**UDEMY COURSES REPORT**

Udemy is a massive online open course (MOOC) platform offering free and paid courses. Anybody can create a course, a business model that allows Udemy to have hundreds of thousands of courses. This dataset contains records of courses from 4 subjects; Business Finance, Graphic Design, Musical Instruments, and Web Design taken from Udemy across seven different years; 2011, 2012, 2013, 2014, 2015, 2016, and 2017. This dataset was analyzed using Microsoft Power Business Intelligence (BI).

**ANALYSIS RESULTS**

**1.0 SUMMARY**

From the dataset,

**1.1** Total courses taken: Three thousand, six hundred and seventy-two (3,672).

**1.2** Total revenue: Eight hundred and eighty-five million dollars. ($885M).

**1.3** Total subscribers: Twelve million (12M).

**1.4** Total reviews: Five hundred and seventy-five thousand (575K).

**1.5** **Subscribers by Level**

The report shows that the majority of subscribers (6.9 million) opted for courses across all levels. The beginner level attracted 4.1 million subscribers, followed by 0.7 million at the intermediate level. The expert level had the fewest subscribers, with 50,196.

**1.6** **Price by Subject**

Learners invested $92,000 in Web Development courses, accounting for 38.05% of total spending. Business Finance courses received $82,000, while Graphic Design and Musical Instruments courses received $35,000 and $34,000, respectively, contributing to 13.87% of total spending.

**1.7** **Subscribers by Subject**

Web Development had the highest number of subscribers (8 million), followed by Business Finance (1.9 million), Graphic Design (1.1 million), and Musical Instruments (0.8 million).

**2.0 SUBSCRIBERS**

**2.1 Courses Taken and Subscribers by Subject**

A correlation exists between the number of subscribers and courses taken by the subject. Web Development, with the most subscribers (8 million), also had the highest number of courses taken (1,199). Similarly, Business Finance, with the second-highest subscribers (1.9 million), had the second-highest number of courses taken. This pattern continues with Musical Instruments and Graphic Design.

**2.2 Subscribers and Reviews Over Time**

The line graph illustrates a positive correlation between the number of subscribers and reviews over seven years. The highest number of subscribers (197,000) and reviews (3.5 million) occurred in 2015, followed by 2016. In contrast, 2011 had the lowest number of subscribers (4 thousand) and reviews (0.1 million).

**2.3 Subscribers by Is\_Paid and Level**

The clustered column chart reveals that most learners prefer paid courses across all levels, with the highest demand at the beginner level. In contrast, free courses attract the majority of learners at the beginner level, followed by all levels, with no demand for free expert-level courses due to the exclusive availability of paid expert-level courses.

**2.4 Subscribers by Is\_Paid and Subject**

The chart reveals that Web Development is the most sought-after subject, with a higher preference for paid courses. In contrast, creativity-related subjects like Graphic Design and Musical Instruments exhibit lower demand. Notably, Web Development attracts learners regardless of pricing, indicating a consistent interest in the subject.

**3.0 REVENUE**

**3.1 Total Revenue Over Time**

The area chart displays a temporal variation in total revenue, with 2015 achieving the highest value of $315M. Web Development and Business Finance were the dominant contributors to the elevated revenues in 2015 and 2016, whereas 2011 recorded the lowest total revenue, exclusively attributed to Web Development.

**3.2 Total Revenue by Subject**

Web Development generated the highest total revenue, amounting to $631 million. Business Finance followed with a total revenue of $124 million, while Graphic Design and Musical Instruments contributed $77 million and $53 million, respectively.

**3.3 Revenue by Level & Subject**

The analysis of revenue by level and subject indicates that Web Development consistently generated the highest revenue across all levels, beginner, and intermediate levels. Nonetheless, at the expert level, Business Finance emerged as the leading contributor to total revenue, surpassing Web Development.

**4.0 INFERENCE**

**4.1** Across the board, Web Development emerges as the most popular subject, with the highest number of subscribers, courses taken, and revenue generated. Learners are eager to acquire skills in this area as the world is now geared towards technology and IT.

**4.2** The data shows that the beginner level has the highest number of subscribers and courses taken, indicating that many learners prefer starting their journeys using online mediums like the Udemy platform.

**4.3** Despite the availability of free courses, learners are willing to pay for courses across all levels, with Web Development being the most sought-after subject. This suggests that learners value high-quality content and are willing to invest in their education especially when it is technology technology-related.

**4.4** Graphic Design and Musical Instruments, while still popular, trail behind Web Development and Business Finance in terms of subscribers and revenue. This certainly indicates that learners prefer to learn Graphic Design and Musical Instruments in person rather than online.

**4.5** The report shows that 2015 recorded the highest total revenue, with Web Development and Business Finance driving the growth. This could be due to various factors, such as increased demand for online learning and new course releases.

**5.0 RECOMMENDATIONS**

**5.1** While Web Development dominates the revenue across all levels, Business Finance surprisingly takes the lead at the expert level. This indicates a need for more expert-level courses in Web Development and other subjects.

**5.2** Web Development's consistent performance across various metrics suggests that learners are committed to acquiring skills in this area. Udemy, other online platforms, and course creators should take note and continue to develop high-quality content to meet this demand.