**REPORT ON UDEMY COURSES**

Power BI Analysis

Summary Findings: Free Courses offered on the Udemy online course platform have the most subscribers. The Web development Subject-free version is the prevalent pull of subscribers to the online platform. As a result, the total lectures for this course are high as well as its content duration. Further, reviews are mostly shared from this student pool.

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**Introduction**

Udemy is a Massive Online Open Course (MOOC) platform that offers both free and paid courses. This dataset contains 3682 records of courses from 4 subjects (Business Finance, Graphic Design, Musical Instruments and Web Design) taken from Udemy.

**Objective**

This analysis aims to evaluate how the reviewed courses impact Udemy’s business development.

**Key Insights**

* The data revealed that, the year 2016 saw the highest number (1,204) of subjects been published while the year 2011 witnessed the very least (5).
* The most popular subject was the Web development course with 7.9million subscribers and 0.4million reviews while the Musical Instrument was the least enrolled course with 0.8million subscribers and an insignificant count of reviews.
* Additionally, the impact of the web development subject on the total lectures conducted, the number of subscribers, reviews and the choice of course level were positively correlated.
* On the other hand, the musical instrument subject generated the least in terms of the number of subscribers, the content duration, reviews, the number of lectures conducted and the choice of course level.

**Recommendations**

* Udemy might benefit from developing a strategic business plan aimed at boosting site traffic and revenue. A smart approach could involve emphasizing technology-oriented courses, especially those similar to their most popular offerings. By doing so, they could attract more learners and create a win-win scenario.
* Udemy might benefit from seeking affiliations or accreditations to formalize the education they provide, particularly for their technology-oriented courses. By doing so, they could enhance their credibility and attract learners who value recognized credentials.

**Conclusion**

In summary, the analysis reveals that the reviewed courses play a significant role in shaping Udemy’s business development. By strategically focusing on top rated courses, Udemy can continue to attract learners, enhance its reputation, and drive revenue growth.

As the platform evolves, leveraging the impact of other educational offerings will remain crucial for sustained success.