Coursera Course Data Analysis: Business Insights

Analysis of Course Offerings, Enrollment, and Trends

por Jose

Project Overview

Analysis Focus
Examining Coursera data to identify key trends in course offerings and enrollment patterns.

Data Scope
Comprehensive review of course offerings, ratings, and user engagement metrics.

Goal
Provide actionable recommendations for Coursera and course creators.

Data & Methodology

Data Source

Comprehensive Coursera dataset with detailed course information.
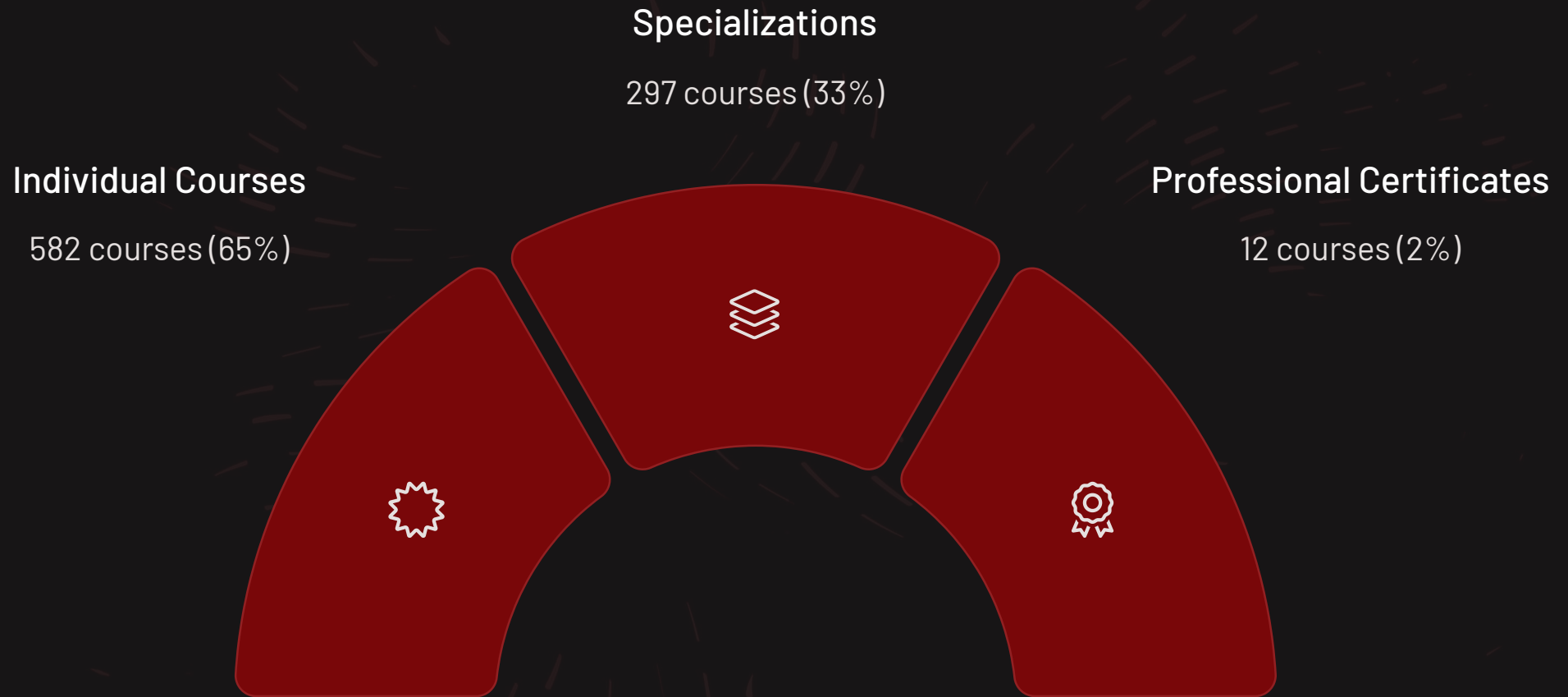
Key Variables

Course title, organization, certificate type, rating, difficulty, and enrollment figures.

Analysis Approach

Exploratory Data Analysis including cleaning, statistics, and visualizations.
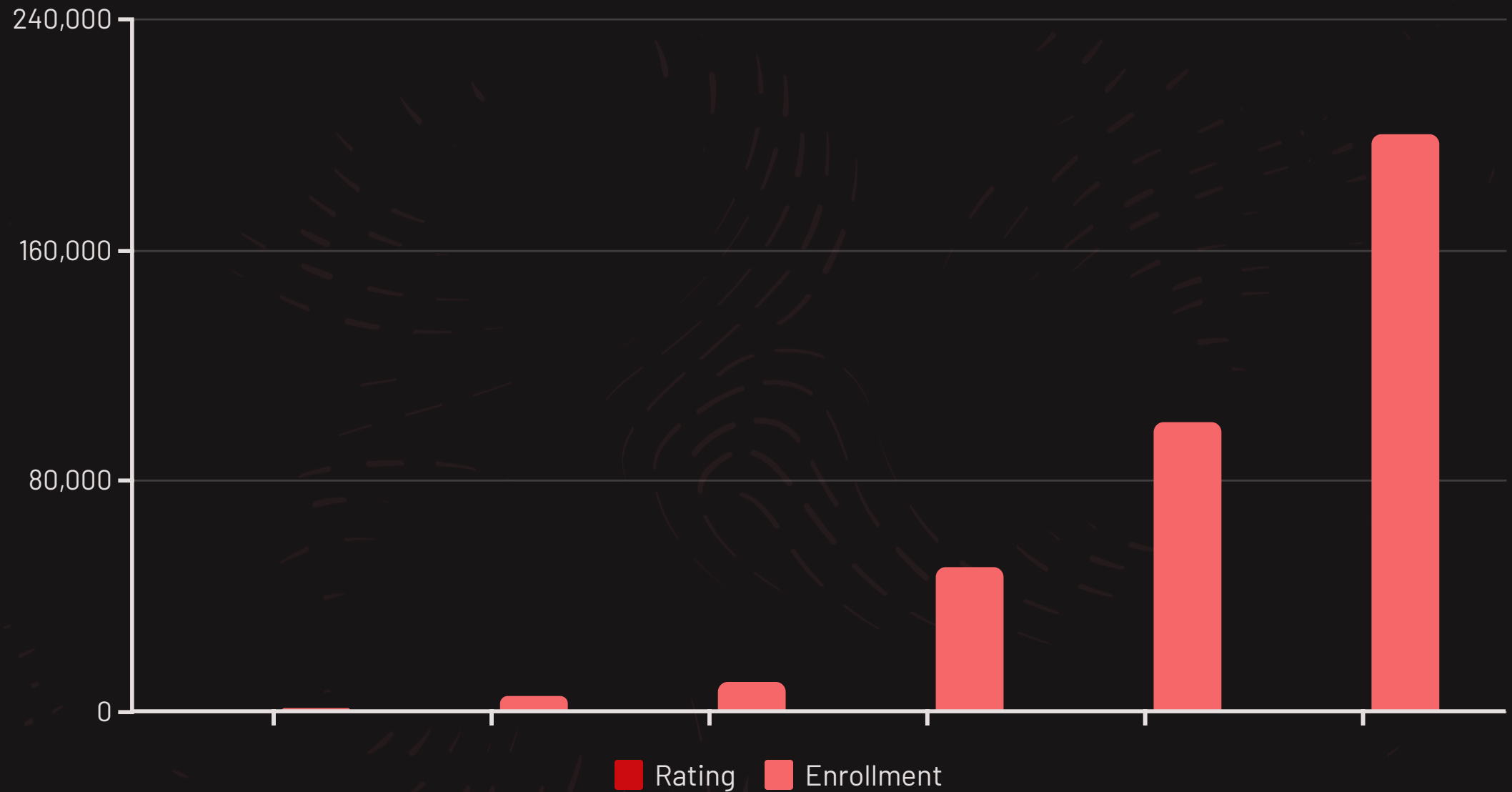
Course Certification Types

Specializations

297 courses (33%)

Individual Courses

582 courses (65%)

Professional Certificates

12 courses (2%)

Coursera's primary focus remains on individual course offerings rather than larger credentials.

Ratings vs. Enrollment

240,000

160,000

80,000

0

■ Rating   ■ Enrollment

The logarithmic scale reveals a modest positive correlation. Higher-rated courses tend to attract more students.

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Top Course Providers

University of Pennsylvania

Leading provider with 59 courses

University of Michigan

Second largest with 41 courses

Google Cloud

Top corporate provider with 34 courses

Market Concentration

A small number of organizations dominate course offerings

Course Difficulty Distribution

487
Beginner Courses
Represents 55% of all offerings

198
Intermediate Courses
Makes up 22% of the catalog

187
Mixed Level Courses
Accounts for 21% of courses

19
Advanced Courses
Only 2% of total offerings

Platform is heavily skewed toward beginner-friendly content.

Recommendations

Expand Professional Certificates

Increase offerings in this high-value, under-represented certification type.

Diversify Partnerships

Reduce reliance on dominant providers by adding new organizational partners.

Address Advanced Content Gap

Develop more expert-level courses to create complete learning pathways.

Maintain Quality Standards

Continue focus on high-quality content to sustain excellent ratings.

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