



Udemy Data Analysis

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Project Description:

- *To better understand the pricing and subscriptions data of Udemy courses (for four different subjects) and identifying trends and patterns*
- *This will help us to:*
 - *Identify for which subject more courses should be created*
 - *Create targeted strategies to increase the company revenue*



Key questions:

1. What are the total numbers of subscribers in each subject?
2. How does the average content duration/price/number of students vary across different subjects?
3. How many courses are free and paid for each subject?
4. What is the average price of web development courses at different levels?
5. What are the 20 most popular courses? Also, include the following information:
 - Their level
 - Whether they are free or paid
 - Whether any are free beginner courses,
 - and the duration of the courses.
6. Does content duration impact the price of the course?

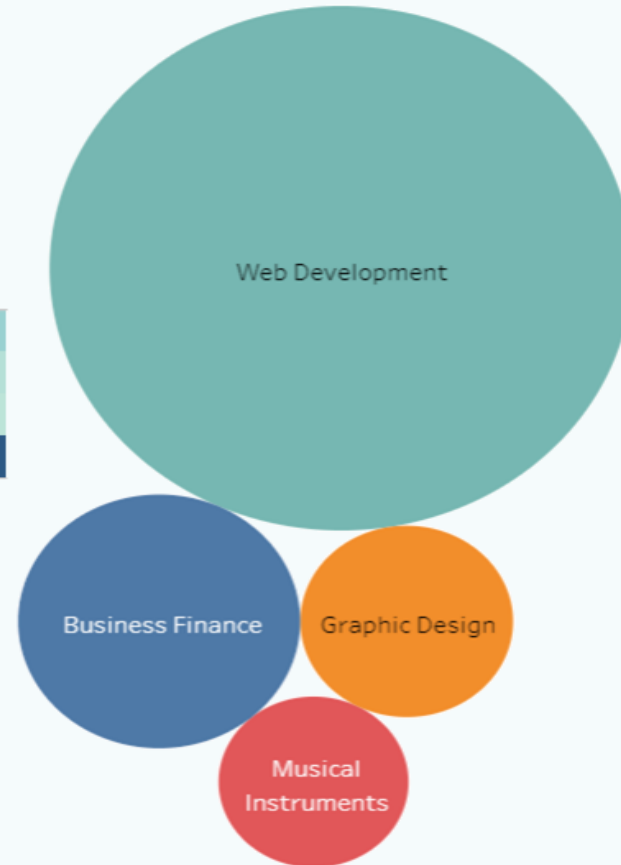


Findings & Insights



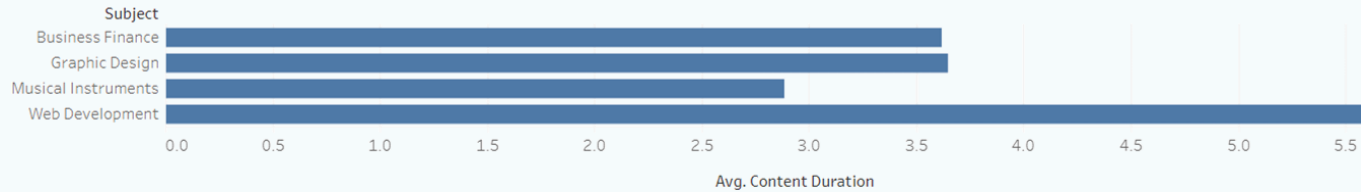
1. What are the total numbers of subscribers in each subject?

Subject	
Business Finance	1,868,711
Graphic Design	1,063,148
Musical Instruments	846,689
Web Development	7,981,935

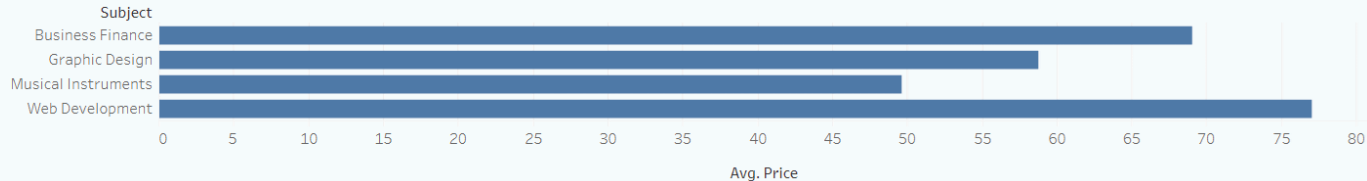




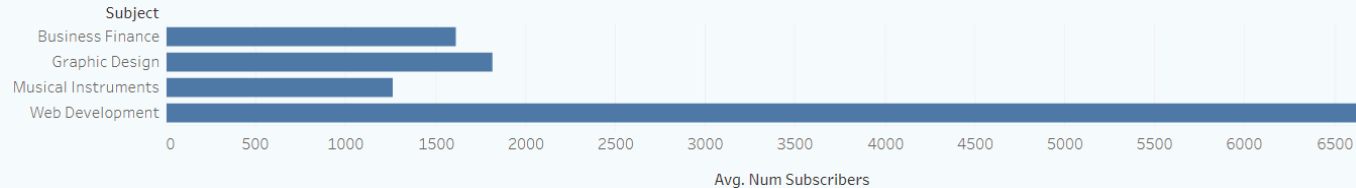
2. How does the average content duration/price/number of students vary across different subjects?



The content duration of the web development (5.587), which is at the forefront, is followed closely by graphic design (3.650), and finally, business finance (3.619) is also followed by musical instruments (2.885).



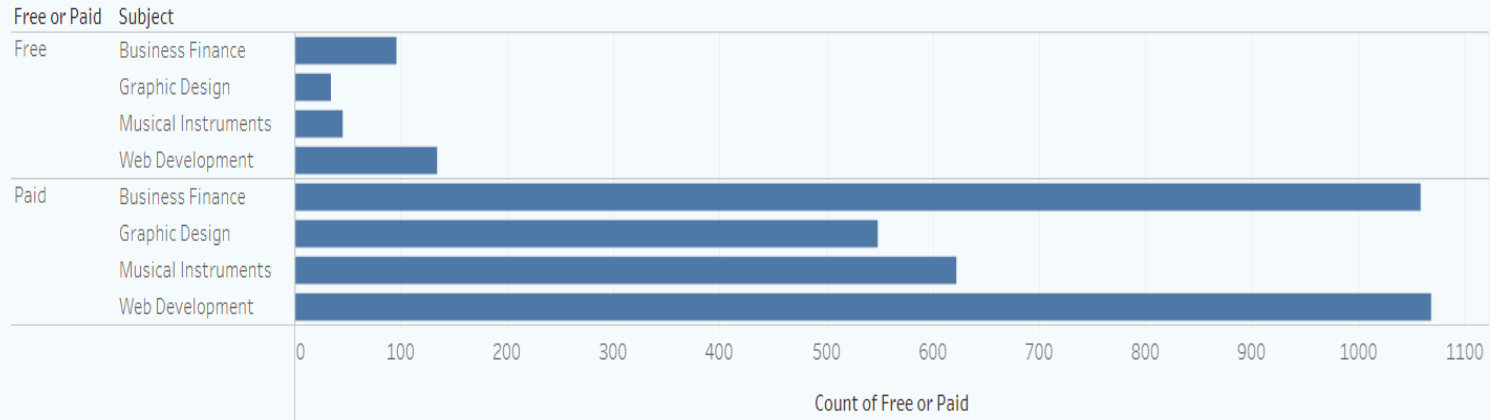
Web development (77.04) is at the top in terms of average price. Business finance (69.08) and graphic design (58.77) have swapped positions. Musical instruments (49.65) remain at the bottom in terms of price, with the best average price.



Web development (6,635) is at the top in number of students. Graphic design (1,820) is followed by business finance (1,618), and Musical instruments (1,266) remain at the bottom in number of students.



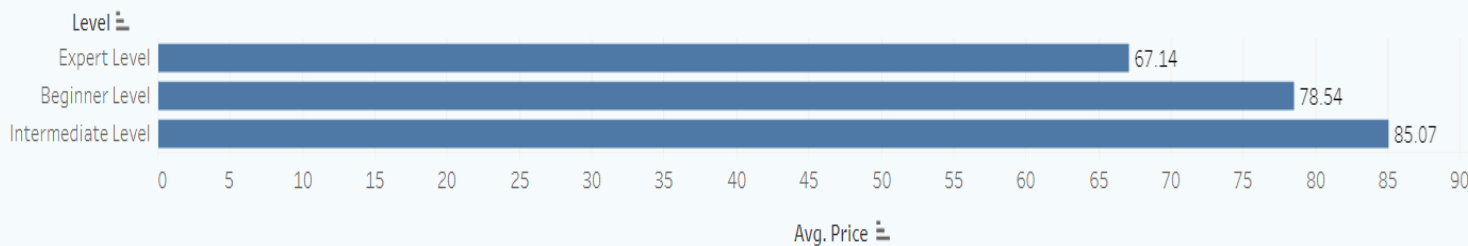
3. How many courses are free and paid for each subject?



Firstly, there is a proportional relationship between the number of courses (3,611) and the number of paid (3,300) and free (311) courses. Web development, being the subject with the most courses (1,203), also leads in both paid (1,069) and free (134) course counts. Business finance follows as the second in both total (1,155) and free (96) and paid (1,059) course counts, closely behind the leading course. Musical instruments, in third place via amounts (669) of free (46) and paid (623) courses, are closely followed by graphic design, which is in last place, with total courses (584), free (549) and paid (35) course's counts.



4. What is the average price of web development courses at different levels?



Interestingly, the average price of Expert-level Web Development courses is the lowest among all levels. Beginner-level courses are the second lowest priced, while Intermediate-level courses have the highest average price.

This is likely due to Beginner-level courses focusing on foundational technical knowledge, Expert-level courses containing advanced shortcuts and/or practical tips, and Intermediate-level courses being the most technically intensive and therefore the most valuable courses.

Hence, the distribution of average prices is as described.



5. What are the 20 most popular courses?

Course Title	Subject	
Learn HTML5 Programming From Scratch	Web Development	268,923
Coding for Entrepreneurs Basic	Web Development	161,029
The Web Developer Bootcamp	Web Development	121,584
Build Your First Website in 1 Week with HTML5 and CSS3	Web Development	120,291
The Complete Web Developer Course 2.0	Web Development	114,512
Free Beginner Electric Guitar Lessons	Musical Instruments	101,154
Web Design for Web Developers: Build Beautiful Websites!	Web Development	98,867
Learn Javascript & JQuery From Scratch	Web Development	84,897
Practical PHP: Master the Basics and Code Dynamic Websites	Web Development	83,737
JavaScript: Understanding the Weird Parts	Web Development	79,612
Pianoforall - Incredible New Way To Learn Piano & Keyboard	Musical Instruments	75,499
Angular 4 (formerly Angular 2) - The Complete Guide	Web Development	73,783
Beginner Photoshop to HTML5 and CSS3	Web Development	73,110
Web Development By Doing: HTML / CSS From Scratch	Web Development	72,932
HTML and CSS for Beginners - Build a Website & Launch ONLINE	Web Development	70,773
Become a Web Developer from Scratch	Web Development	69,186
Bitcoin or How I Learned to Stop Worrying and Love Crypto	Business Finance	65,576
Quickstart AngularJS	Web Development	64,128
Learn Responsive Web Development from Scratch	Web Development	59,639
Learn and Understand AngularJS	Web Development	59,361

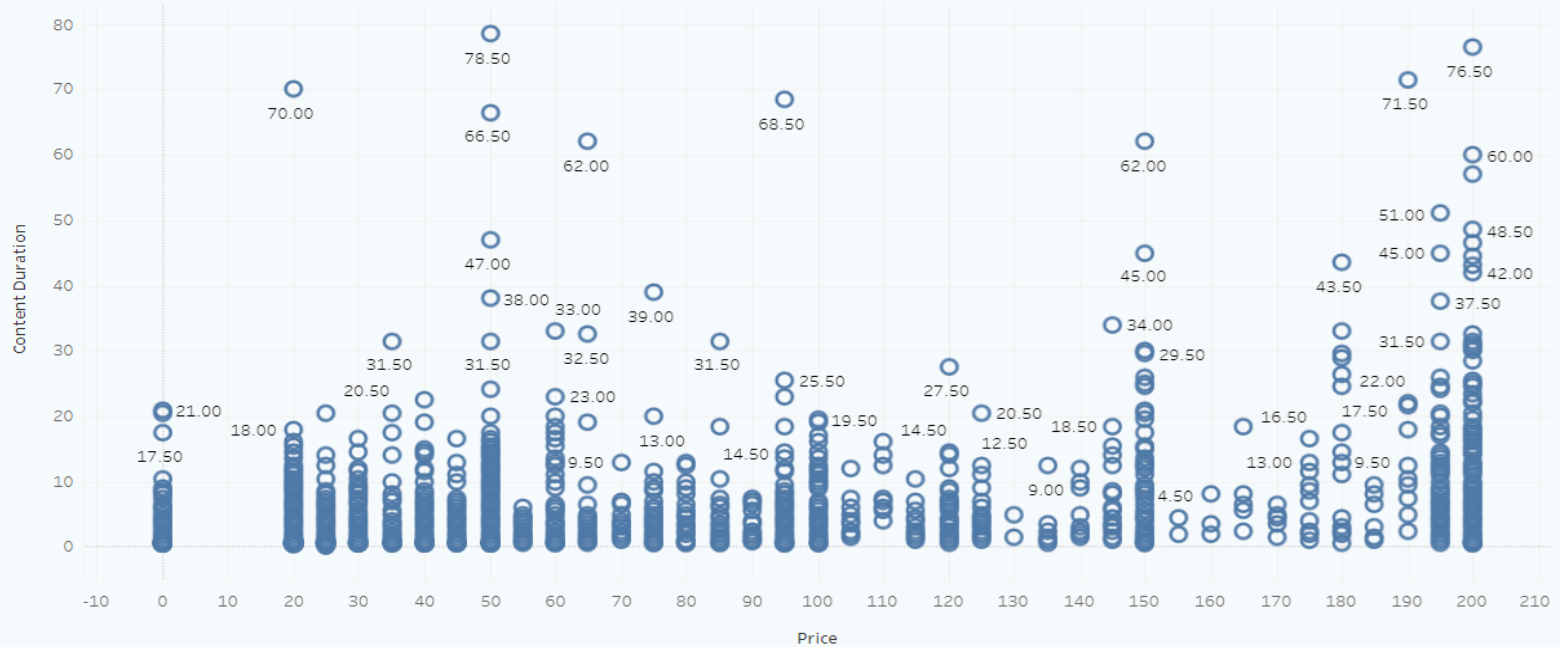
Among the 1,918,593 participants, the most popular courses within the top 20 courses in terms of participants belong to Web Development courses, with 17 courses and 1,676,364 participants.

Only 2 courses are for Musical Instruments with 176,653 participants, and 1 course is for Business Finance with 65,576 participants.

Additionally, there is a sharp difference of 40% between the course with the most participants and the second course.



6. Does content duration impact the price of the course?



As the Content Duration level increases, price diversity decreases, with a significant portion of prices showing a distribution above 100, and even 150. It can be said that price diversity increases in the region where Content Duration is below 20. After surpassing a Content Duration of 17.50, price increases begin. The highest prices are observed in regions where Content Duration is below 35.



Summary



Summary of findings:

- **Top 5 courses:**
 - Almost 68% of subscribers come from Web Development and the top 5 courses are for Web development as well
 - Most of the courses in the top 5 are at the Beginner level
 - The lectures of the top 5 courses account for 36% of the lectures of the top 20 courses
 - The reviews of the top 5 courses represent 42% of the reviews of the top 20 courses
 - The arithmetic average of the ratings for the top 5 courses (0.75) is the same as the arithmetic average of the ratings for the top 20 (0.75).
- **Business Finance vs Web Development:**
 - Business Finance and web development have almost equal number of total courses (1,155 vs 1,203), but web development course are almost 2x in content duration and have 4x the average subscribers.
 - The web development course, which has the most courses (1,203), also takes the lead in average price (77.04). Business finance ranks second both in terms of course count (1,155) and average price (69.08).
 - Musical instruments, with a course count of (669), is third, almost half of the second-place course count, and ranks fourth in price (49.65).
 - Graphic design, with a course count of (584), ranks fourth in terms of course count but third in price (58.77).
- **Course Pricing:**
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Actions & Recommendations



Recommended actions:

Product recommendations:

- Focus on getting more paid course by creators in Business Finance, Musical instruments and Graphic design, are they have half as many participants as the first one, When combined.
- To increase the number of expert-level courses, communication should be established with high-level creators, and competitive-priced courses should be created in this regard. Additionally, for intermediate courses, top-level instructors should be commissioned to create content at least half as much as expert-level courses to increase their numbers.

Marketing recommendations:

- Our data tells us that our web development courses are most popular and people are willing to pay for it. Marketing and advertising campaigns should therefore The web development courses should continue. In these efforts, references should be made to participant numbers, and separate campaigns should be conducted for beginner-level enrolments to encourage those at the beginner level to progress to the next level.
- Although Business finance ranks second in course count, business finance lags significantly behind the leader in terms of participants, suggesting that efforts should be made to increase participation through discount campaigns, interconnected courses, and/or bundled packages offering special prices to attract more participants.
- For Musical instruments and Graphic design, increasing participant numbers can be attempted by enhancing price attractiveness through campaign offers featuring interconnected or sequential-level courses with bundled discounts.



Thank you!