

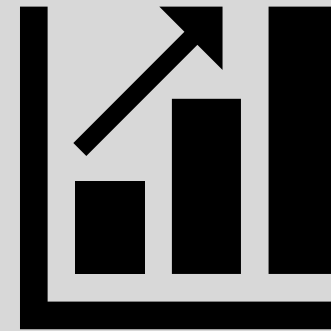


PROJECT REPORT

Azmine Toushik Wasi

Project Description

Present the data on course revenue, and analyzing different topics to understand where opportunities to increase revenue may lie, and track the performance of courses. And, how they will increase their next quarterly earnings.



Design

Data Collecting

- Collected Data from given sources

Data Cleaning

- 1) Remove duplicates
- 2) Removing blank cells
- 3) Headers
- 4) Find and replace

Design

Processing

- Created a 'Date' Column
- Created a column that indicates whether a course is free or paid
- a list of the top 20 most subscribed courses with
 - Their level
 - Whether they are free or paid,
 - Whether any are free beginner courses,
 - Duration of the course
 - The date they were published

Design

Pivot Tables and Charts

- Total number of subscribers for each subject (Pie Chart)
- Average number of subscribers for each subject (Bar Chart)
- Average cost per subject at each level (Bar Chart)
- Average content duration for each subject (Bar Chart)
- Average rating per subject for each level (Column Chart)
- Any other data that you feel will be important to include in your analysis

Design

Understanding the Problem

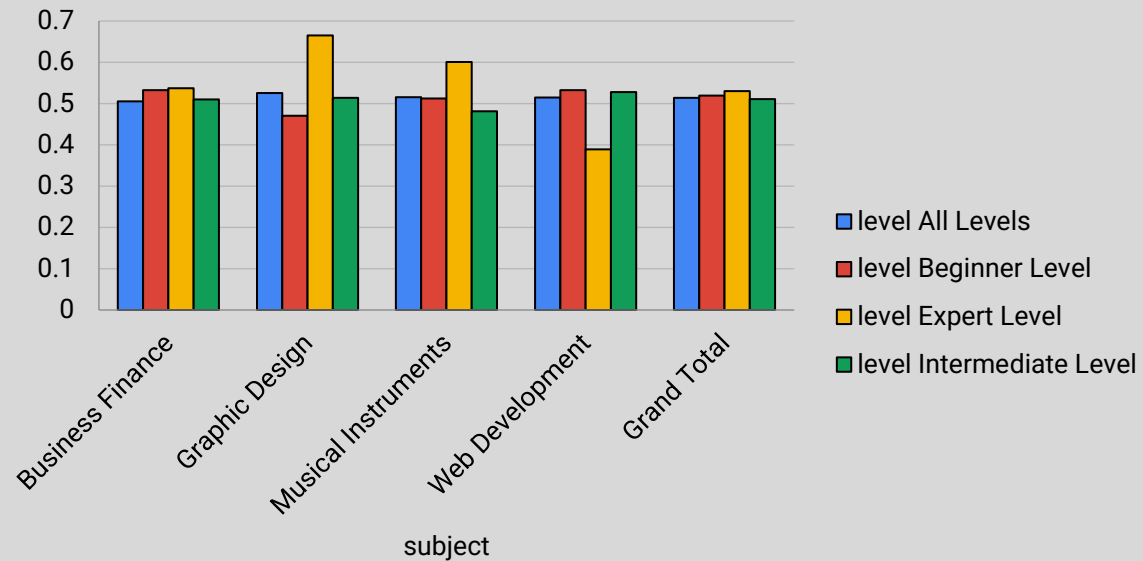
Visualising Data with Tableau

- Pricing Rating Co-relation
- Timeseries analysis of customers and price
- Content Duration Analysis

Findings

Expert level courses of graphics design and musical instruments are generating more money

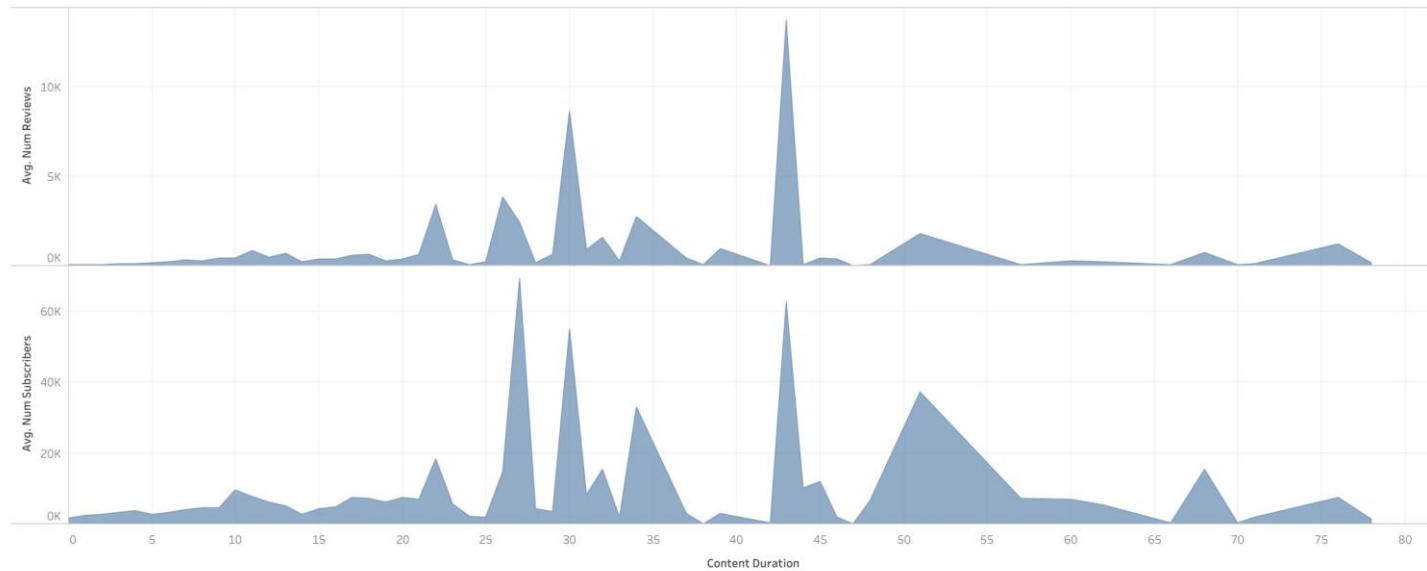
All Levels, Beginner Level, Expert Level and Intermediate Level



Findings

Content Length 30 and 43 generates more attraction

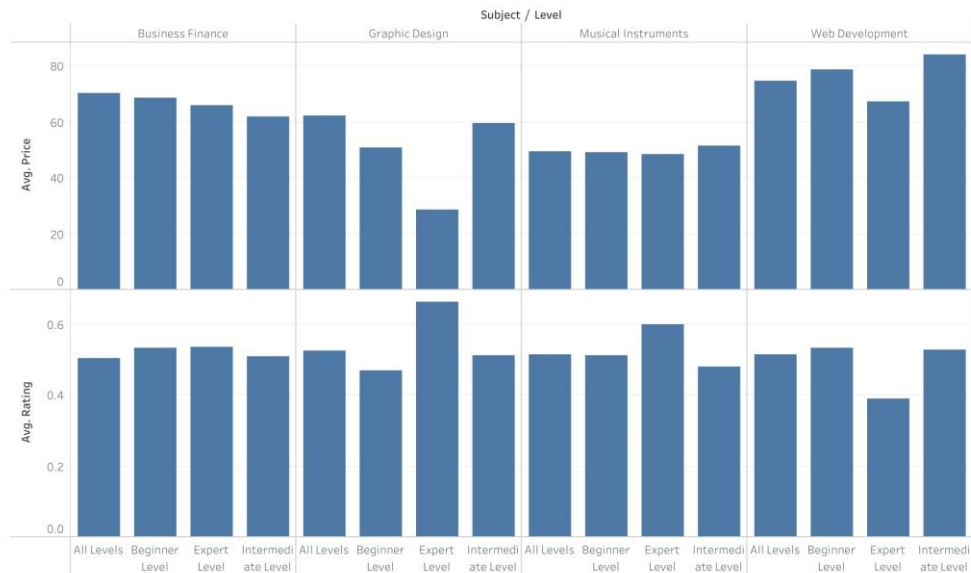
Content Duration Analysis



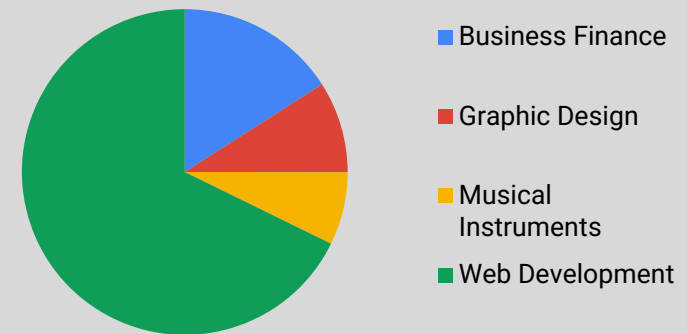
Findings

Beginner Level Web Development courses are attracting people

Price - Rating Co-relation

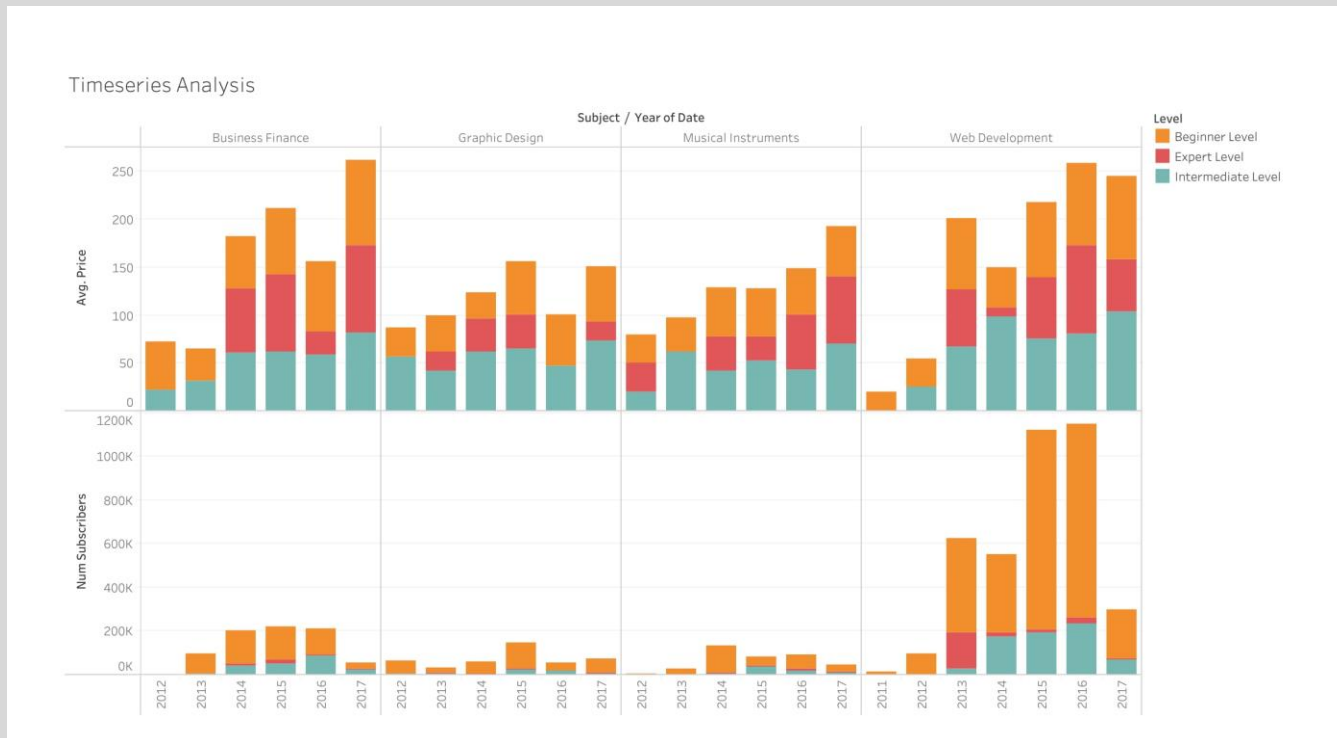


Total Subscribers



Findings

Beginner Level Web Development courses are attracting people



Analysis

1

Increasing web development boost due to pandemic

2

Price has a correlation with rating, free courses are generating good rating comparatively.

3

People don't want much larger content and their most common choice of course length is 42 and 30.

Conclusion

Considering the facts above, we have to promote web development beginner and intermediate courses with big discount, course length should be 30 or 43, as per the findings.