COURSE REVENUE ANALYSIS

PROJECT DESCRIPTION

Traditional methods of education have experienced drastic changes within the last couple of years. As a result of the effects of the COVID-19 pandemic and huge strides being made in terms of technological advancement, more and more people are embracing online education.

Being one of the largest e-learning platforms in the world, we are seeking to take advantage of these opportunities to create valuable content that people want and thereby increase our revenue.

In this project, the analysis of our past data on courses was done to enable us understand where opportunities to increase revenue may lie, and track the performance of these courses.
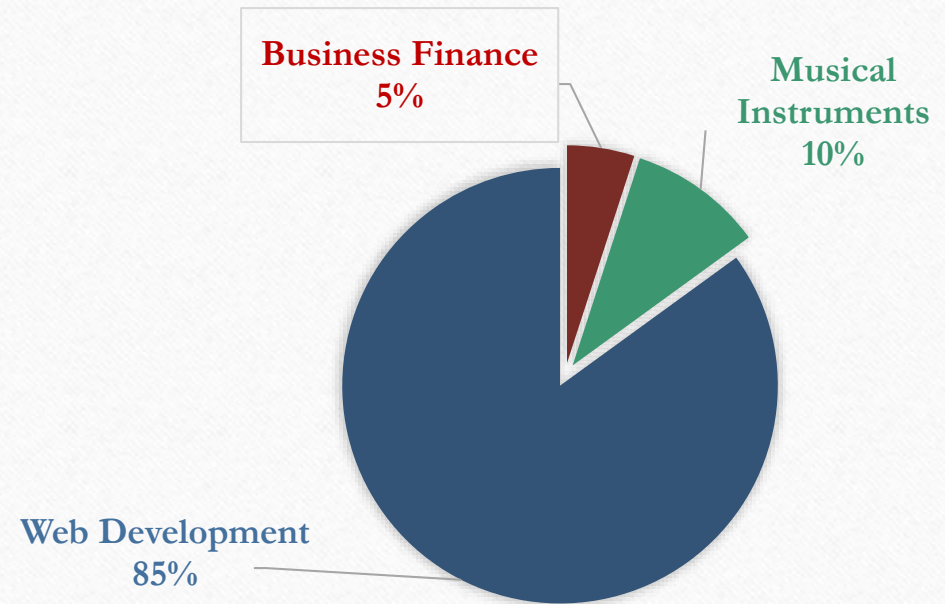
DESIGN

The Data was cleaned, transformed and visualized through the following steps.

- Removing duplicates and blank cells, this was done to ensure no data point impacts incorrectly on the analysis and to maintain the integrity of the data.

- Headers were renamed in a clear and concise format for ease of parsing.

- The 'Subject' of the data set was cleaned to make all entries consistent.

- Pivot tables were created to capture specific insights

- Insights were visualized using Microsoft Excel and Tableau.

FINDINGS

Number of courses in each per subject in the Top 20 most subscribed courses.

Subjects	No. of Courses
Business Finance	1
Musical Instruments	2
Web Development	17
Grand Total	20

Business Finance 5%

Musical Instruments 10%

Web Development 85%

Average number of subscribers in the courses in Each Subject

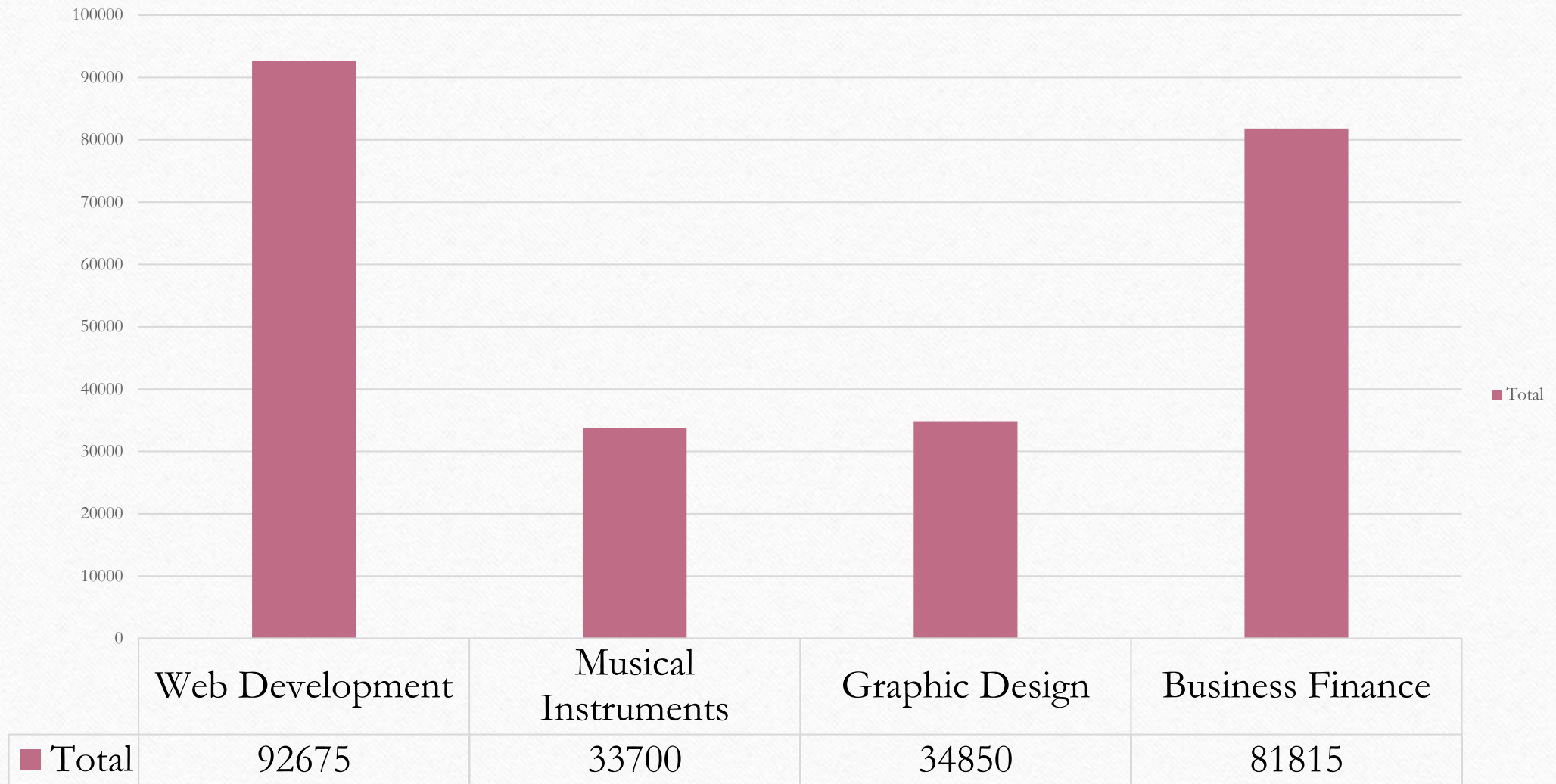|	Business Finance	Graphic Design	Musical Instruments	Web Development
Total	1569	1766	1245	6635
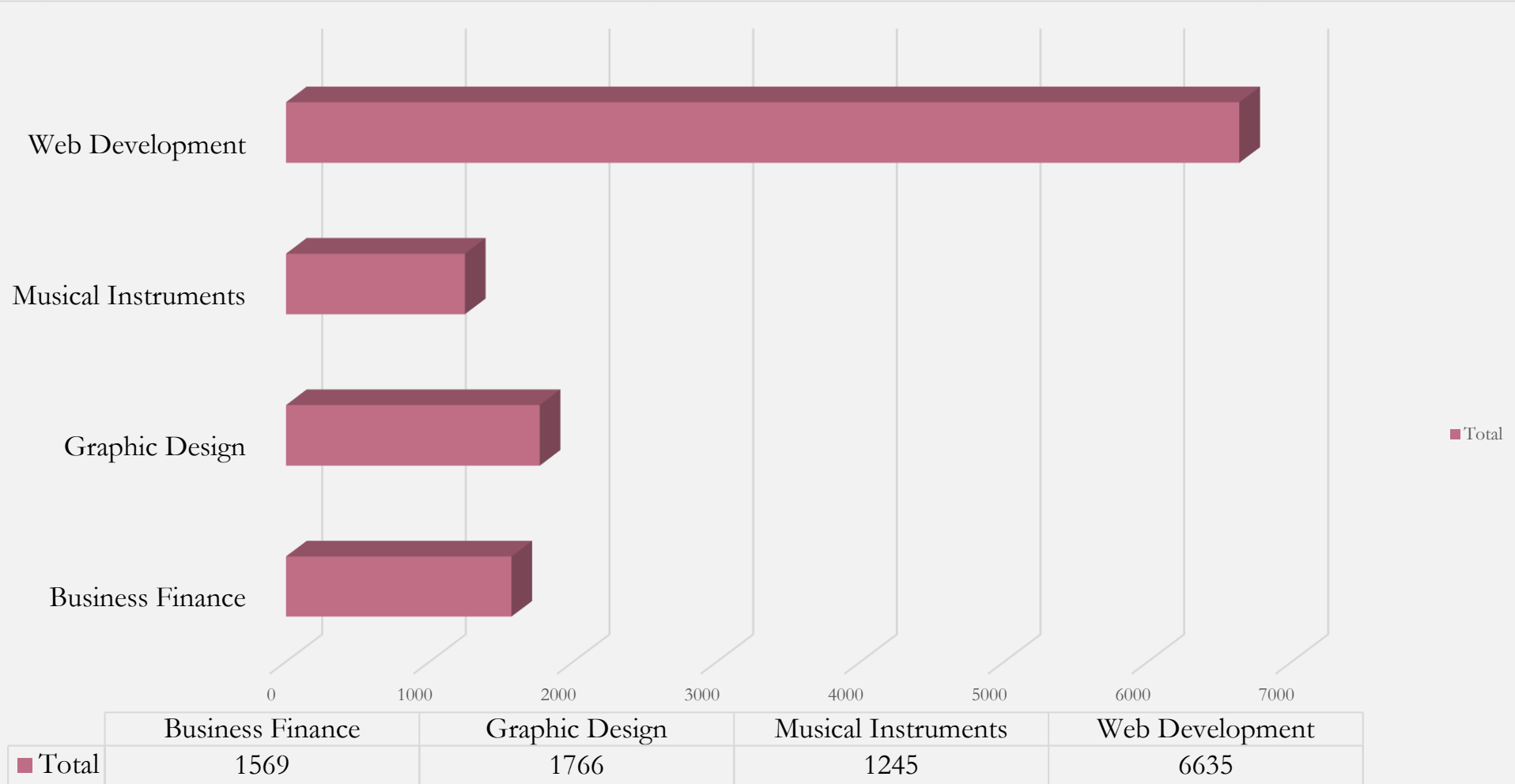
Average Amount paid (USD) per course at each level

Row Labels	Beginner Level	Expert Level	Intermediate Level	Grand Total
Business Finance	68.73	65.80	62.01	66.99
Graphic Design	50.68	28.57	59.41	52.58
Musical Instruments	48.98	48.33	51.60	49.54
Web Development	78.54	67.14	85.07	79.80
Grand Total	65.24	58.02	66.94	65.41
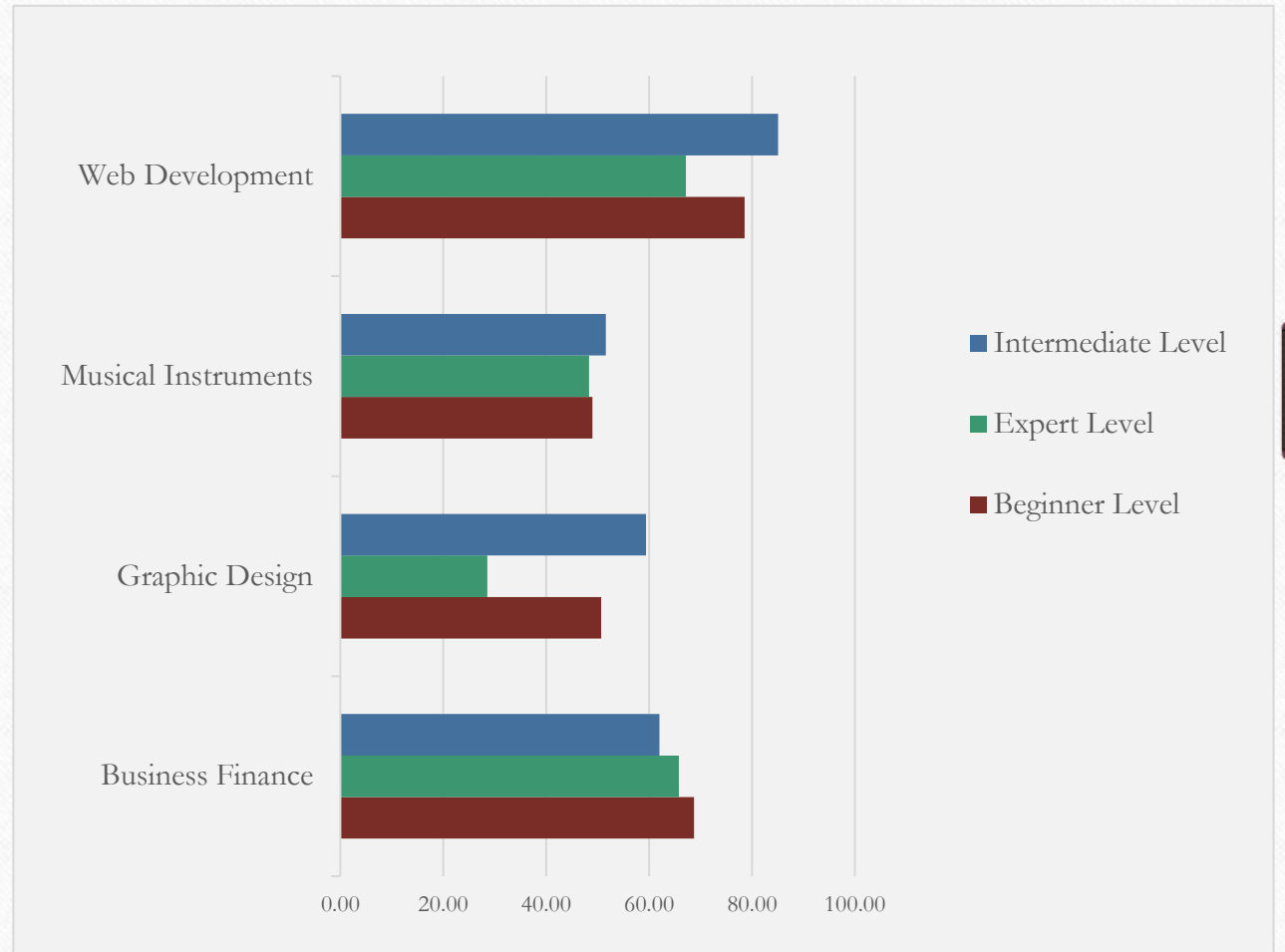
Total Income from Subjects

	Web Development	Musical Instruments	Graphic Design	Business Finance
▪ Total	92675	33700	34850	81815

Average Rating per Subject at each Level
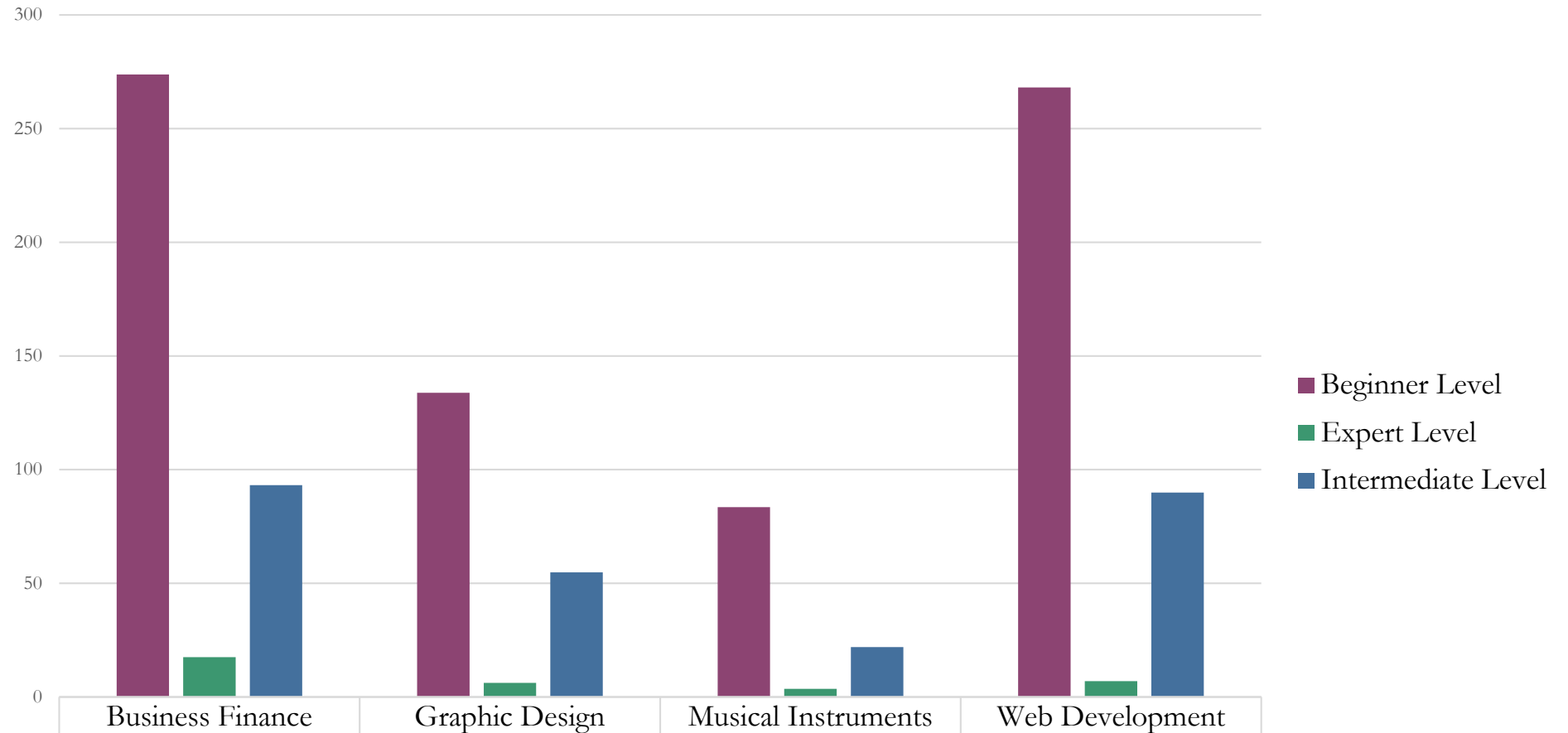
	Business Finance	Graphic Design	Musical Instruments	Web Development
Beginner Level	273.8	133.78	83.48	268.13
Expert Level	17.5	6.19	3.56	6.98
Intermediate Level	93.18	54.84	21.92	89.9

Average Content Duration for Each Subject

udemy

Web Development

Musical Instruments

Graphic Design

Business Finance

■ Total

0.00   1.00   2.00   3.00   4.00   5.00   6.00

	Business Finance	Graphic Design	Musical Instruments	Web Development
■ Total	3.56	3.59	2.85	5.59
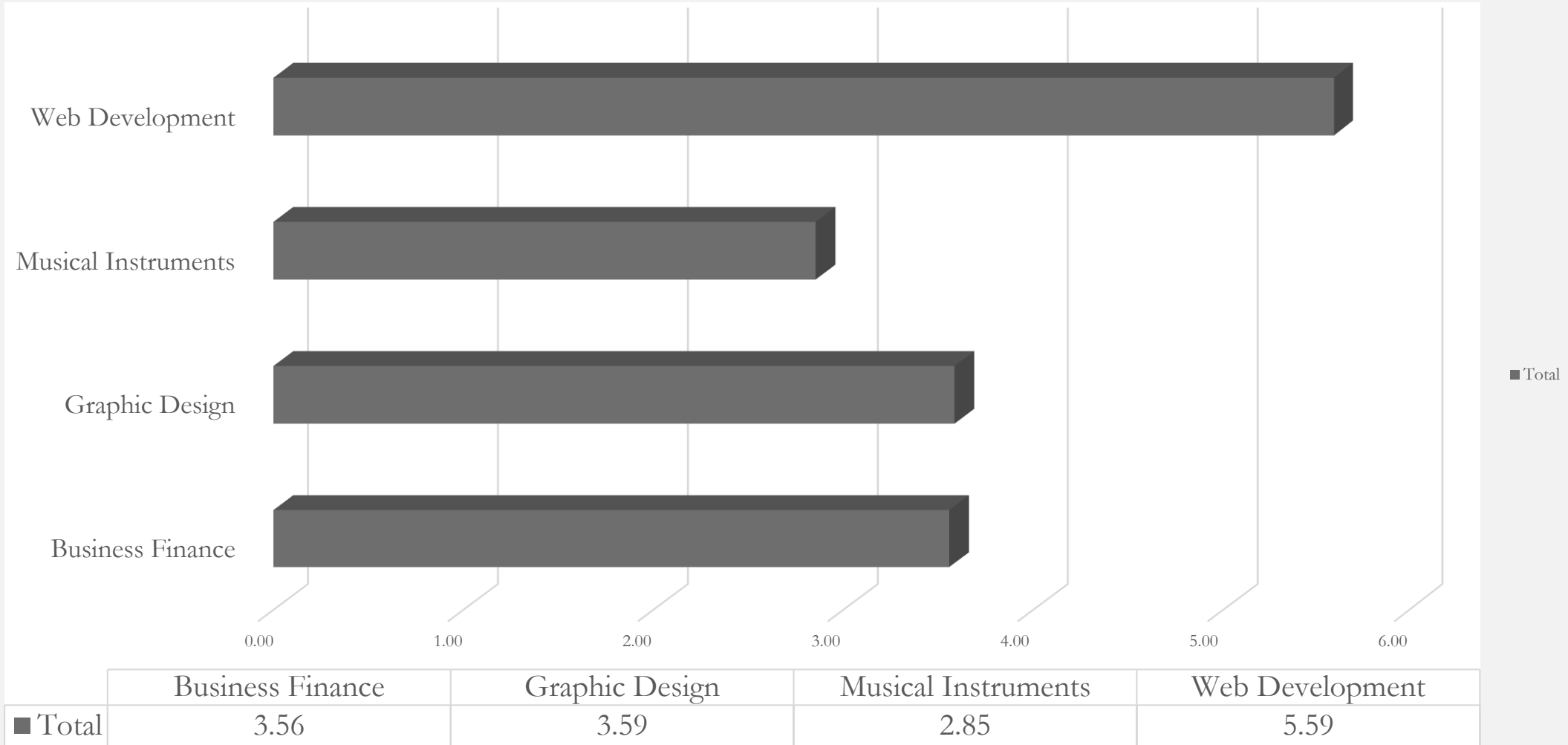
ANALYSIS

- Web Development courses bring in the most income, with a total of $92,675, followed closely by $81,815.

- The average price of courses is also highest with web development courses($79.80) , especially intermediate level courses ($85.07) and then Business and Finance courses ($66.99)

- From Findings, there are 17 web development courses among the top 20 most subscribed courses. Also, web development courses have an average of 6635 subscribers which is more than the average number of subscribers per course in all the other subjects combined. This shows that Web Development courses are the most sought after courses in the market today. This is most likely as a result of an increased demand for web developers and tech experts all around the world.

udemy

- Despite the higher fees charges for Web development courses, they are still the most subscribed courses.

- The Average rating for courses in each subject is highest in Business and Finance followed closely by Web development. This will be as a result of the quality of the course content which leads to customer satisfaction.

CONCLUSION

- Web Development courses are the most subscribed courses despite their relatively higher course fee and they bring it the most income

- Business and Finance courses have the highest customer satisfaction and also bring in a high income even with a significantly lower number of subscribers.

- Web development courses have the longest duration.

- More Web Development courses should be introduced and previous ones should be improved on for increased revenue.