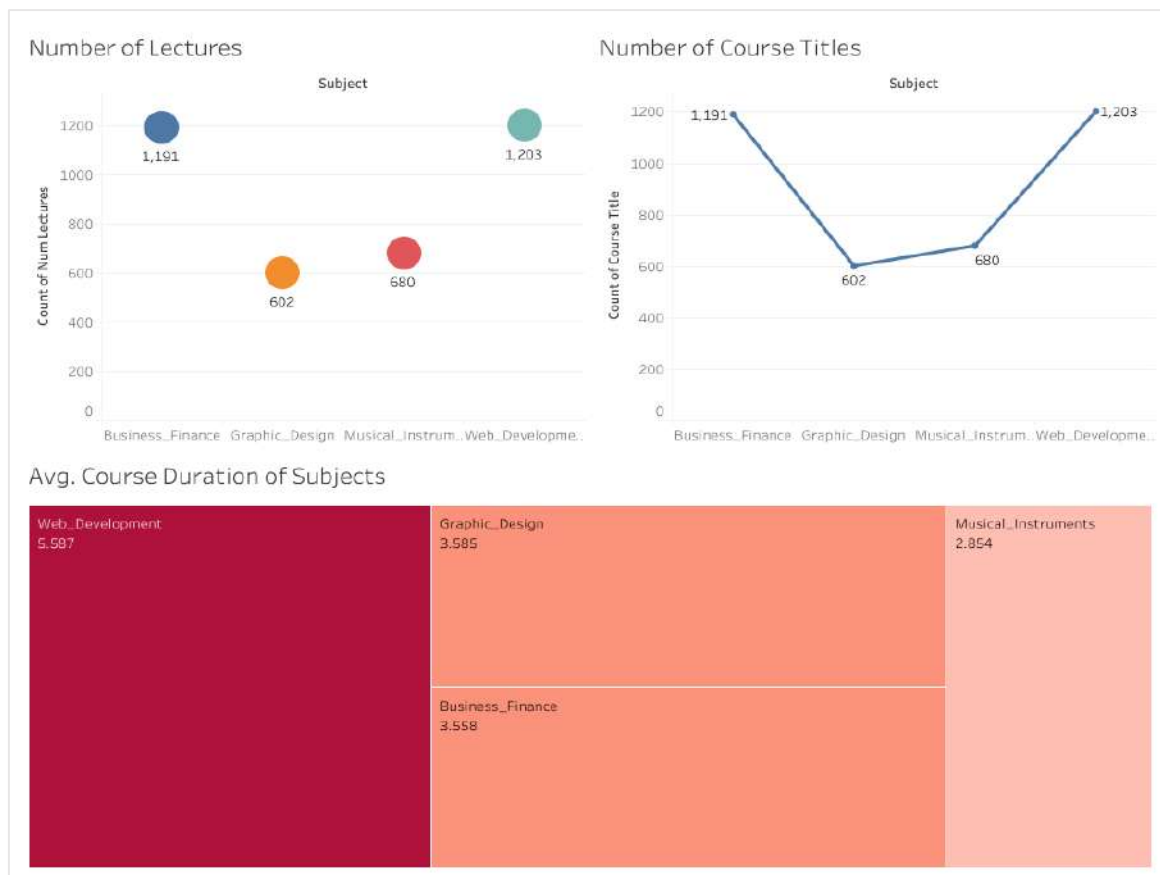
5. Analysis

Using the 5-why technique to analyze the data there where a few questions that followed. From the dataset Web development subject generated the most revenue and they were followed by Business Finance subject. Also, Web development subject had the highest number of subscribers as the dataset reveals.

Why does Web development subject have the high value in revenue?
Because it has lots of subscribers.

Why does it have the most subscribers? Is it because it cost more?
No. It is because lots of subscribers give more reviews and ratings after taking a course.

Why do they give reviews and ratings after a course?
Because the courses were rich enough that they were able to derive value for their money, then they gave their views.

From the figure below, it clear shows that though Business Finance has almost same number of lectures with Web Development, it still does not generate more revenue as Web development. However, this dashboard below also shows the average content duration is more compared to Business Finance. This tells that more hours were put towards explaining the concept of web development courses

6. Conclusion/Recommendation

Conclusively, Subscribers' reviews play a good role in ensuring revenue generation and subscribers will when they derive value for their money. Hence, it is recommended that course creators should review their course content and duration and ensure more explanation of concepts.