

Udemy Courses Revenue Analyses

BY

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29/07/2021

Project Description

- ▶ Presenting data on course revenue thereby understanding where opportunities to increase revenue may lie, then tracking the performance of the courses to suggest or recommend how Udemy will increase their next quarterly earnings.
- ▶ Note; The data for the project was provided by udemy, it has four files representing four subjects; Business Finance, Musicals, Graphical Design and Web development.

Design

- ▶ The following are the steps taken to clean the data
- ▶ Upload the data to google sheets
- ▶ Append all the files to one using google sheets
- ▶ Export the appended files to Excel
- ▶ Remove duplicates with excel
- ▶ Make the data consistent with Excel find/select features
- ▶ Use Excel IF function to get the paid/free column
- ▶ Use Excel Right function to get just the date published
- ▶ Use Excel Vlookup to look up values on the datasets like the top 20 courses and their attributes/values
- ▶ Make use of Tableau to visualize the data because of its simplicity, dashboard features and ability to easily share public

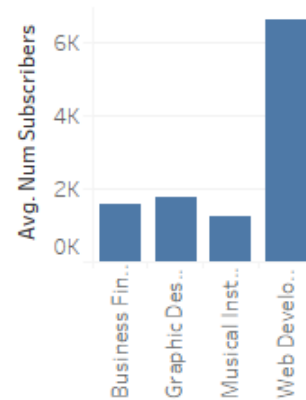
FINDINGS

Top 20 Courses	Paid/Free	Duration of Course	Date_Published	Level	Subject
Learn HTML5 Programming From Scratch	Free	10.5	2013-02-14	Beginner Level	Web Development
Coding for Entrepreneurs Basic	Free	3.5	2013-06-09	Expert Level	Web Development
The Web Developer Bootcamp	Paid	43	2015-11-02	Beginner Level	Web Development
Build Your First Website in 1 Week with HTML5 and CSS3	Free	3	2014-04-08	All Levels	Web Development
The Complete Web Developer Course 2.0	Paid	30.5	2016-03-08	Beginner Level	Web Development
Free Beginner Electric Guitar Lessons	Free	4.5	2012-06-15	All Levels	Musical Instruments
Web Design for Web Developers: Build Beautiful Websites!	Free	3	2015-04-13	All Levels	Web Development
Learn Javascript & JQuery From Scratch	Paid	2	2013-10-10	All Levels	Web Development
Practical PHP: Master the Basics and Code Dynamic Websites	Free	6.5	2014-07-19	Intermediate Level	Web Development
JavaScript: Understanding the Weird Parts	Paid	11.5	2015-03-12	All Levels	Web Development
Pianoforall - Incredible New Way To Learn Piano & Keyboard	Paid	30	2014-08-07	Beginner Level	Musical Instruments
Angular 4 (formerly Angular 2) - The Complete Guide	Paid	22	2016-02-11	Beginner Level	Web Development
Beginner Photoshop to HTML5 and CSS3	Free	2	2012-07-27	All Levels	Web Development
Web Development By Doing: HTML / CSS From Scratch	Free	1	2013-09-25	All Levels	Web Development
HTML and CSS for Beginners - Build a Website & Launch ONLINE	Free	6	2015-03-19	All Levels	Web Development
Become a Web Developer from Scratch	Paid	27.5	2011-11-19	All Levels	Web Development
Bitcoin or How I Learned to Stop Worrying and Love Crypto	Free	8	2013-04-20	All Levels	Business Finance
Quickstart AngularJS	Free	1.5	2014-11-22	Beginner Level	Web Development
Learn Responsive Web Development from Scratch	Free	4.5	2013-12-09	All Levels	Web Development
Learn and Understand AngularJS	Paid	7	2014-09-24	Beginner Level	Web Development

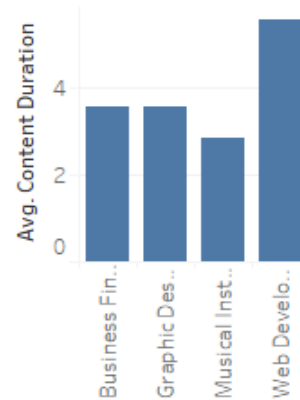
Visuals

Analyses of Udemy Courses

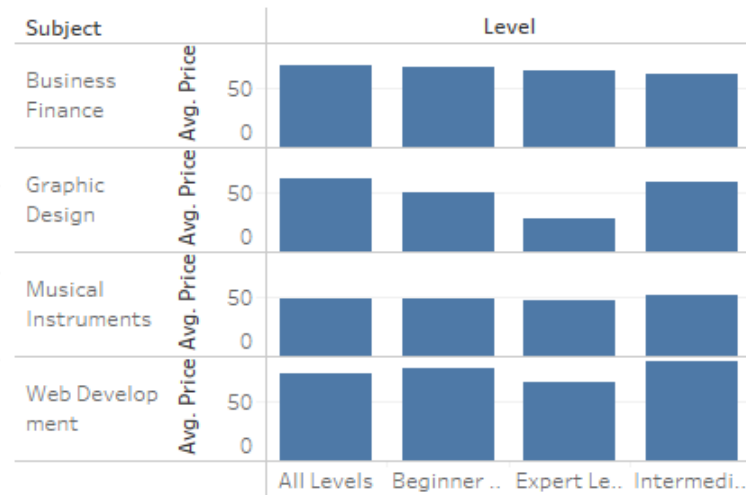
Average no. of subscription for each subject



Average content duration for each level



Average cost per subject at each level



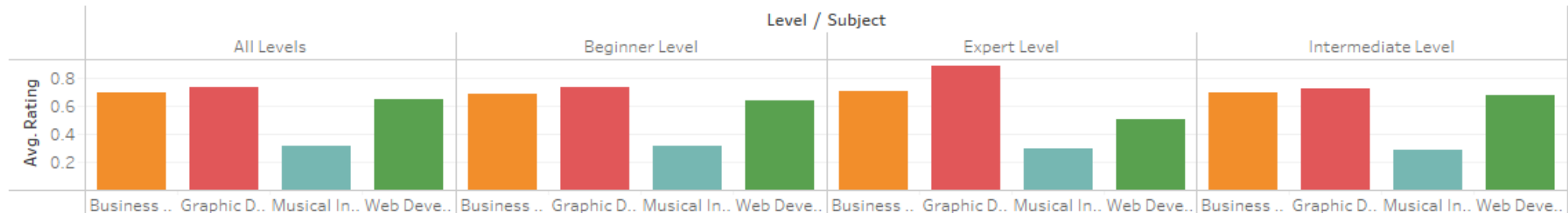
Total no of subscribers for each subject



Avg. Content ..
2.854 5.587

Subject
Business ..
Graphic ..
Musical I..
Web Dev..

Average rating per subject for each level



Analyses

- ▶ From our analyses we can see that;
- ▶ Web development has the highest number of subscribers, followed by business finance
- ▶ Web development have the highest average number of subscription, followed by graphic design
- ▶ Web development also have the highest content duration followed by graphical design
- ▶ Web development intermediate level has the highest average cost followed by the beginner level then business finance beginner level
- ▶ Graphical design have the highest rating followed by business finance on all levels.

Conclusion/Recommendation

- ▶ Web development should be given more focus, we can decide to increase the cost on web development beginner and expert level
- ▶ We can also decide to increase the cost on graphical design across all level because there is strong potential when view from the rating perspectives
- ▶ We should run a marketing campaign around business finance and musicals to improve its subscription.