

MOST POPULAR COURSES ON UDEMY

DESCRIPTION:

- The purpose of this report is to find the insights from where we can increase the revenue for the company.
- We will understand where opportunities to increase revenue may lie, and track the performance of courses.
- We have data of all students with their registered courses.
- Using this data, we will find most enrolled courses and will get more details about it like whether it beginner friendly or not, is it fee or paid, duration of course etc.
- By all these analysis we will get clear picture and we can easily decide the revenue corners from where we can increase our profit.

STEPS TAKEN TO CLEAN THE DATA:

- Imported data to Google sheet.
- Filter rows by null value. By this all empty rows will be appeared. Deleted all empty rows
- Removed all duplicated values to find unique results.
- Give concise headers to make it more understandable.
- Replace few values with better values.

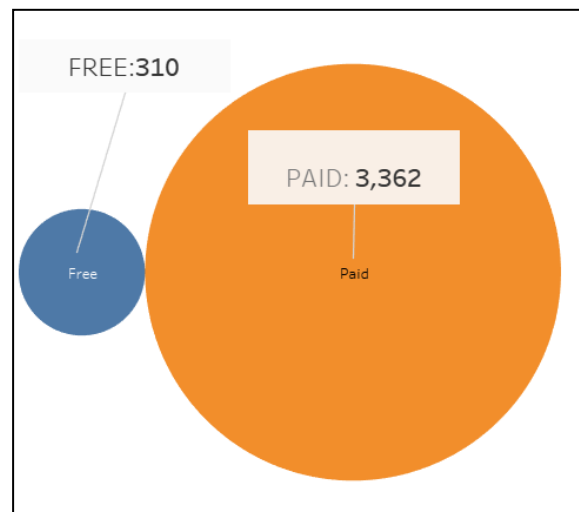
VISUALISATION TOOLS USED:

- **Google Charts** - To show different tables/pivots with their results in pictorial manner.
- **Tableau** – For better understanding of data and for finding relationships between columns/attributes of tables. Moreover, we used tableau for better pictorial representation.

FINDINGS:

- **Count of free and paid courses.**

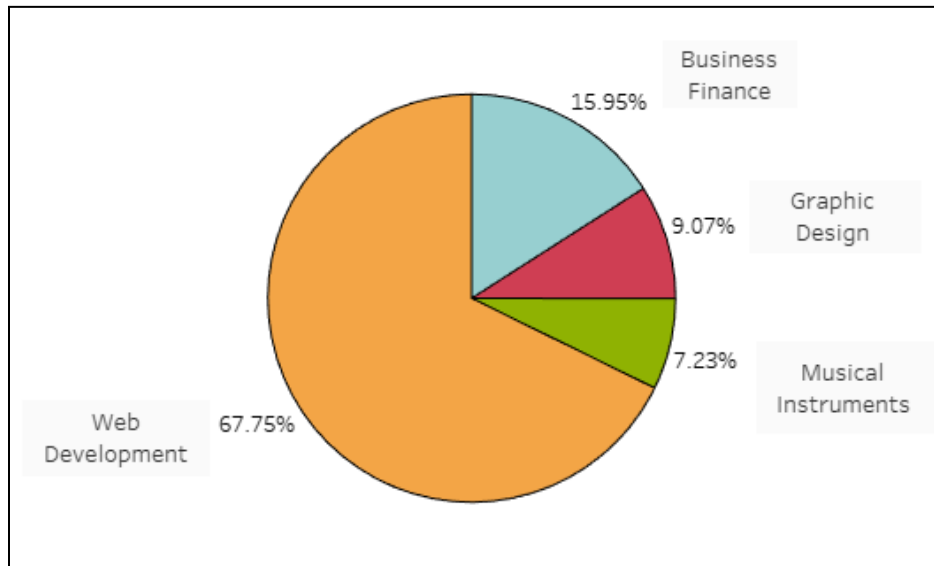
Free/Paid	COUNT of Free/Paid
Free	310
Paid	3362
Grand Total	3672



MOST POPULAR COURSES ON UDEMY

➤ Number of subscribers of each subject

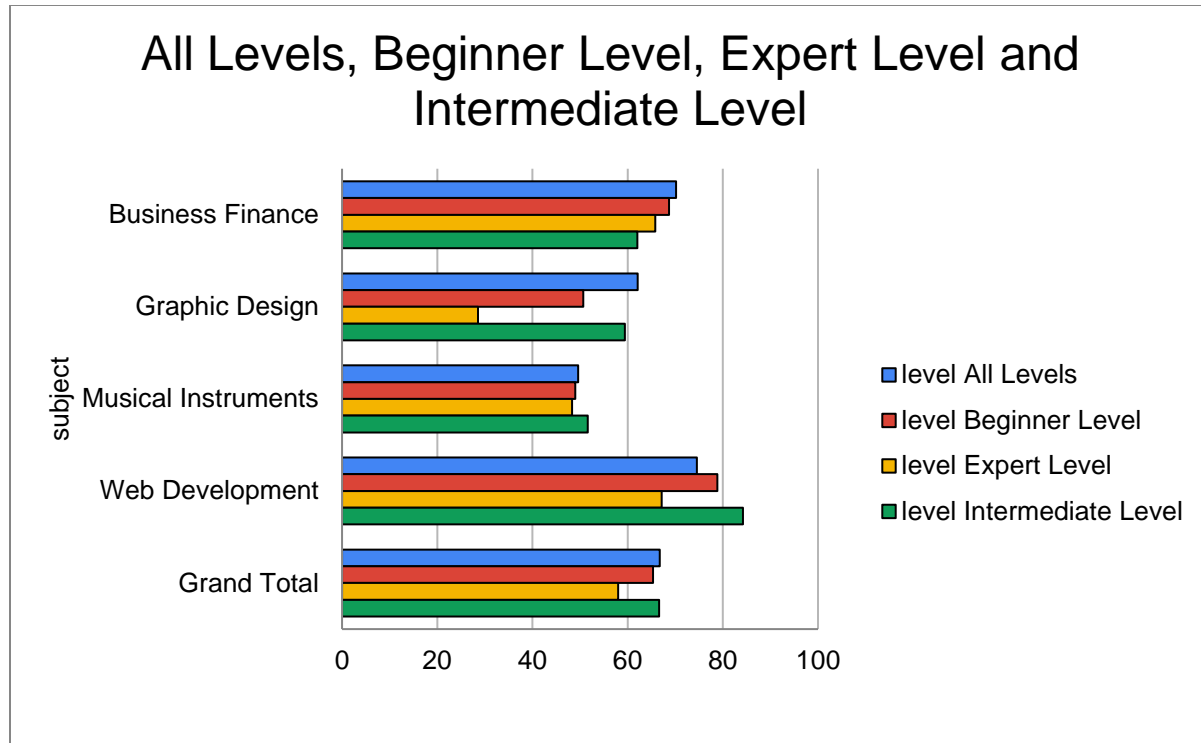
subject	Number of subscribers
Business Finance	1868711
Graphic Design	1063148
Musical Instruments	846689
Web Development	7937287
Grand Total	11715835



➤ Price with respect to difficulty of courses.(in dollars)

AVERAGE of price	level				
subject	All Levels	Beginner Level	Expert Level	Intermediate Level	Grand Total
Business Finance	70.19747235	68.73433584	65.8	62.01492537	68.69437448
Graphic Design	62.11940299	50.67934783	28.57142857	59.40789474	57.89036545
Musical Instruments	49.58333333	48.98496241	48.33333333	51.6025641	49.55882353
Web Development	74.54976303	78.83054893	67.14285714	84.2481203	77.03502919
Grand Total	66.75324675	65.30757098	58.01724138	66.63895487	66.10294118

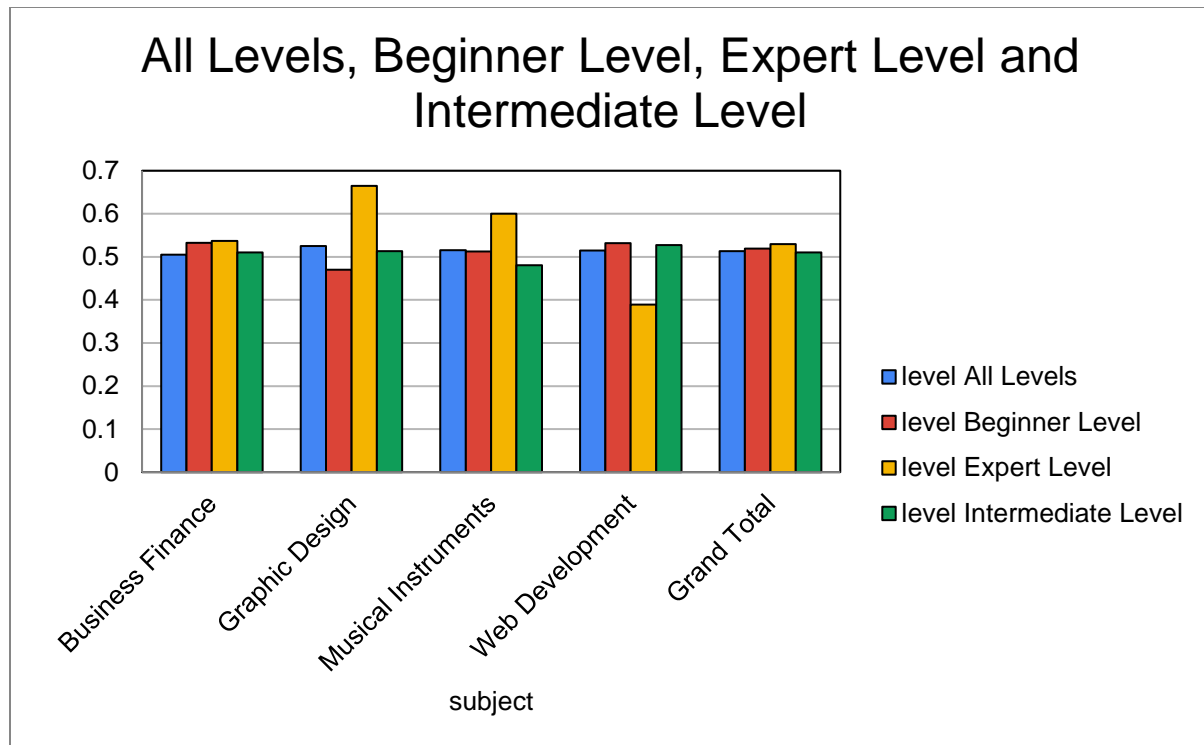
MOST POPULAR COURSES ON UDEMY



➤ Average rating of courses

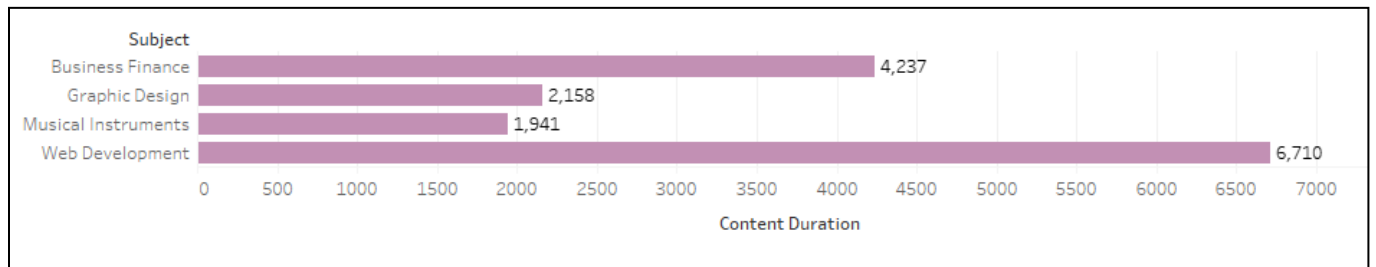
subject	All Levels	Beginner Level	Expert Level	Intermediate Level	Grand Total
Business Finance	0.504938628	0.532425032	0.536883678	0.509995459	0.515386417
Graphic Design	0.525302429	0.469942951	0.664629253	0.51327958	0.508484169
Musical Instruments	0.515470857	0.51224262	0.600456529	0.480706306	0.511720095
Web Development	0.514631826	0.532172363	0.38891942	0.527322422	0.520701351
Grand Total	0.513442581	0.519040889	0.529738741	0.510635662	0.51531135

MOST POPULAR COURSES ON UDEMY



➤ Average course duration of different subjects

subject	Content Duration
Business Finance	3.557696613
Graphic Design	3.585465116
Musical Instruments	2.854387255
Web Development	5.596121768
Grand Total	4.097603486



MOST POPULAR COURSES ON UDEMY

➤ Top 20 courses on Udemmy

2	Course	Rating	Level	Free/Paid	Duration	Subject
3	Learn HTML5 Programming From Scratch	0.82	Beginner Level	Free	10.5	Web Development
4	Coding for Entrepreneurs Basic	0.69	Expert Level	Free	3.5	Web Development
5	The Web Developer Bootcamp	0.89	Beginner Level	Paid	43	Web Development
6	Build Your First Website in 1 Week with HTML5 and CSS3	0.78	All Levels	Free	3	Web Development
7	The Complete Web Developer Course 2.0	0.55	Beginner Level	Paid	30.5	Web Development
8	Free Beginner Electric Guitar Lessons	0.88	All Levels	Free	4.5	Musical Instruments
9	Web Design for Web Developers: Build Beautiful Websites!	0.82	All Levels	Free	3	Web Development
10	Learn Javascript & JQuery From Scratch	0.79	All Levels	Paid	2	Web Development
11	Practical PHP: Master the Basics and Code Dynamic Websites	0.85	Intermediate Level	Free	6.5	Web Development
12	JavaScript: Understanding the Weird Parts	0.69	All Levels	Paid	11.5	Web Development
13	Pianoforall - Incredible New Way To Learn Piano & Keyboard	0.96	Beginner Level	Paid	30	Musical Instruments
14	Angular 4 (formerly Angular 2) - The Complete Guide	0.90	Beginner Level	Paid	22	Web Development
15	Beginner Photoshop to HTML5 and CSS3	0.94	All Levels	Free	2	Web Development
16	Web Development By Doing: HTML / CSS From Scratch	0.39	All Levels	Free	1	Web Development
17	HTML and CSS for Beginners - Build a Website & Launch ONLINE	0.57	All Levels	Free	6	Web Development
18	Become a Web Developer from Scratch	0.61	All Levels	Paid	27.5	Web Development
19	Bitcoin or How I Learned to Stop Worrying and Love Crypto	0.56	All Levels	Free	8	Business Finance
20	Quickstart AngularJS	0.96	Beginner Level	Free	1.5	Web Development
21	Learn Responsive Web Development from Scratch	0.55	All Levels	Free	4.5	Web Development
22	Learn and Understand AngularJS	0.87	Beginner Level	Paid	7	Web Development

CONCLUSIONS:

- There are more paid courses than free courses but majority of student are opting for free courses.
- Web development is most popular among all subjects. It covers 67.75% of all subjects.
- Out of 20 most popular courses, 17 are web development courses. Free courses are more popular than paid courses.
- Graphic design expert courses got best average rating among all courses.
- Almost all courses in top 20 are beginner friendly courses.

SOLUTIONS FOR OUR BUSINESS PROBLEM:

- Since majority popular courses are of web development. So we need to charge fee for free courses. We will not make it very expensive since no student will opt for it then, but we can change it from free to affordable courses.
- We can make other courses like 'business development' and 'musical instruments' free in initial days to attract students. When enrollment will increase, we can slowly make it paid with nominal amount of charges.
- From the rating of students, we figured out that, some courses are less rated. We can give feedback form to students in which they can write their requirements or improvements which they need in different courses. By their feedbacks we can easily make courses for popular.
- By analyzing time duration of different subjects, we found that web development curriculums are more extensive than others. So we need to make other courses more extensive so that students will get complete understanding of their interest areas.