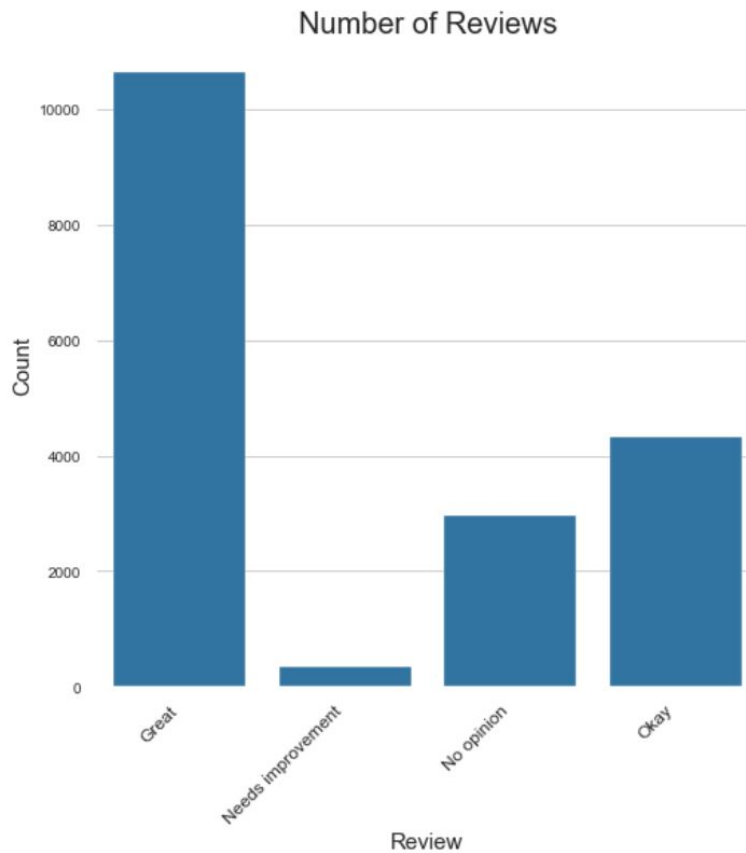**The CE Shop: Analysis of Course Reviews**

Introduction

What are the most popular courses? How are course ratings distributed? What are the most popular subjects? And how does location factor into ratings? These are all important questions when accessing user data from the CE Shop courses. First, let's look at how reviews are distributed across all users and courses.

Good news! Most reviews are positive with only a few users suggesting "Needs Improvement". It's important to know which courses are getting bad reviews and why. With this information, we can focus on improving those courses. Let's take a look at the most poorly reviewed courses.

Percentage of 'Needs Improvment' Reviews by Course
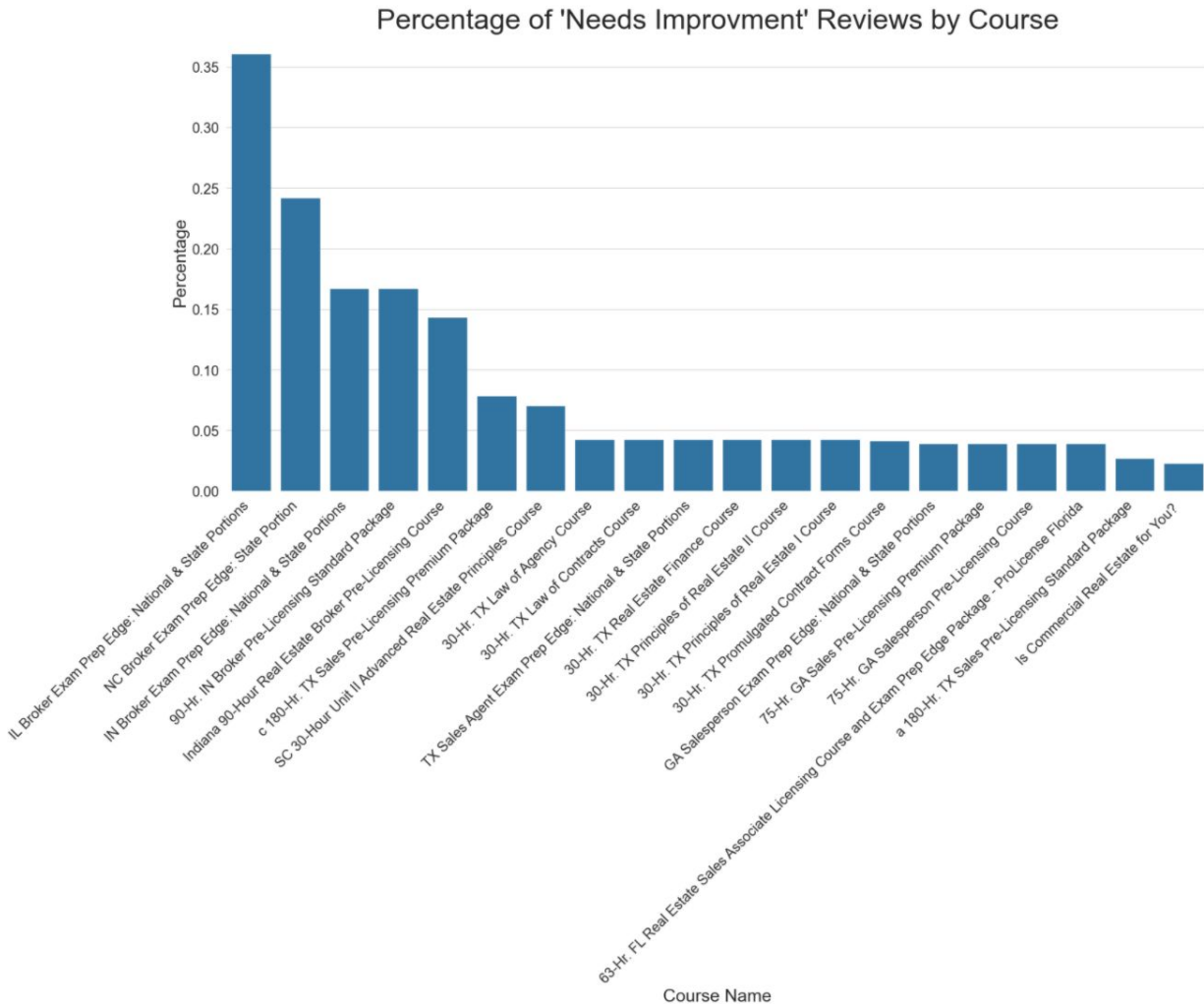
We can see the top 2 poorly rated courses each have more than 20% of their total reviews as "Needs Improvement". Something obviously is up with these two courses. Let's investigate further.
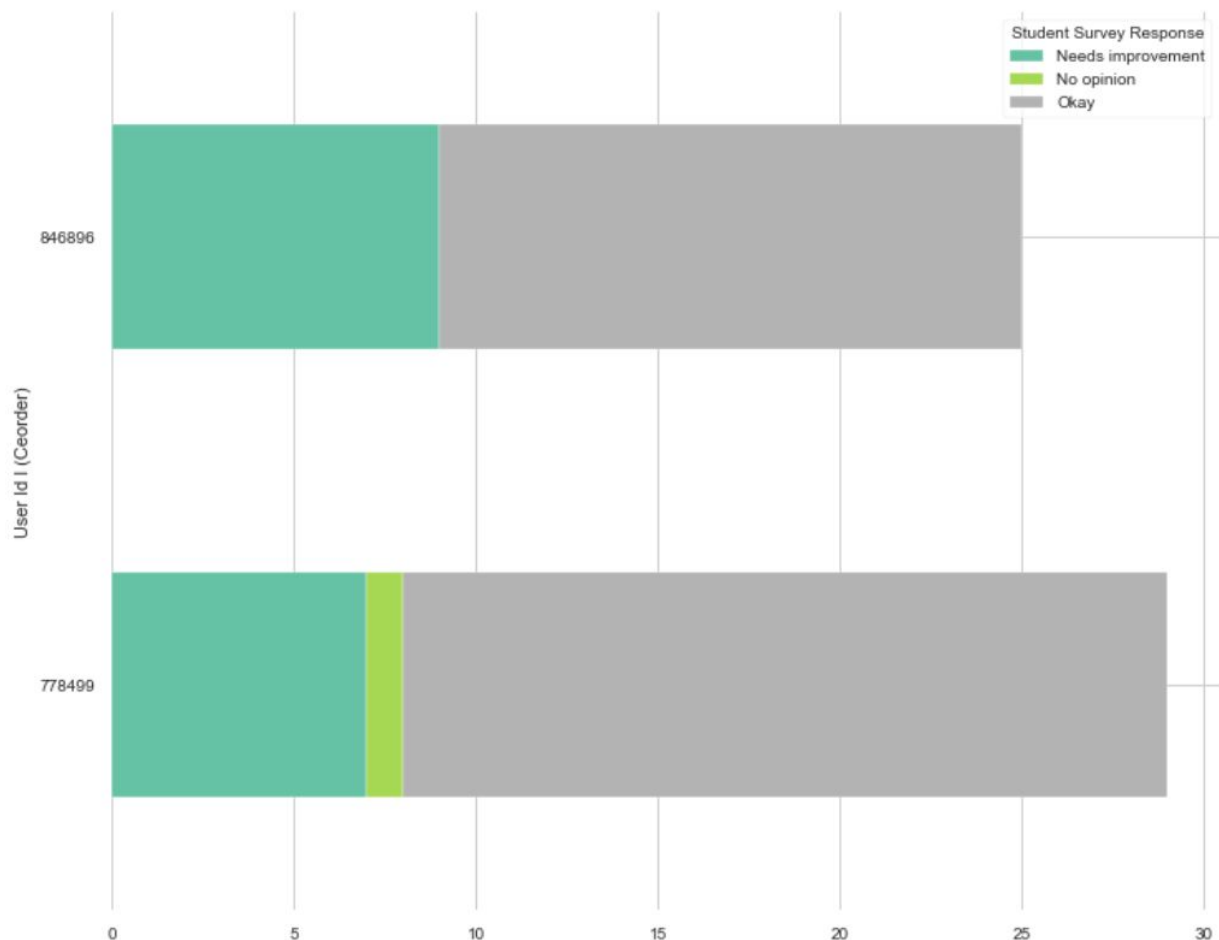
Looking at the graph above, we can tell there are very little reviews for each of these courses all by the same two users. These two users are obviously disappointed in the courses but does that mean these courses actually need improvement? Or do we just not have a large enough sample size yet? It may not be worth expending resources to improve a course they might not actually need improving yet. My recommendation for this situation is to reach out to the two users asking for more feedback. If over time, the course continues to receive poor reviews from multiple users, it would be worth looking into further.
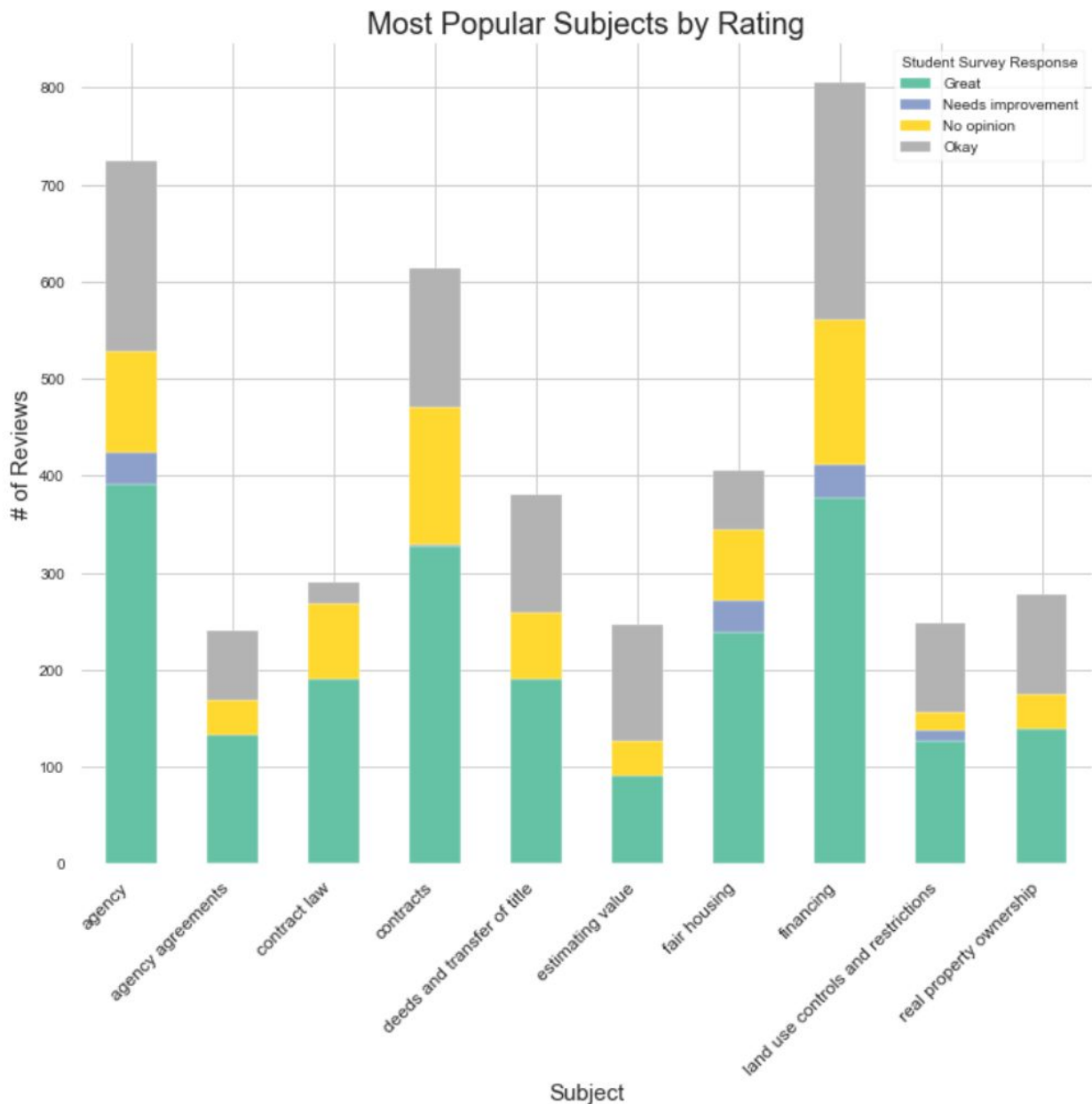
Most Popular Courses

Now that we have an insight into the most poorly reviewed courses let's dive deeper into the dataset and see if we can find anything interesting. What are the most popular courses that The CE Shop Offers and how are they rated? Let's take a look.

Most Popular Courses by Rating
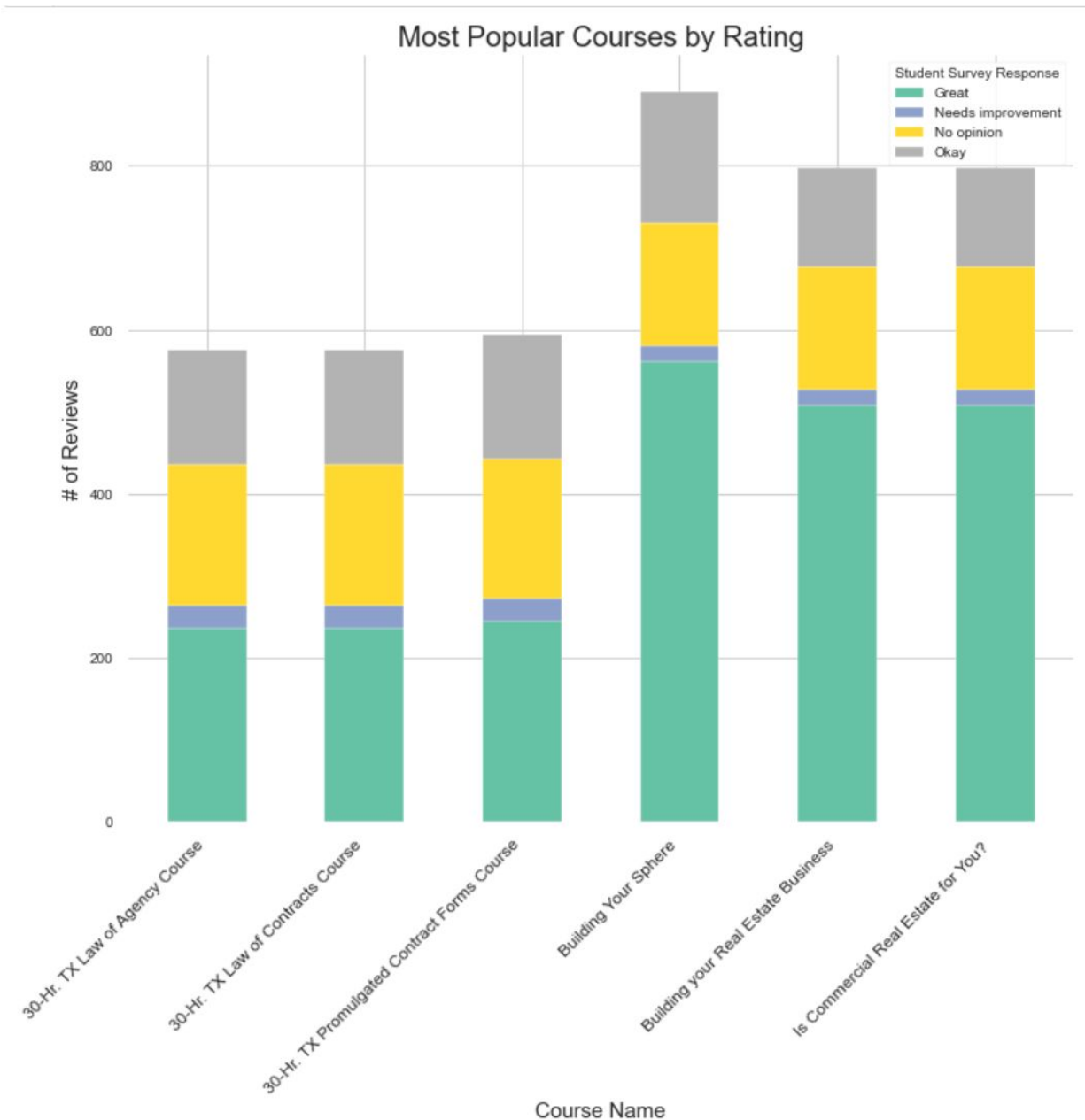
"Building Your Sphere" is by far the most popular and it's generally rated very well. In fact, most of the most popular courses are rated well. There is a high number of "No Opinion" responses. It might be beneficial to remove that as an option so we can get a more accurate representation of opinions. Also, instead of just three options: "Great", "Okay", and "Needs Improvement" a 1 to 5 rating system might more accurately reflect the opinions of users.

Most Popular Subjects

Not only is course popularity important, but the course subject is also an important insight to have. If we know the more popular subjects, we can offer more courses in those subjects resulting in better user satisfaction.

Finance, agency and contracts seem to be the most popular subjects. This is good to know as we can start offering more courses in these areas.

Most Popular Locations

Where are our users located? This is important to know so we can allocate more resources to those areas, as well as, spend more time marketing for new users in these locations.
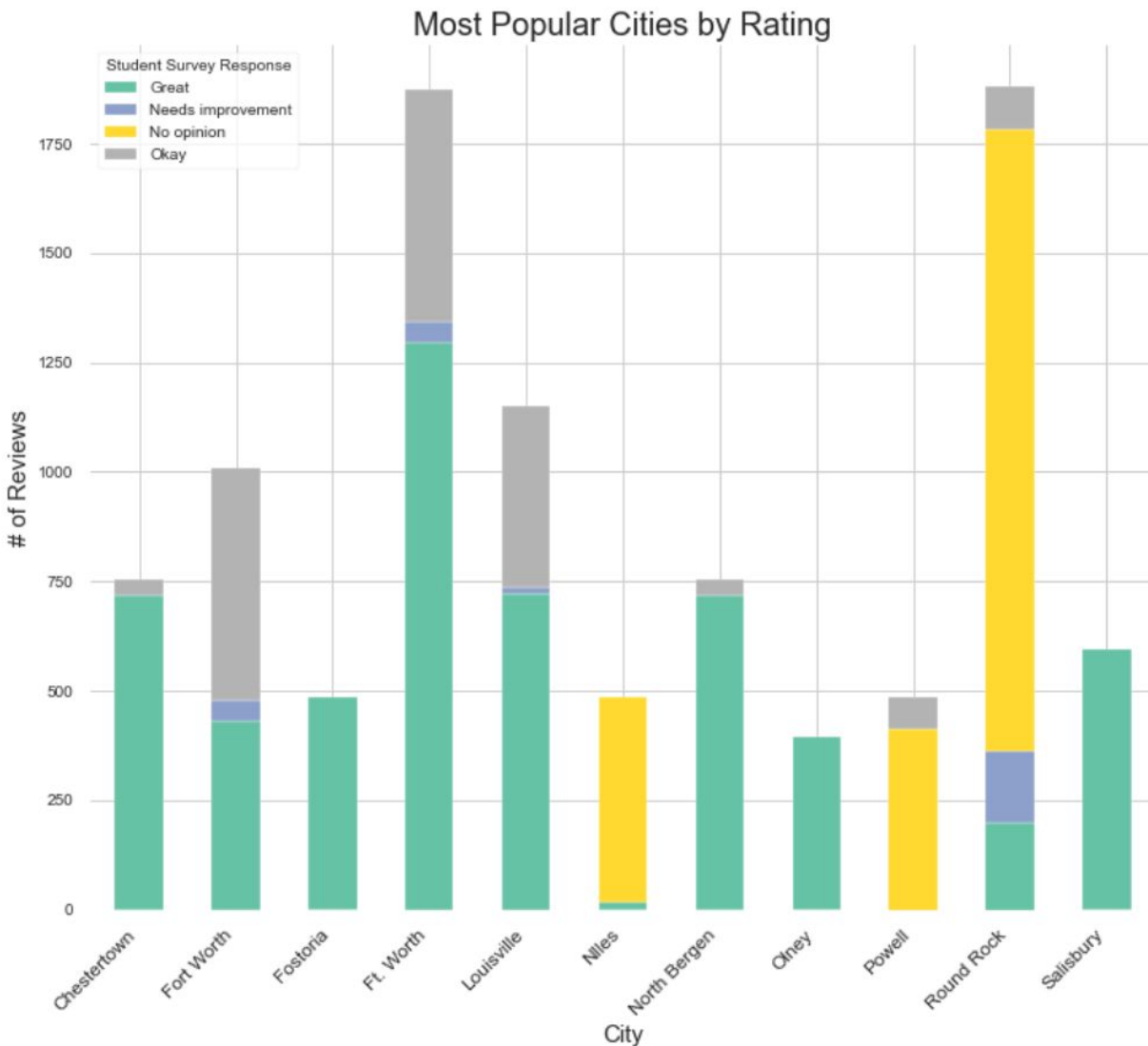
A big chunk of our users are in Round Rock and Fort Worth Texas. According to this insight, it might be beneficial to start advertising more in Texas. This kind of data could possibly give us an insight into the real estate market in a given location. The more people trying to get a real estate license might tell us that particular location is seeing a boom in real estate opportunities.

Conclusion

In summation, we were able to extract several insights with the course data including: most course reviews are positive, the poorly reviewed courses aren't necessarily bad courses, popular courses are rated well, the most popular subjects are finance, agency, and contracts, and location popularity can tell us where to allocate resources.