• The Course Analytics Database Management System can be sold as a software package or web-based platform to manage and analyze course data.

• To market and sell the product, it is important to create a user-friendly interface, provide customizations and integrations, highlight the benefits, offer training, and support, and provide a free trial.

• A user-friendly interface can attract customers who may not have technical expertise but need to manage and analyze their course data.

• Customizations and integrations can attract customers with specific needs or who use other platforms for their business operations.

• Highlighting the benefits of the system, such as better insights into course engagement, improved instructor performance, and enhanced course offerings, can help attract customers.

• Providing training and support for the system can help customers feel more confident in their ability to use the product and increase customer satisfaction.

• Offering a free trial can help customers test the product and experience its benefits before committing to a purchase.

• Udemy has chosen the Instructor and Course Analytics Database as their information product for their strategic plan.

• The database will provide up-to-date and accurate information on course and instructor performance on their platform.

• The information will allow Udemy to make targeted improvements to increase student engagement, course completion rates, and overall course quality.

• The database is crucial for Udemy to stay competitive with other online learning platforms and retain customers in the online learning market.

The dashboard:

* To make informed decisions around course development, marketing, and platform optimization to improve the user experience and drive revenue growth.
* This information can be used to create better courses that are more engaging and retain users for longer periods of time, resulting in increased revenue for Udemy.
* Used to create better courses that are more engaging, retain users for longer periods of time, and receive positive reviews, resulting in increased revenue for Udemy.
* To provide feedback and support to instructors, improve the quality of their courses, and increase user engagement, resulting in increased revenue for Udemy.
* Line charts or area charts of the number of course subscribers or the course rating over time, to help stakeholders understand trends and identify popular courses.
* Heatmaps or geographic maps of the number of users or subscribers by country or region, to help stakeholders understand where their user base is concentrated.
* Stacked bar charts number of courses in each category broken down by whether they are paid or free, to help stakeholders understand how pricing affects course popularity.
* Word clouds or sentiment analysis of course reviews, to help stakeholders understand the common themes or sentiments expressed by users.
* The USER table allows executives to analyze the demographics of Udemy's user base, including age, gender, location, education level, and occupation. This information can help with targeted marketing and course development, such as creating courses that are tailored to specific demographics.
* Word clouds or sentiment analysis of course reviews, to help stakeholders understand the common themes or sentiments expressed by users.