



Udemy Data Analysis

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Project Description:

- *To better understand the pricing and subscriptions data of Udemy courses (for four different subjects) and identifying trends and patterns*
- *This will help us to:*
 - *Identify for which subject more courses should be created*
 - *Create targeted strategies to increase the company revenue*



Key questions:

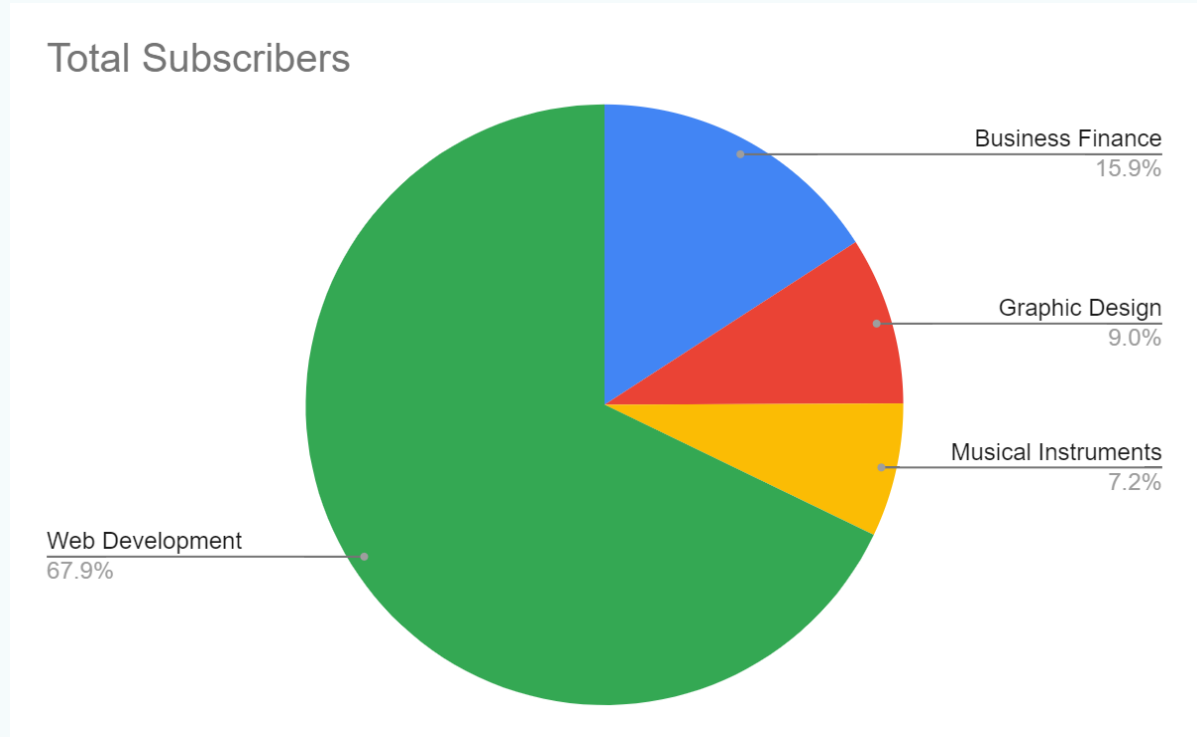
1. What are the total numbers of subscribers in each subject?
2. How does the average content duration/price/number of students vary across different subjects?
3. How many courses are free and paid for each subject?
4. What is the average price of web development courses at different levels?
5. What are the 20 most popular courses? Also, include the following information:
 - Their level
 - Whether they are free or paid
 - Whether any are free beginner courses,
 - and the duration of the courses.
6. Does content duration impact the price of the course?



Findings & Insights

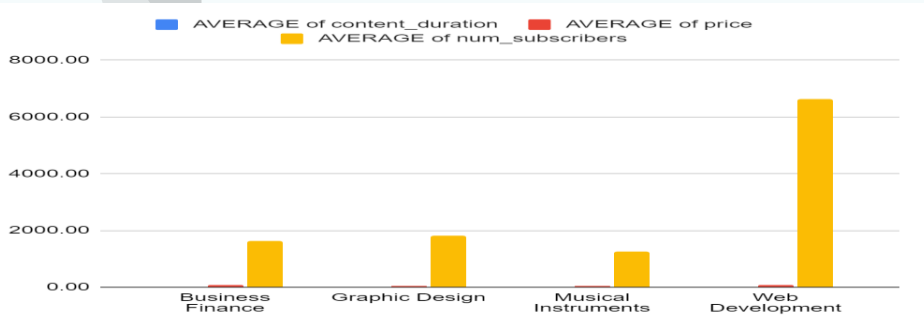


1. What are the total numbers of subscribers in each subject?

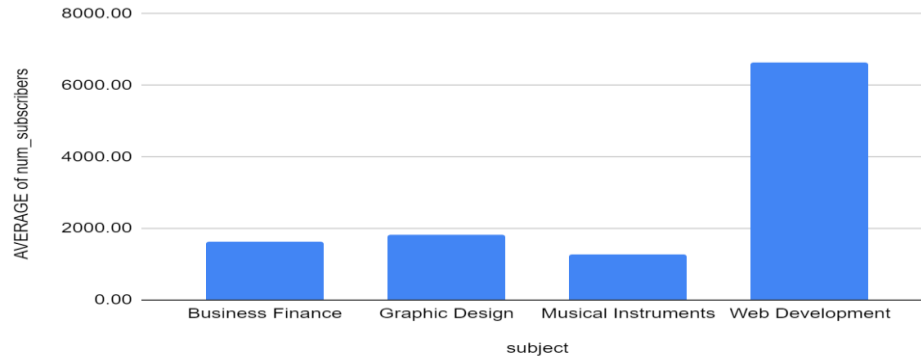




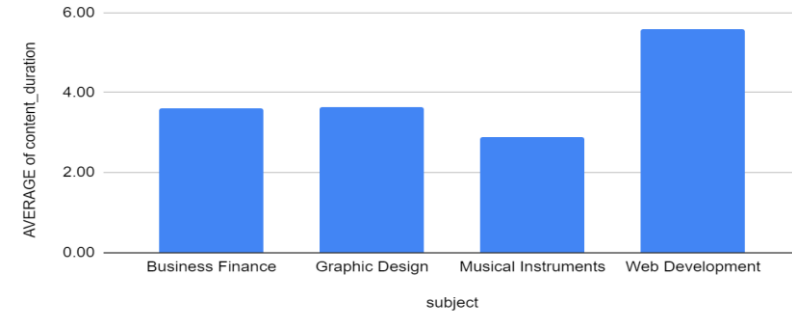
2. How does the average content duration/price/number of students vary across different subjects?



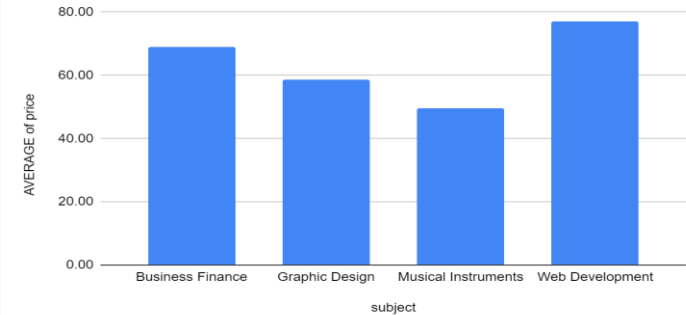
AVERAGE of num_subscribers vs. subject



AVERAGE of content_duration vs. subject



AVERAGE of price vs. subject

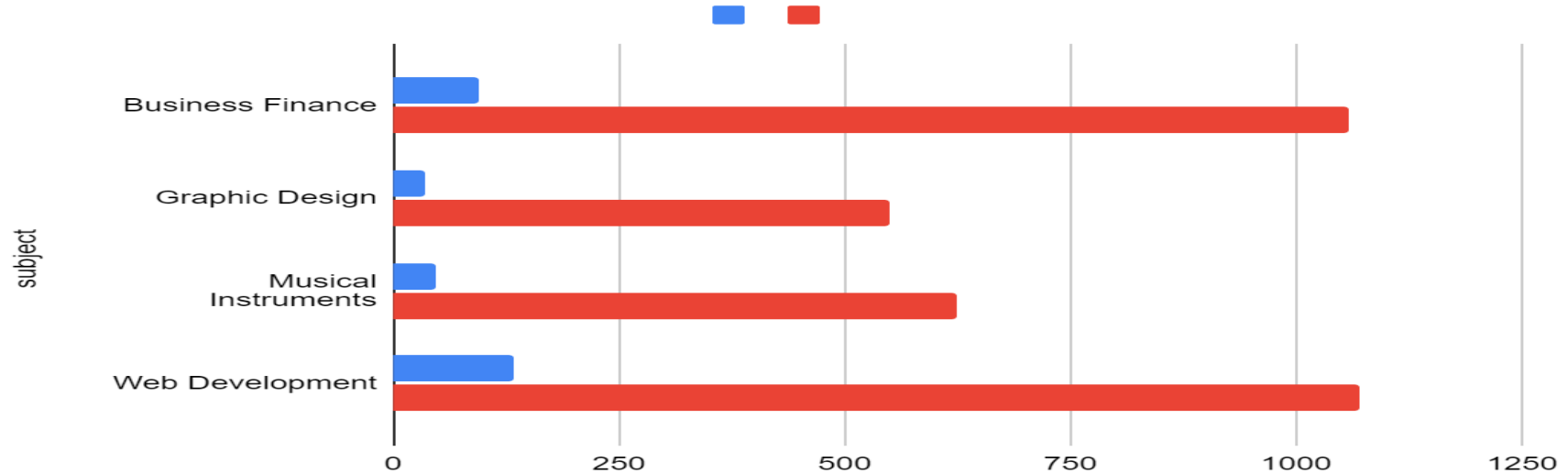


Web development has the highest average subscribers, price and content duration. While Musical instruments has the lowest average subscribers, price and content duration.



3. How many courses are free and paid for each subject?

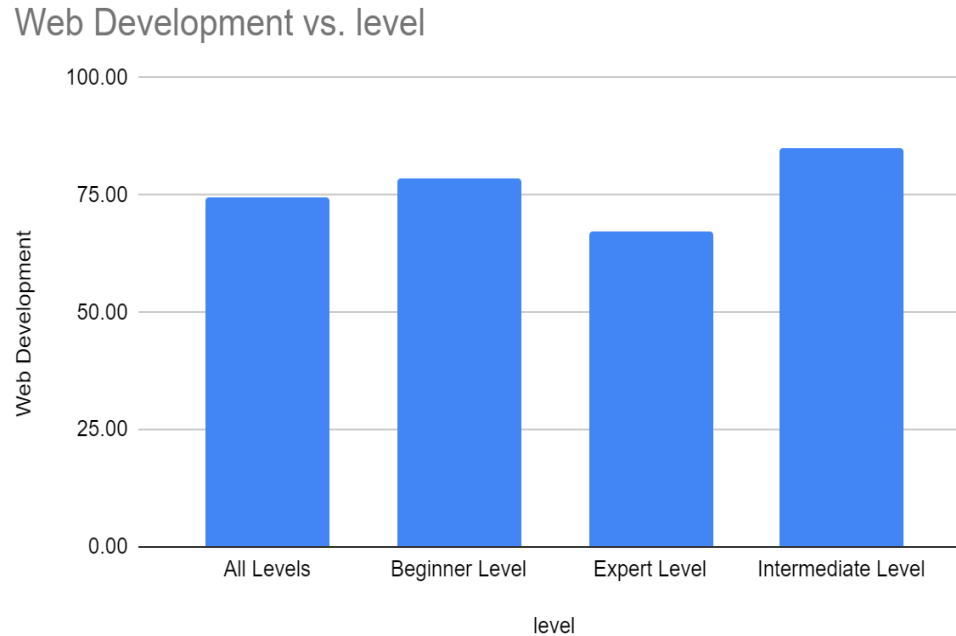
Free and Paid



Web development has the highest number of free courses compared to the other three subjects while the lowest is graphic designs. The subject with the highest number of paid courses is Business finance followed by web development. The subject with the lowest number of paid courses is graphic design.



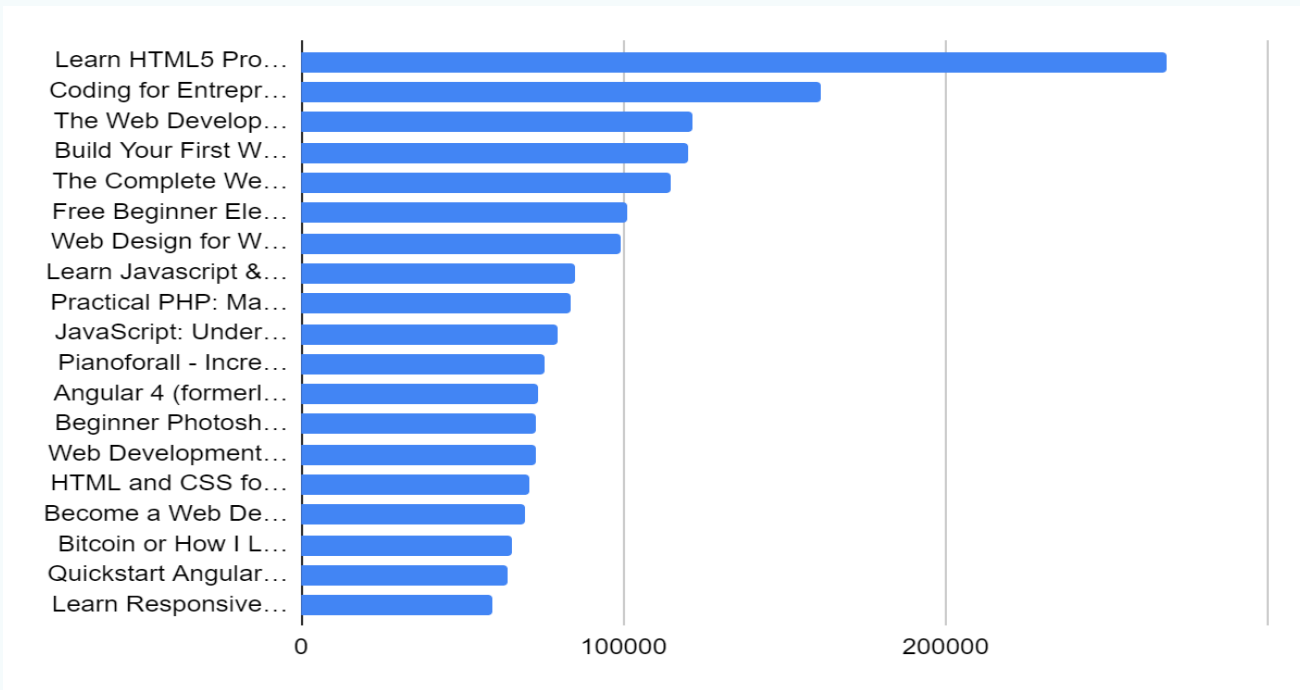
4. What is the average price of web development courses at different levels?



The intermediate level of web development has the highest prices followed by the beginners level while the expert level has the lowest prices.



5. What are the 20 most popular courses?

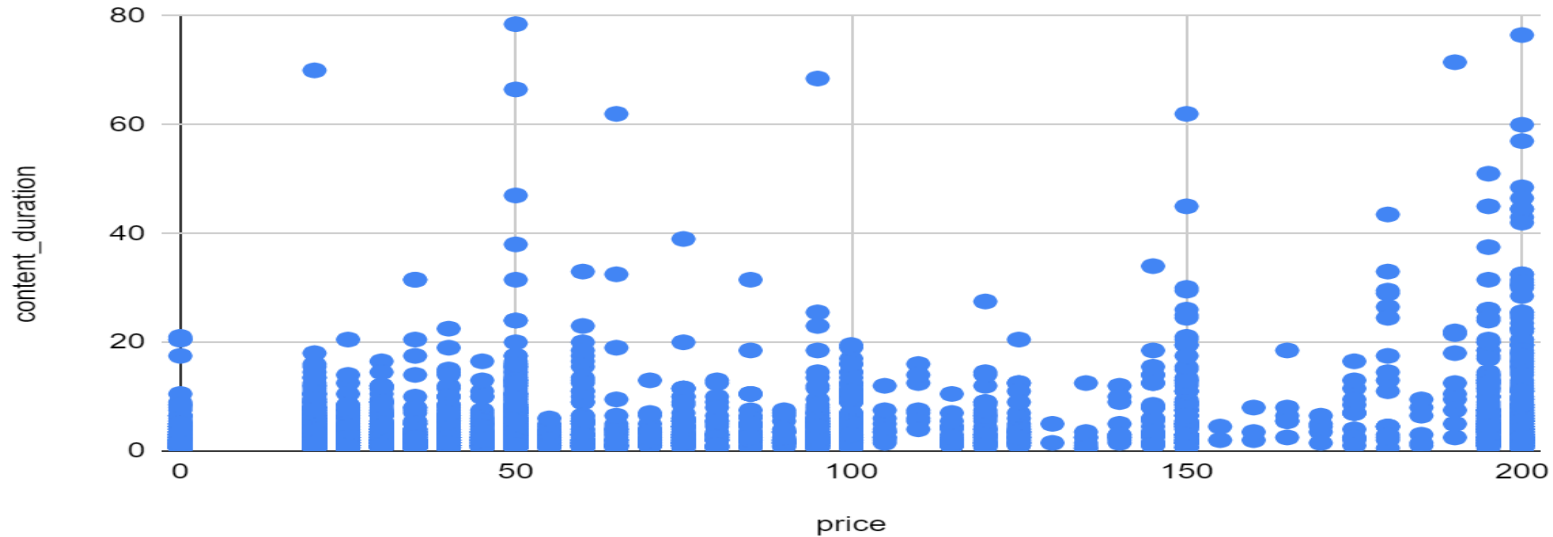


Learn HTML5 pro is the most popular course in udemy with over 200,000 subscribers. Learn responsive is the 20th popular course in Udemy.



6. Does content duration impact the price of the course?

content_duration vs. price



The content duration does not impact the prices of the courses.



Summary



Summary of findings:

Based on your findings, write down a summary of 3 to 4 key insights from the analysis. We'll help you get started:

- **Top 5 courses:**
 - *Almost 68% of subscribers come from Web Development and the top 5 courses are for Web development as well*
- **Business Finance vs Web Development:**
 - *Business Finance and web development have almost equal number of total courses (1155 vs 1203), but web development course are almost 2x in content duration and have 4x the average subscribers*
- **Course Pricing:**
 - *The content duration has no impact on the pricing.*



Actions & Recommendations



Recommended actions:

Product recommendations:

- *Focus on getting more paid course by creators in Graphic Design and Musical Instruments.*

Marketing recommendations:

- *Our data tells us that our web development courses are most popular and people are willing to pay for it. Marketing and advertising campaigns should therefore be focused on the other three subjects that is Graphic design, Musical Instruments and Business Finance.*



Thank you!