Udemy Data Analysis

Introduction

Udemy is a popular online learning platform that offers a wide range of courses under different subjects. Some of the popular subjects include web development, business finance, graphic design, and musical instruments. In this project, my goal is to identify trends and patterns to better understand the pricing and subscriptions data of Udemy courses for the four subjects.

Methodology

I worked on raw data which was provided in a csv file format. The data was then cleaned with Google Sheets. I used descriptive statistics and data visualization techniques to analyse the data and answer the research questions. This was done using Google Sheets and Tableau.

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The Problem

The business problem is to identify for which subjects more courses should be created and also to gain insights on where to target marketing campaigns to increase the company revenue.

Research questions

1. What are the total number 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? What are their subjects and are they free or paid?
6. Does content duration impact the price of the course?

Findings

Finding 1

Web development makes up 67.9% of the total number of subscribers with a total of 7,981.935 subscribers.

Figure 1.1

subject	SUM of num_subscribers
Business Finance	1868711
Graphic Design	1063148
Musical Instruments	846689
Web Development	7981935
Grand Total	**11760483**

Figure 1.2

Total Number of Subscribers per Subject

Business Finance	15.9%
1868711	
Graphic Design	9.0%
1063148	
846689 Musical Instruments	7.2%
Web Development	
67.9%	7981935
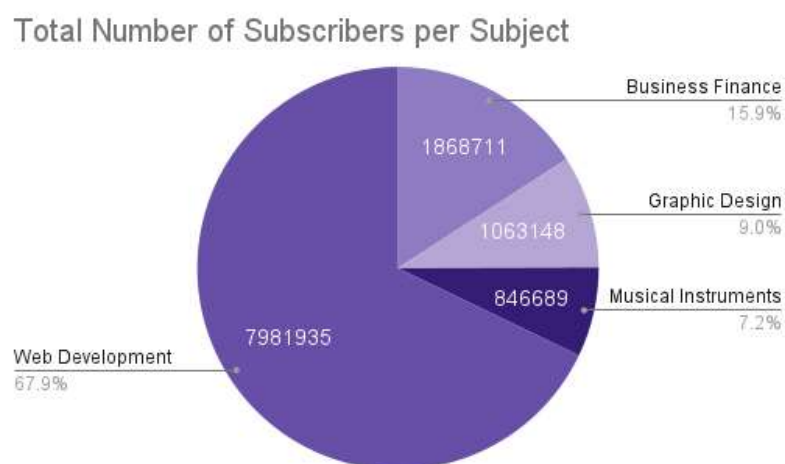
Finding 2

Web Development has the highest averages in content duration, price and number of subscribers. Musical Instruments has the lowest averages.
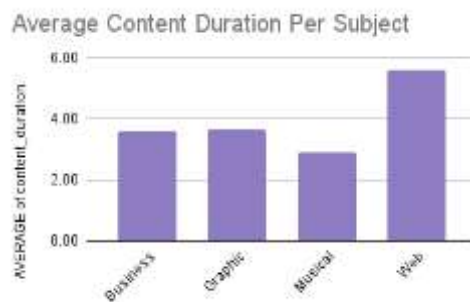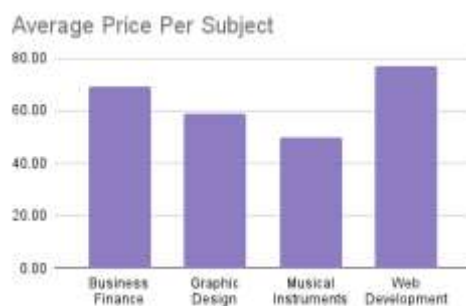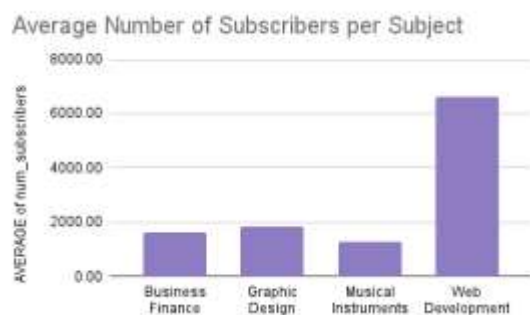
Figure 2.1

Average Content Duration Per Subject

Figure 2.2

Average Price Per Subject

Figure 2.3

Average Number of Subscribers per Subject

Finding 3

There are more paid courses than free courses in all subjects. Web development has the highest number of paid courses followed by business finance.
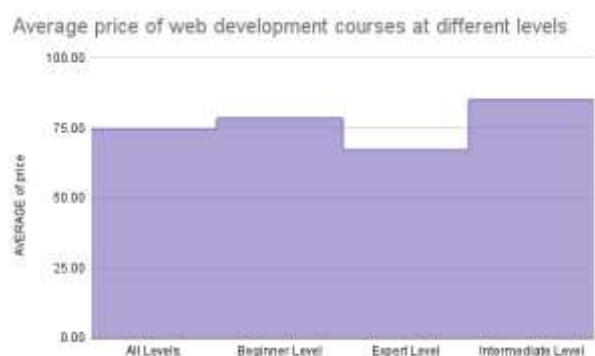
Figure 3

Free and Paid Courses in Each Subject

Finding 4

The intermediate level has the highest average price and the expert level has the lowest average price. The margin of the difference across the levels is not wide.
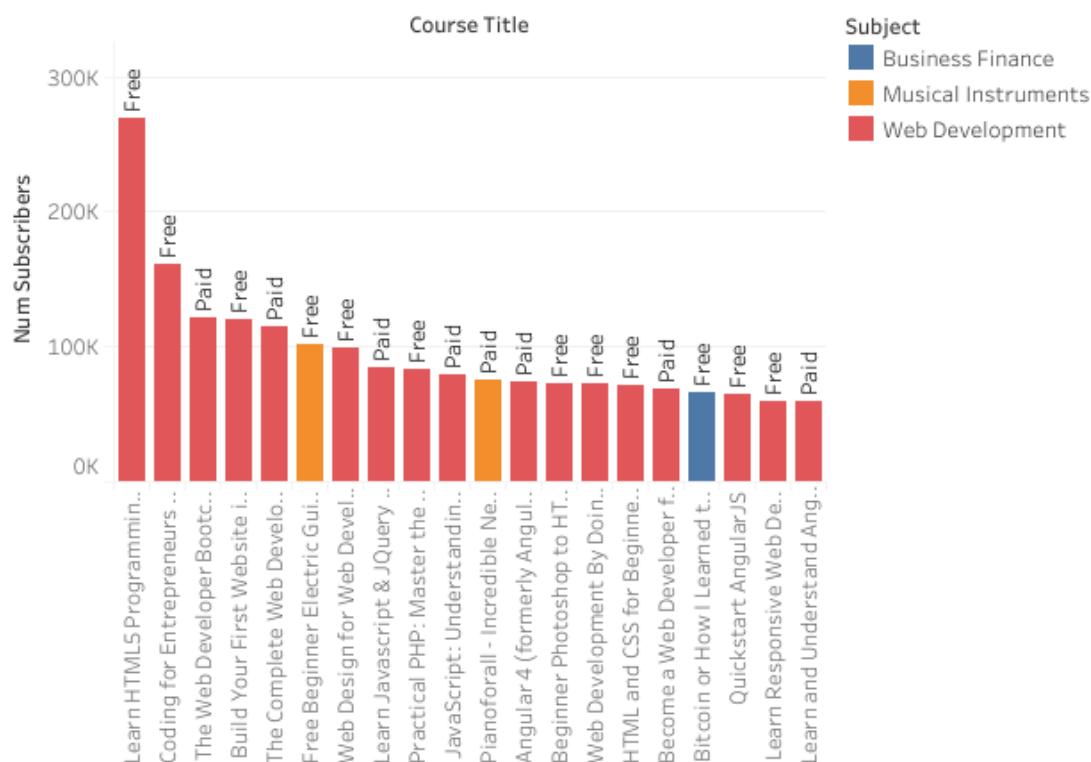
Figure 4

Average price of web development courses at different levels

Finding 5

The most popular course is Learn HTML 5 Programming from scratch with a whopping 268,923 subscribers! The 20th most popular course is Learn and understand Angular JS with 59,361 subscribers. It is also evident that subscribers are more interested in web development courses.
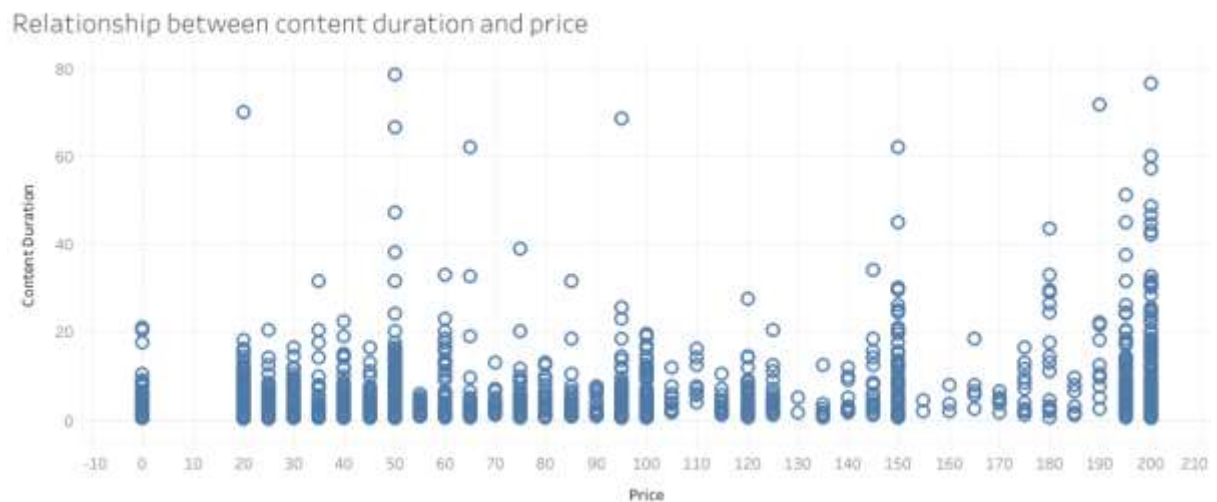
Figure 5

Top 20 most popular courses

Finding 6

There is no direct correlation between content duration and price but we can see from the chart that there are more courses with shorter content duration.

Figure 6

Relationship between content duration and price

Summary of Findings

Most popular courses

Web development makes up 67.9% of the total number of subscribers. The top 5 most popular courses are under web development.

Highest total courses

Web development and business finance have the highest number of courses with a total of 1203 and 1155 courses respectively.

Course pricing

Web development has the highest average price at $77.04 and business finance follows closely with an average price of $69.08.

Content duration

Web development takes the lead again with content duration average of 5.59hrs which is way more than graphic design and business finance with averages 3.65hrs and 3.62hrs respectively. Also, more than half the total courses have duration less than 20hrs.

Actions and Recommendations

Product recommendations

Focus on getting more paid courses by creators in Web development and business finance.

Marketing recommendations

It is evident that web development has the most popular courses and subscribers are willing to pay for these courses therefore marketing and advertising campaigns should be geared more towards web development courses.