

A REPORT ON THE PERFOMANCE OF UDEMY COURSES

By

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Introduction

This report delves into the performance of Udemy courses published between 2012 and 2017, with a focus on understanding key factors driving revenue, subscriber behavior, and course popularity. Udemy, a global online learning platform, offers a wide array of courses in diverse subjects. With millions of learners and an expanding catalog, it is essential to analyze the trends that contribute to the platform’s success, particularly in terms of paid courses.

The analysis addresses critical questions related to total revenue, subscriber distribution, course pricing, and course levels. By evaluating how different factors like course duration, subject, and pricing affect subscriber engagement, this report aims to provide a clear understanding of the characteristics that define successful courses. Additionally, insights into the revenue generated by different course levels and the most reviewed and highest-earning courses are explored to highlight the aspects of course development that contribute to higher user engagement and profitability.

This report leverages visualizations to distill complex data into actionable insights, offering course creators, platform managers, and stakeholders a data-driven perspective on how to enhance course offerings and optimize strategies for continued growth and market relevance on Udemy.

To perform analysis questions to derive insight was categorized as follows:

1. Revenue Insights

* What is the total revenue made by Udemy on courses published from 2012-2017 (using paid courses)?
* What is the revenue generated by each course level?
* Which courses bring in the most revenue?

2. Subscriber Insights

* What is the total number of subscribers across all courses?
* What is the number of subscribers based on the length of course duration?
* How do subscribers respond to pricing of courses?
* How has the performance of subscription across various subjects changed over time?

3. Course Insights

* How many courses have been published on Udemy?
* What is the percentage breakdown of free versus paid courses?
* Which courses are the most reviewed on Udemy?

**Revenue Insights**

**Total Revenue from 2012-2017 for Paid Courses**

To calculate the total revenue generated by Udemy from courses published between 2012 and 2017, we multiplied the course price by the number of subscribers using a calculated column. We displayed the total revenue in a card visual and found that the total revenue was $881.67 million.

**Revenue by Course Level**

Using a stacked column chart, we visualized the revenue generated at different course levels. The results showed that:

- "All Levels" courses generated $606.79 million.

- "Beginner Level" courses generated $219.68 million.

- "Intermediate Level" courses generated $49.73 million.

- "Expert Level" courses generated $5.47 million\*\*.

**Courses Generating the Most Revenue**

To identify the top revenue-generating courses, we applied a Top N filter to display the top 5 courses. The five courses generating the highest revenue were:

The Web Developer Bootcamp: $24.32 million

- The Complete Web Developer Course 2.0: $22.90 million

- Pianoforall - Incredible New Way to Learn Piano & Keyboard : $15.10 million

- JavaScript: Understanding the Weird Parts: $13.93 million

- Angular 4 (formerly Angular 2) - The Complete Guide: $14.02 million

**Subscriber Insights**

**Total Number of Subscribers Across All Courses**

By inserting the total number of subscribers into a card visual, we found that Udemy had 12 million subscribers across all courses.

**Subscribers by Course Duration**

Using an area chart, we analyzed the relationship between course duration and subscriber count. The results indicated that longer course durations tend to attract fewer subscribers.

**Subscriber Response to Course Pricing**

We created price bins in intervals of $50, given that course prices range from $0 to $200. The subscriber distribution by price range is as follows:

- Courses priced between $0 and $49 had 5.8 million subscribers.

- Courses priced between $50 and $99 had 1.9 million subscribers.

- Courses priced between $100 and $149 had 906,814 subscribers.

- Courses priced between $150 and $199 had 1.8 million subscribers

- Courses priced at $200 had 1.3 million subscribers.

In general, subscriber numbers decrease as the price increases beyond $50. The high number of subscribers in the $0-$49 range is influenced by the availability of free courses.

**Subscription Trends Over Time by Subject**

The number of subscribers has steadily increased over the years, averaging around 100,000 new subscribers annually. Web development courses, in particular, saw significant growth, with subscribers rising from 3,026 in 2012 to 815,594 in 2016, before dropping to 359,416 in 2017.

**Course Insights**

**Total Number of Courses Published**

By displaying the Course ID count in a card visual, we discovered that a total of 3,672 courses were published on Udemy during the specified period.

**Percentage of Free vs. Paid Courses**

A donut chart revealed that 8.44% of the courses were free, while 91.56% were paid.

**Most Reviewed Courses**

Using a Top N filter, we identified the top 5 most-reviewed courses on Udemy, which are:

- The Web Developer Bootcamp: 27,445 reviews

- The Complete Web Developer Course 2.0: 22,412 reviews

- Modern React with Redux:15,117 reviews

- JavaScript: Understanding the Weird Parts:16,976 reviews

- Angular 4 (formerly Angular 2) - The Complete Guide: 19,649 reviews.

**Conclusion**

The findings from this analysis reveal key trends in Udemy’s course offerings, highlighting the importance of course pricing, subject matter, and course duration in driving revenue and subscriber growth. Courses designed for all levels and beginner-level courses generated the most revenue, with courses focused on web development emerging as the top contributors. The data also underscores the influence of course pricing on subscriber behavior, where lower-priced courses, often influenced by free course offerings, attracted the highest number of learners.

Moreover, the steady increase in subscribers over the years demonstrates the growing demand for online learning, with particular interest in subjects such as web development. These insights can guide course creators in developing content that resonates with learners and aligns with market trends. The analysis also emphasizes the value of optimizing pricing strategies and course design to enhance user engagement and maximize profitability.

Overall, this report serves as a valuable resource for understanding the key factors that contribute to course success on Udemy and provides recommendations for strategic improvements in content creation and pricing models.