REPORT ON UDEMY TASK OVERVIEW

TASKS

As a Data Analyst working for the education tech company UDEMY, I have been asked by my manager, Head of Curriculum at Udemy, to present the data on course revenue. I have been provided with data on courses from different topics to understand where opportunities to increase revenue may lie, also track the performance of courses.

BUSINESS PROBLEM

The business problem as stated by the stakeholder is how can we increase their quarterly sales and what category of courses should be promoted in order to boost their earning. The manager has also added that we should charge more for the web development courses because according to her these were more popular among learners than the others.

WHAT DATA SHOULD BE COLLECTED TO UNDERSTAND THIS PROBLEM STATEMENT?

- Data related to every category of courses
- Number of subscribers for each subject.
- Number of subscribers for each course.
- Number of subscribers for each level of courses (All/Beginner/Intermediate/Advanced)
- Number of free/paid courses by subjects.
- Number of free beginner courses by subjects.
- Content duration of each course
- Content duration of each subject category.
- Number of reviews on each course and also on each category of subjects.

WHAT QUESTIONS TO ASK?

- What would be the targeted quarterly revenues?
- What type of courses are people most likely to enroll?
- What course category has the greatest number of subscribers?
- Which course charges the most and how many subscribers does it have?

DATA SOURCE

Data comes from multiple sources, and data analysts often gather data from multiple sources and combine these for data analysis. The process of gathering data from these sources and presenting it is called data consolidation. Data consolidation is a crucial step, as the accuracy of the insights from your data analysis depends heavily on the quality of data used.

DATA CLEANING

Good data is essential when using data to derive insights and make business decisions.

Garbage in, garbage out, is a concept common to computer science and mathematics that can be applied in Data Analysis - the quality of output (your insights generated) is determined by the quality of the input.

This is where Data cleaning comes in - Data cleaning is the process of preparing data for analysis by removing or modifying data that is incorrect, incomplete, irrelevant, duplicated, or improperly formatted. Data cleaning plays an important role in the analytical process and making sure that the answers we uncover are reliable and of high quality.

TOOLS USED

Google Sheets: For initial data cleaning and basic analysis.

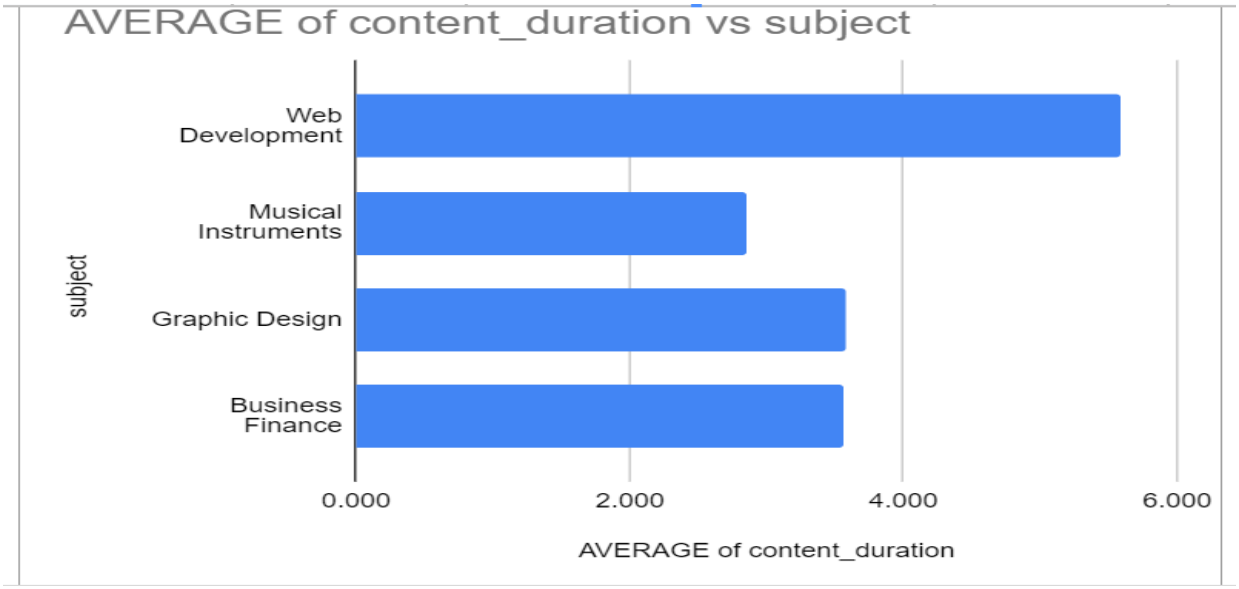
Tableau Desktop: For visualization of datasets.

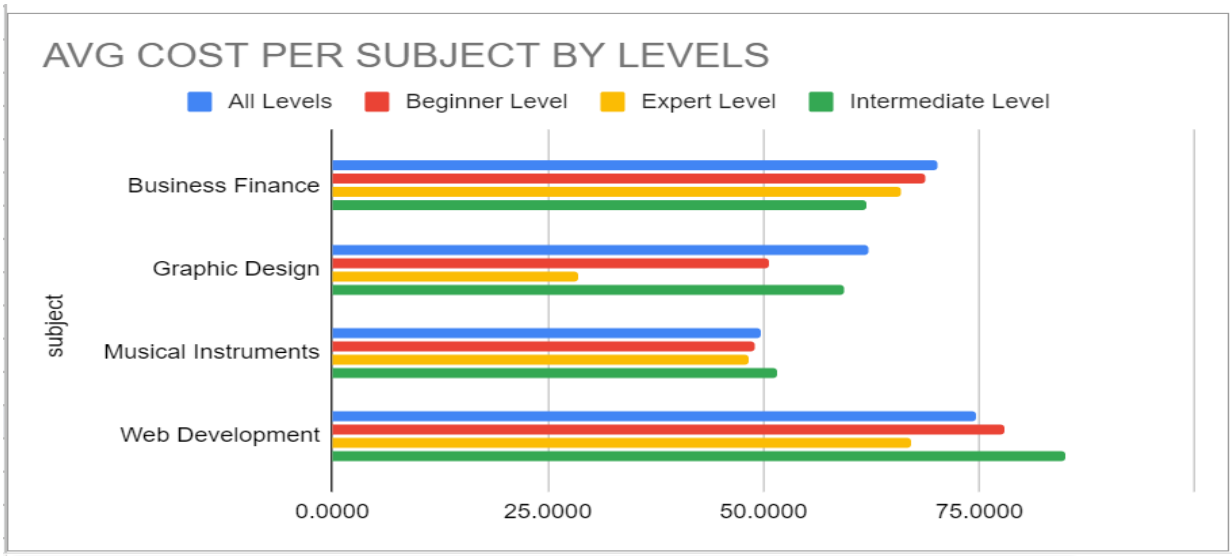
FIVE WHYS TO CONSIDER

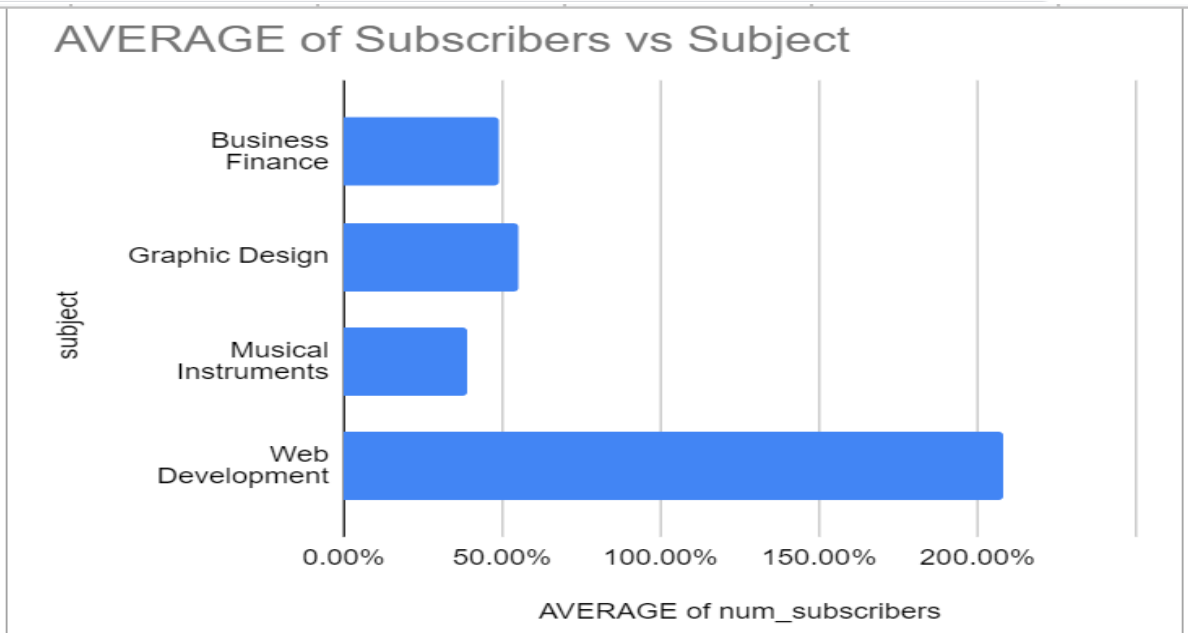
1. Why do stakeholders want to get insights on the revenue?
2. Why is web development the most purchased course?
3. Why is musical instrument course at the lowest even though it has decent rating?
4. Why is graphical design subject having less subscribers?
5. Why are business finances generating less revenue even if it has the second highest number of subscribers?

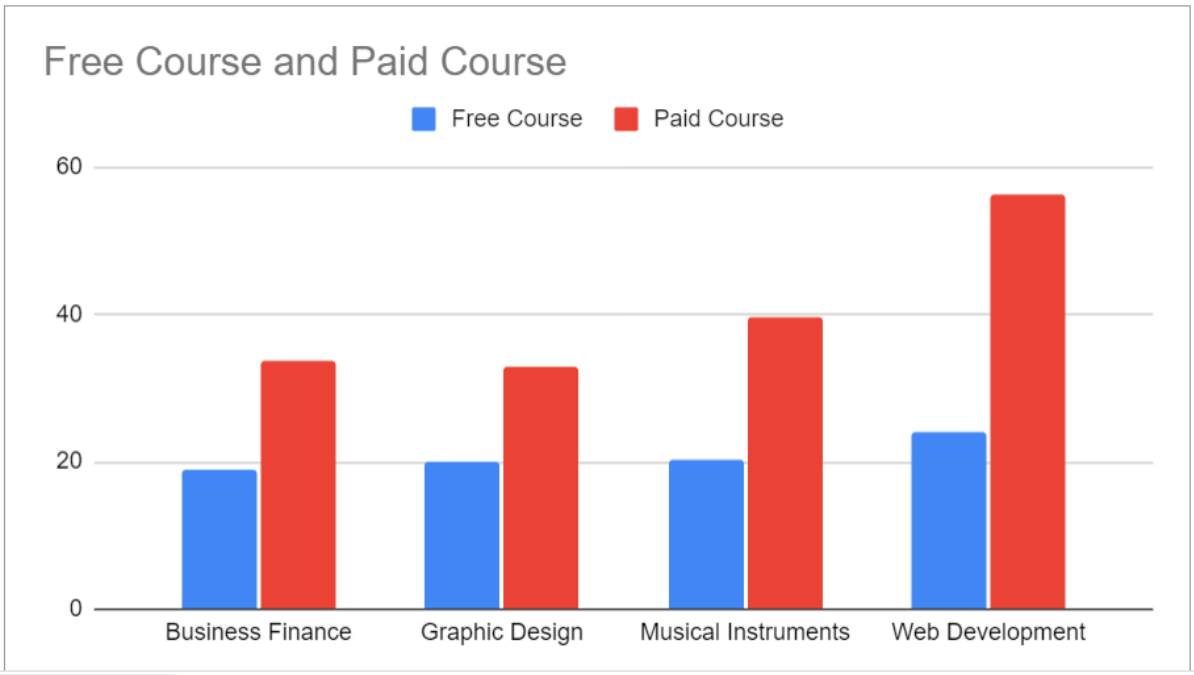
INSIGHTS

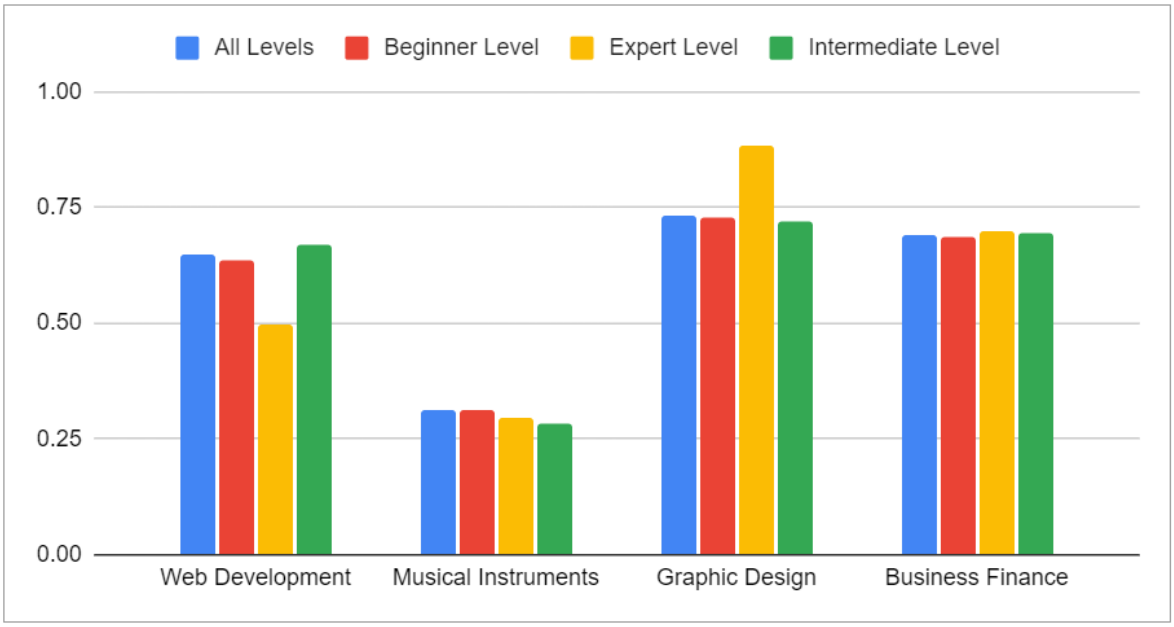
- We know that technology and business finances are one of the fastest growing areas in the market and the need for skilled people in this particular category is in high demand and web development skill being the most wanted and appreciated among them.
- From our insights also we can find that more and more people are subscribing for the Web development courses, followed by Graphics Design and Musical Instruments Category being the least subscribed too.
- Avg number of subscribers for Graphics Design is more than that of Business Finance Courses.
- As from the top 20 courses based on the number of subscribers, 12 courses were free and 8 were paid.
- On skimming down to the top 20 courses based on reviews, we find that there were 18 courses from web development category, 1 from business finances and one from musical instruments.


AVERAGE of content_duration vs subject
Web Development
Musical Instruments
Graphic Design
Business Finance
subject
0.000
2.000
4.000
6.000
AVERAGE of content_duration


AVG COST PER SUBJECT BY LEVELS
All Levels
Beginner Level
Expert Level
Intermediate Level
Business Finance
Graphic Design
Musical Instruments
Web Development
subject
0.0000
25.0000
50.0000
75.0000

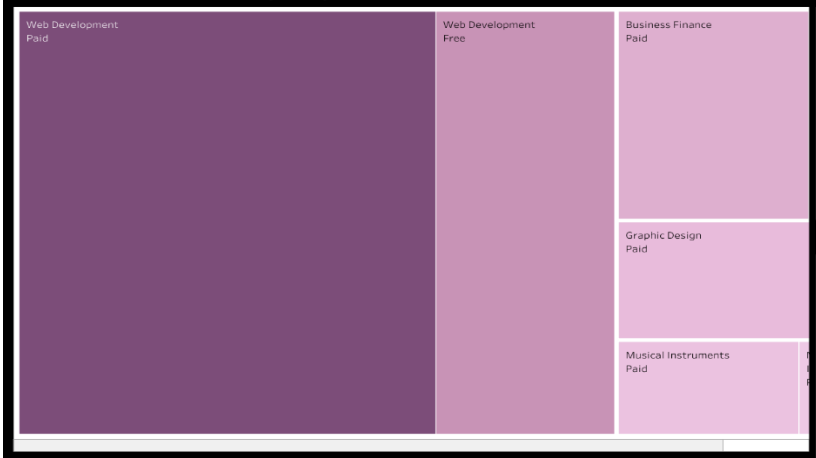

AVERAGE of Subscribers vs Subject
Business Finance
Graphic Design
Musical Instruments
Web Development
subject
0.00%
50.00%
100.00%
150.00%
200.00%
AVERAGE of num_subscribers


Free Course and Paid Course
Free Course
Paid Course
60
40
20
0
Business Finance
Graphic Design
Musical Instruments
Web Development

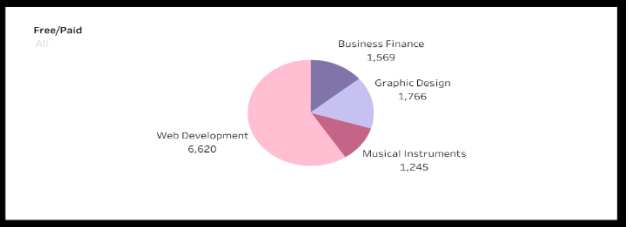

All Levels
Beginner Level
Expert Level
Intermediate Level
1.00
0.75
0.50
0.25
0.00
Web Development
Musical Instruments
Graphic Design
Business Finance

UDEMY COURSES OVERVIEW

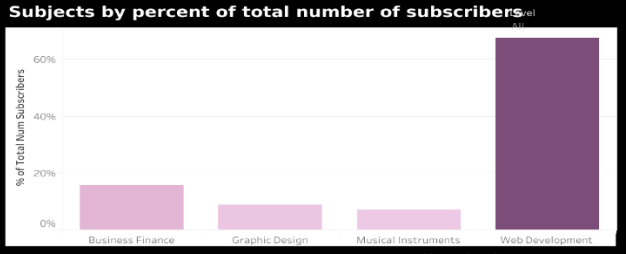
Number of Subscribers by Subjects



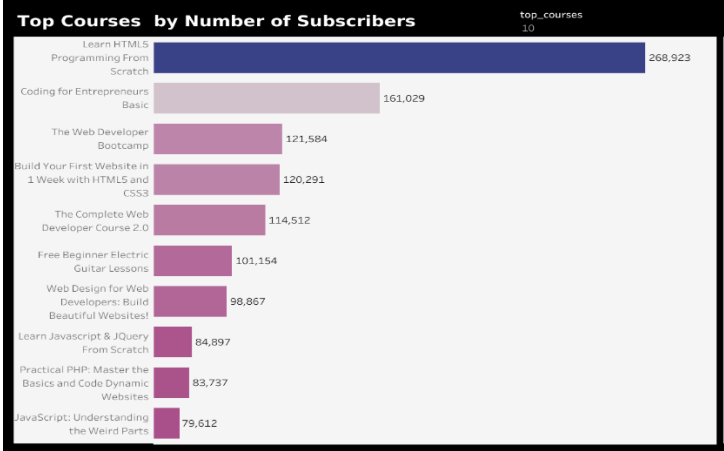
Subjects by AVG Number of Subscribers



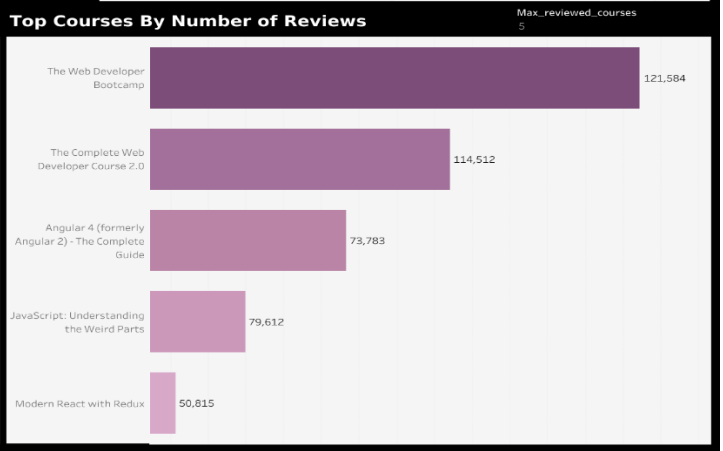
Subjects by percent of total number of subscribers



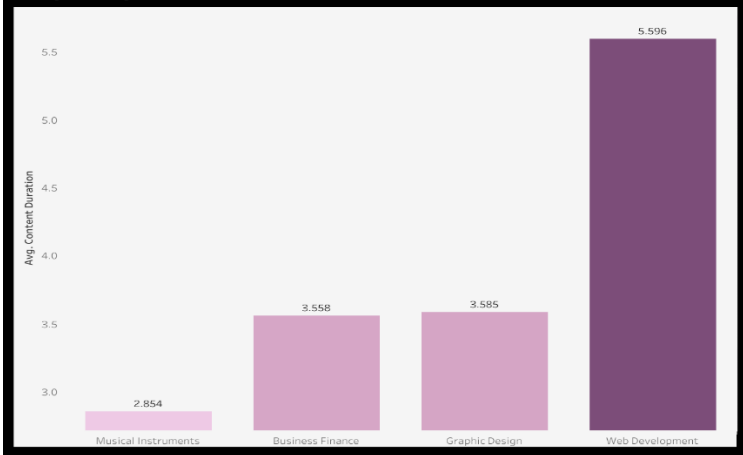
Top Courses by Number of Subscribers



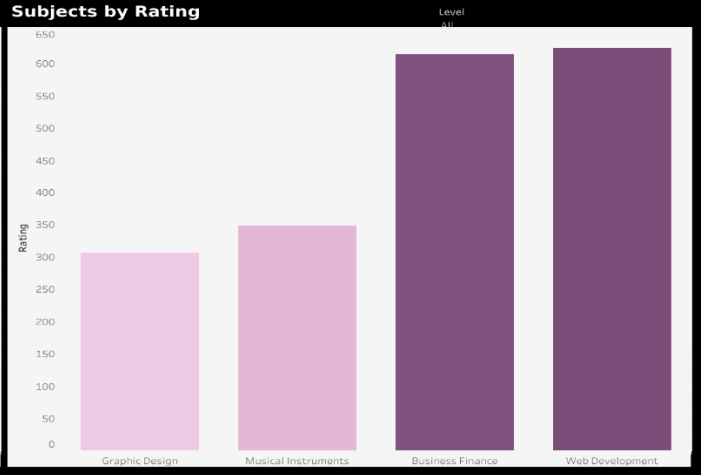
Top Courses By Number of Reviews



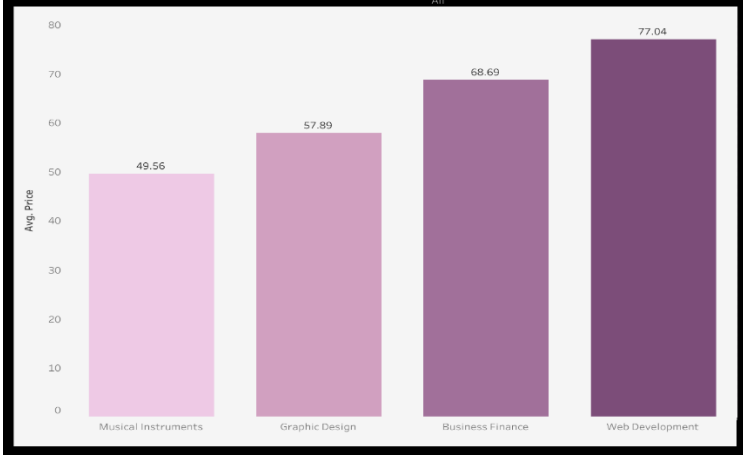
Subjects by AVG Content Duration



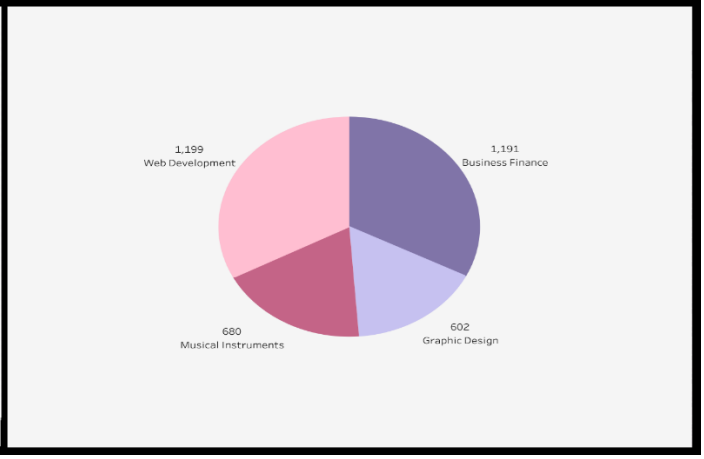
Subjects by Rating



Subjects by AVG Price



Count of Free Beginner Course By Subjects



SUGGESTIONS

Adding more courses to the business finances subject with some bonus add-ons might probably attract more subscribers.

Since Web development courses and business finance are the most subscribed, we can increase the price for the courses from both the categories to generate more revenues. To attract more subscribers, adding bonus mini courses on completion of the courses would be a benefit.

Graphics Designing courses are also having a healthy subscriber and boosting their sales would add more revenue. This can be done by adding discounts and bonus resources.