

Course Category Analysis

Count of Courses

70

4.1

Avg of Rating

469

Avg of Price Am...

Quarter

Qtr 1

Qtr 2

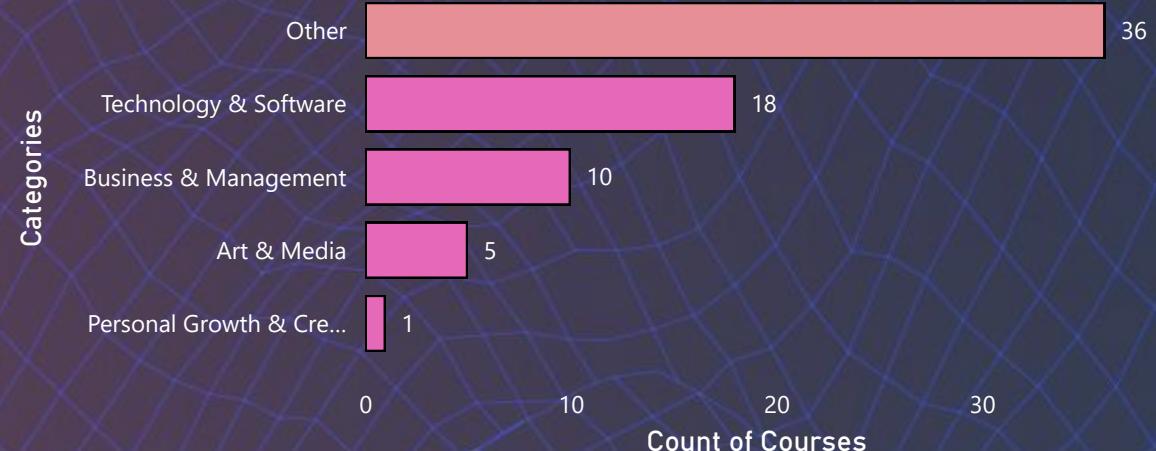
Qtr 3

Qtr 4

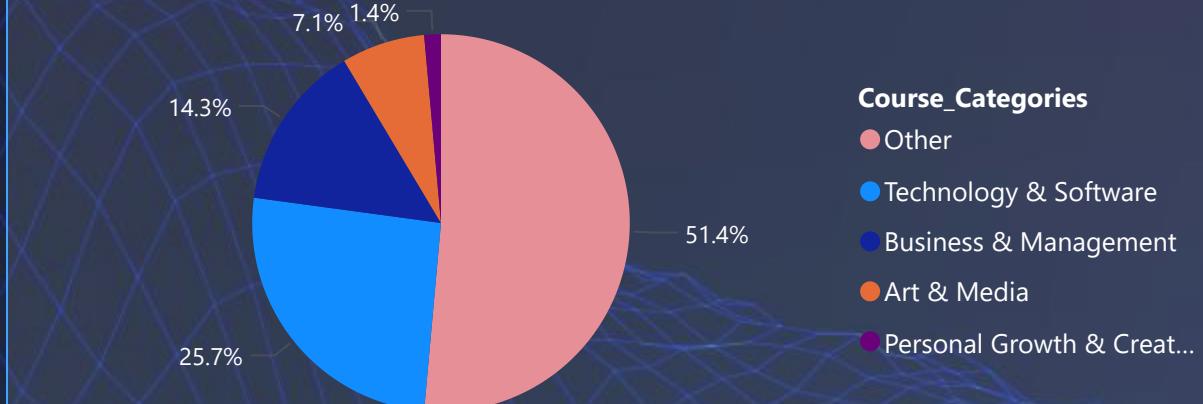
Year

2012

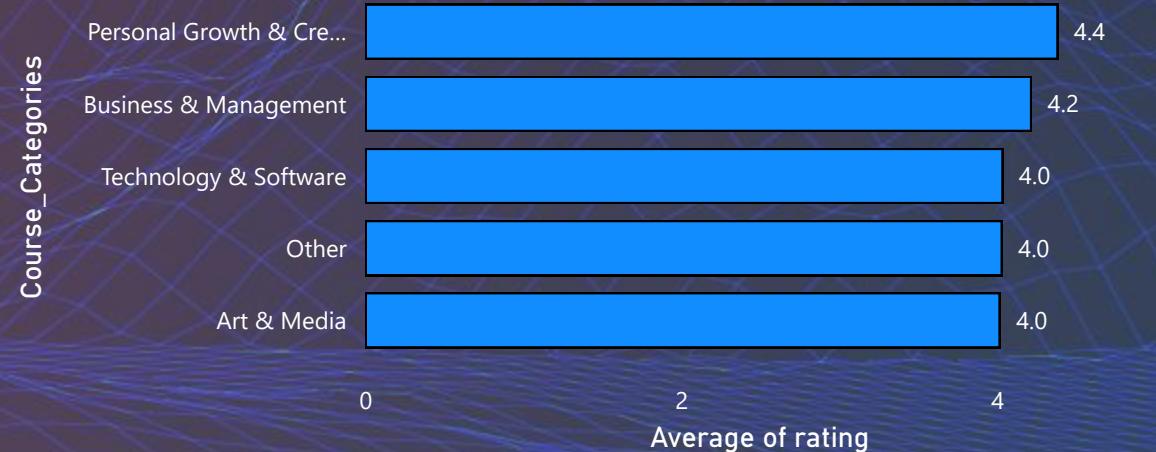
Count of Courses by Course_Categories



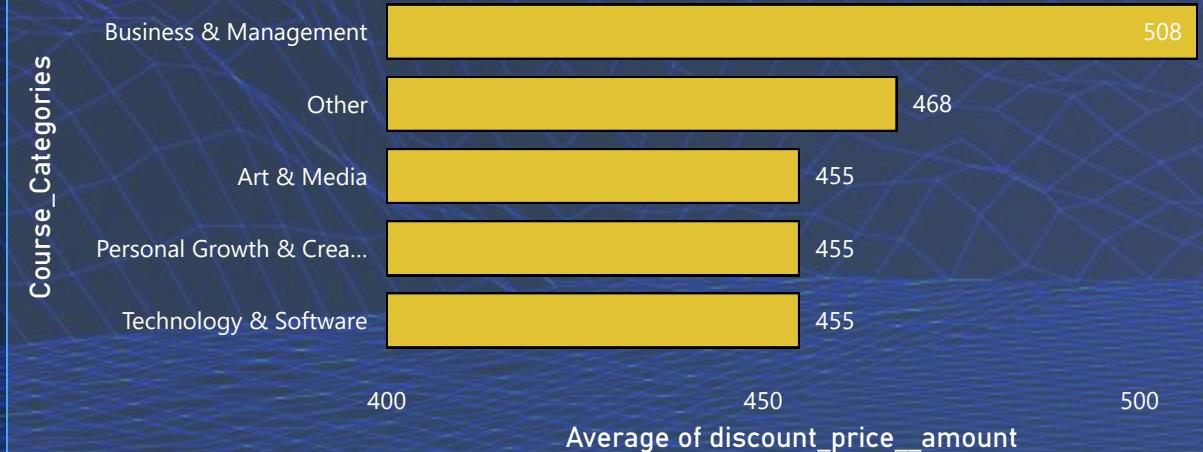
Count of Courses by Course_Categories



Average of rating by Course_Categories



Avg of discount_price_amount by Course_Categories



Analysis Between Price and Subscriber

39M

Sum of no subsc...

494

Avg of price amount

Quarter

Qtr 1

Qtr 2

Qtr 3

Qtr 4

Year

All

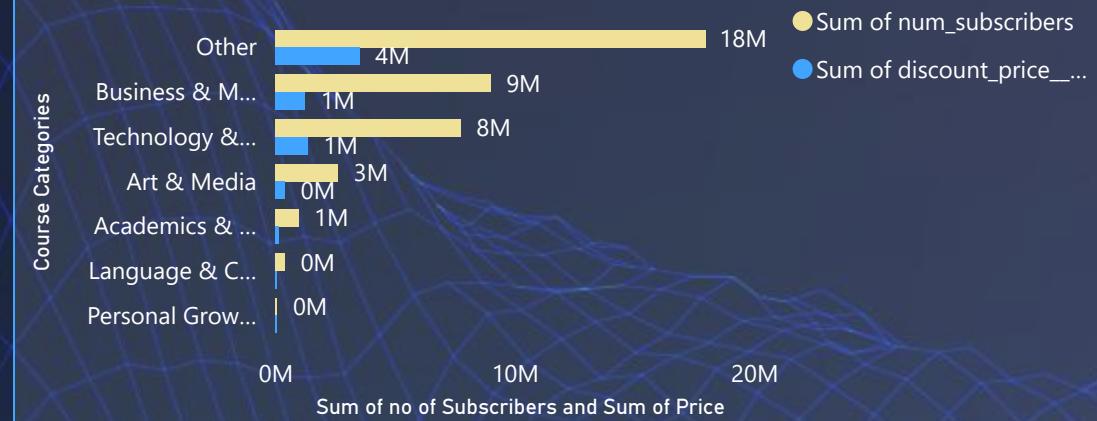
Course_Cate...

All

discount_price_amount and num_subscribers



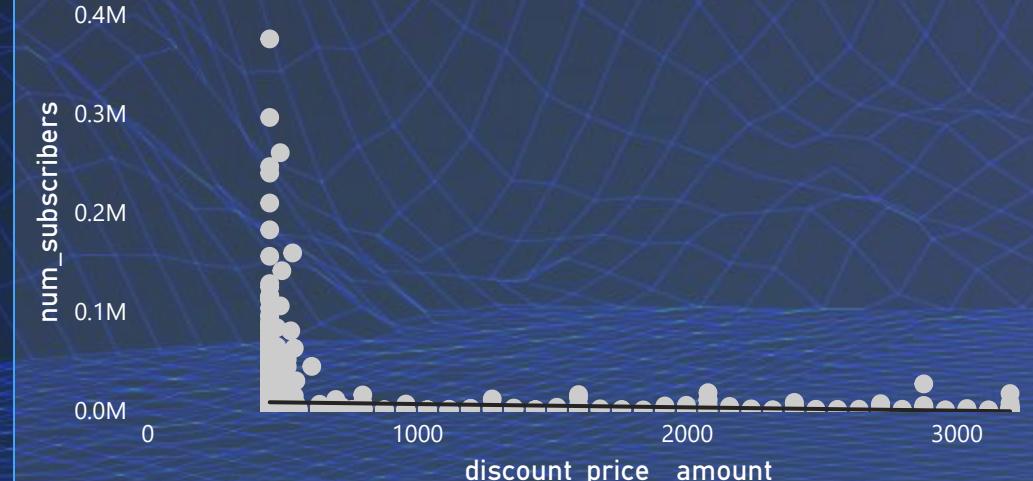
Sum of no subscribers and Sum of discount_price_amount by Course_Categories



is_paid, discount_price_amount and num_subscribers



discount_price_amount and num_subscribers with Trend Line



Trend Analysis Over Time

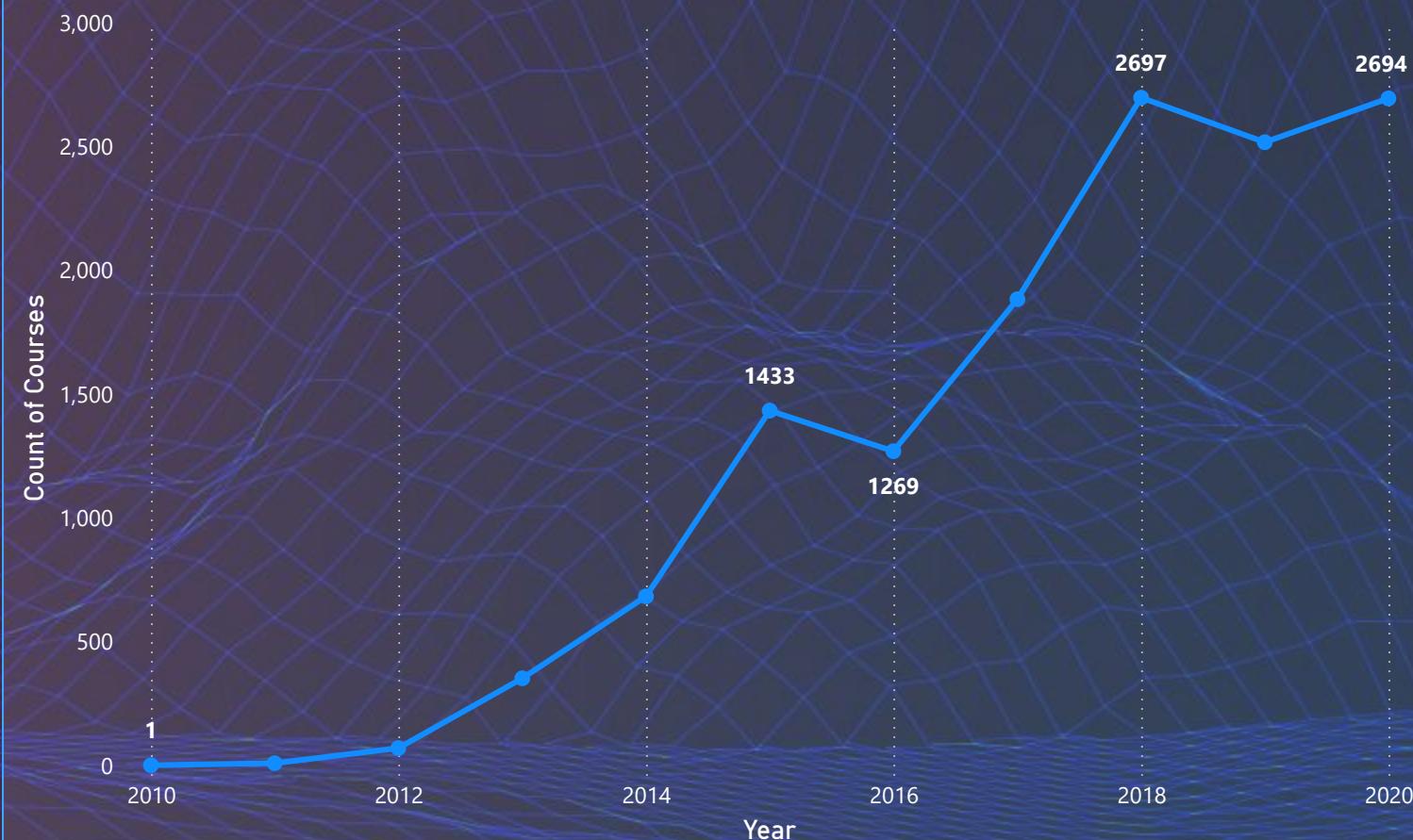
7M

Sum of Price Amount

14K

Count of Courses

Count of Courses by Year



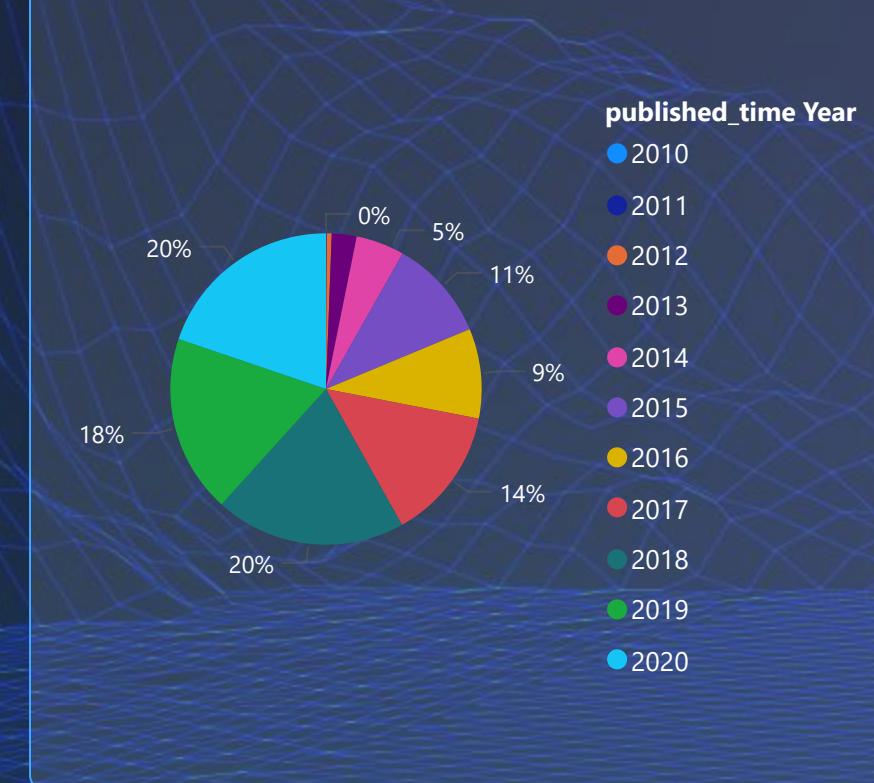
Course_Categories

All

Quarter

All

Count of Courses by Year



Analysis on course titles and descriptions to identify popular keywords

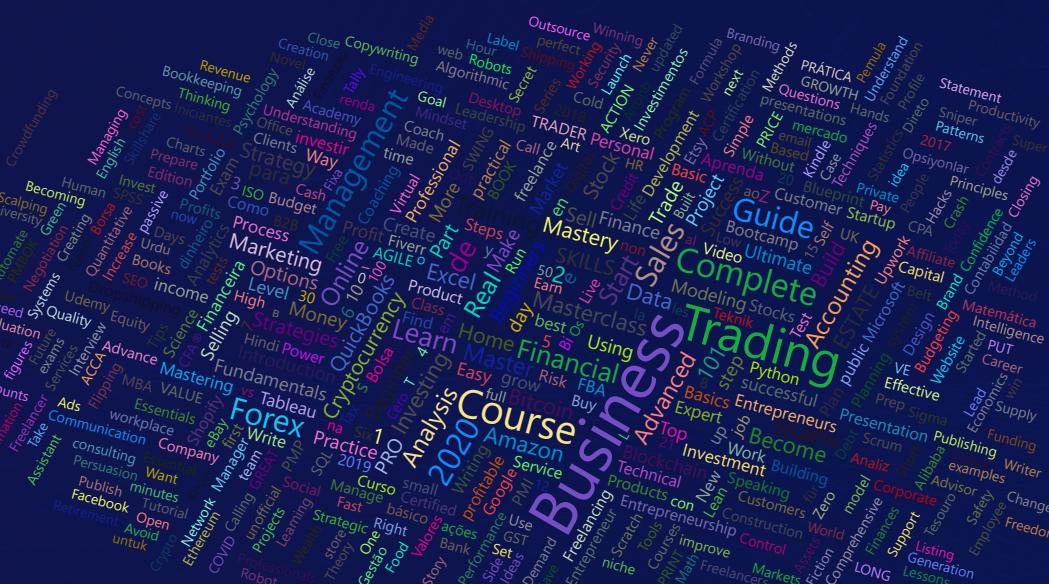
462

Max Keyword Counts

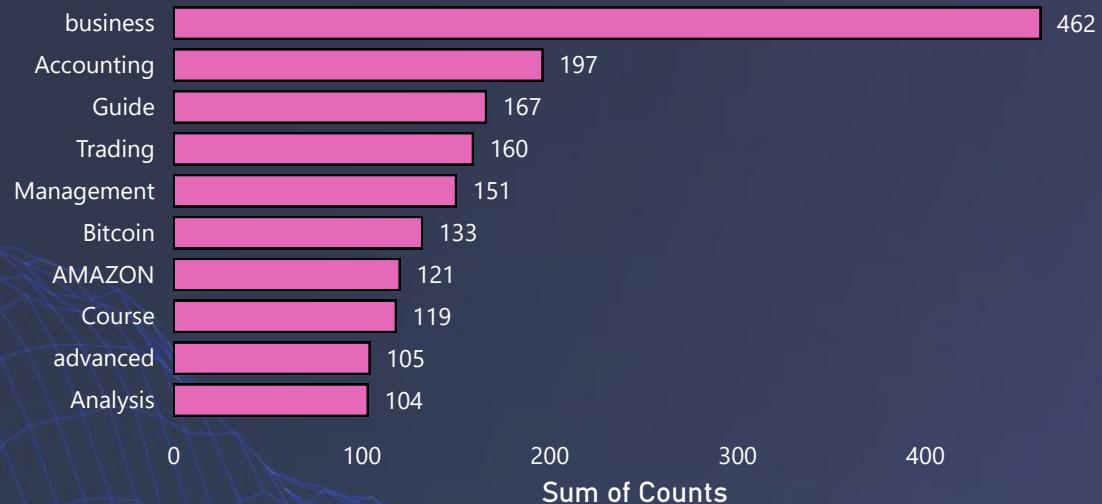
104

Min Keyword Counts

Max of rating by Keywords



Sum of Counts by Keywords



Keywords by title



13,608

Total Number of Courses

17.01bn

Total Revenue

39M

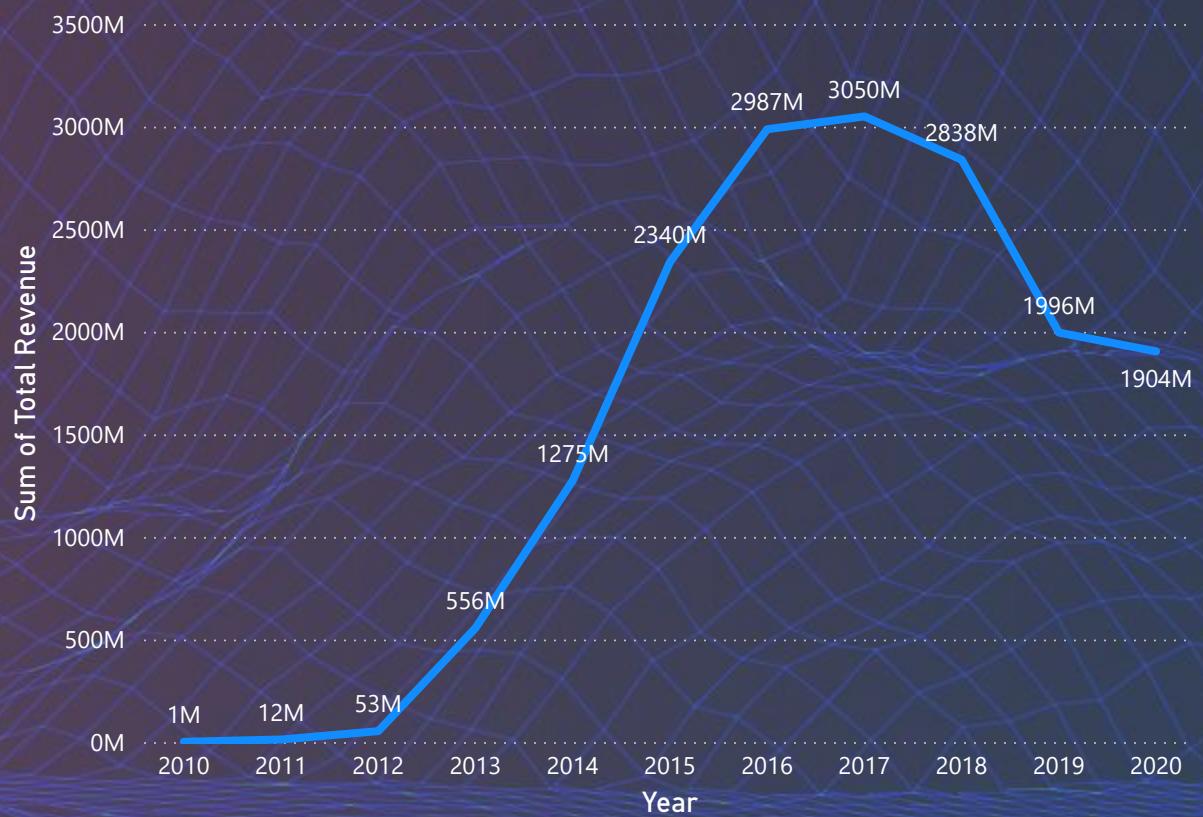
Total Number of
Subscribers

438515

Total Number of Published
Lectures

Course_Categories	Average of rating	Average of discount_price_amount	Count of title
Academics & Test Preparation	3.72	540.69	248
Art & Media	3.99	477.00	867
Business & Management	4.06	487.09	2542
Language & Communication	4.12	467.71	92
Total	3.91	493.95	13608

Total Revenue by Year



Year	Count of title	Sum of Total Revenue	Sum of num_subscribers	Average of rating
2010	1	1M	2268	4.2
2011	9	12M	25558	4.2
2016	1269	2987M	6669135	4.1
2015	1433	2340M	5152268	4.1
2012	70	53M	132550	4.1
2013	352	556M	1603684	4.1
2014	683	1275M	2941282	4.1
2017	1883	3050M	7032643	4.0
2018	2697	2838M	6557832	4.0
2019	2517	1996M	4513662	3.9
2020	2694	1904M	4111236	3.6
Total	13608	17011M	38742118	3.9

avg_rating	avg_rating_recent	Column1	Course_Categories	Year	Quarter	Month
0.00	0.00	11074	Other	2019	Qtr 2	May
0.00	0.00	11075	Other	2019	Qtr 2	May
0.00	0.00	11076	Other	2020	Qtr 2	June
0.00	0.00	11077	Academics & Test Preparation	2020	Qtr 3	July
0.00	0.00	11078	Other	2020	Qtr 3	July
0.00	0.00	11079	Art & Media	2020	Qtr 3	August
0.00	0.00	11080	Other	2020	Qtr 3	September
0.00	0.00	11081	Technology & Software	2020	Qtr 3	August
0.00	0.00	11082	Other	2018	Qtr 1	March
0.00	0.00	11083	Art & Media	2018	Qtr 2	May
0.00	0.00	11084	Other	2018	Qtr 3	July
0.00	0.00	11085	Other	2017	Qtr 2	June
0.00	0.00	11086	Other	2016	Qtr 4	December
Total						