Data Analytics Report

Project Description (the background of the project)

The aim of the analytic project is to provide insight in form of course review for the purpose of understanding where opportunities to increase revenue for the organization may lie and also to track the performance of the courses.

In order to achieve this, the data on courses from different topics (four in all) were provided by the Head of curriculum at Udemy. The whole project was to be completed within a 2-week timeline. The topics are, Business courses, Design courses, Music courses and Web Development courses.

Design (What steps have you taken to clean the data. What visualization tools have you used to share the data and why.)

Data quality assessment test was carried out to identify the correctness, completeness, relevancy and reliability of the data provided. And then the cleaning process in order to prepare the data for analysis. The cleaning process involved removing duplicates, removing blank cells, and also finding and replacing inconsistent data.

Findings

1. Based on the analysis, it was discovered that Web Development courses has the highest number of subscribers, followed by Graphic Design, Business Finance and least Musical Instrument.

Subject	Total Subscribers
Business Finance	1868711
Graphic Design	1063148
Musical Instruments	846689
Web Development	7981935
Grand Total	11760483

Subject	Avg. Number of Subscribers
Business Finance	1569.026868
Graphic Design	1766.026578
Musical Instruments	1245.130882
Web Development	6635.024938
Grand Total	3199.260881

Total Number of Subscribers per Subject

1868711

1063148

846689

7981935
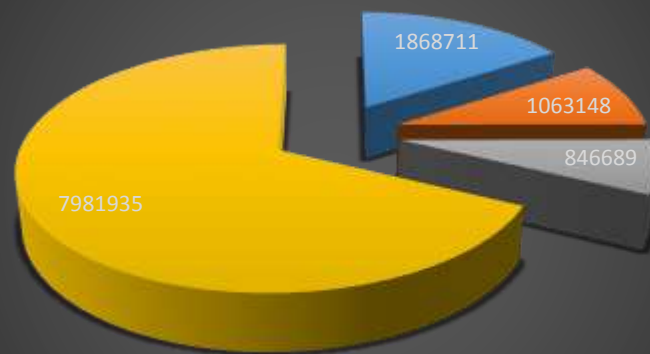
■ Business Finance ■ Graphic Design ■ Musical Instruments ■ Web Development

Average number of subscribers for each subject
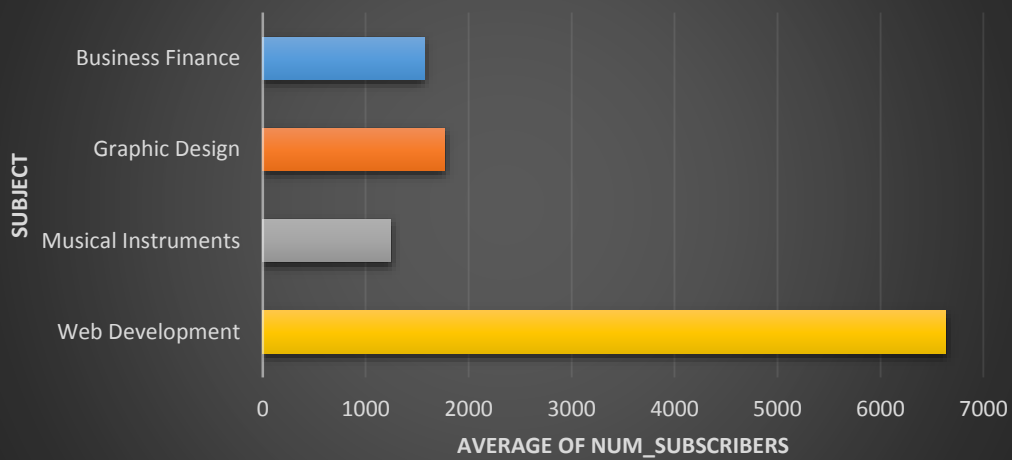
SUBJECT

Business Finance

Graphic Design

Musical Instruments

Web Development

0 1000 2000 3000 4000 5000 6000 7000

AVERAGE OF NUM_SUBSCRIBERS

■ Business Finance ■ Graphic Design ■ Musical Instruments ■ Web Development

2. On average Web Development Intermediate level cost most and therefore generate more revenue for the company.

subject	All Levels	Beginner Level	Expert Level	Intermediate Level	Grand Total
Business Finance	70.20	68.73	65.80	62.01	68.69
Graphic Design	62.12	50.68	28.57	59.41	57.89
Musical Instruments	49.58	48.98	48.33	51.60	49.56
Web Development	74.55	78.83	67.14	84.25	77.04
Grand Total	66.75	65.31	58.02	66.64	66.10

Average Cost per subject at each level
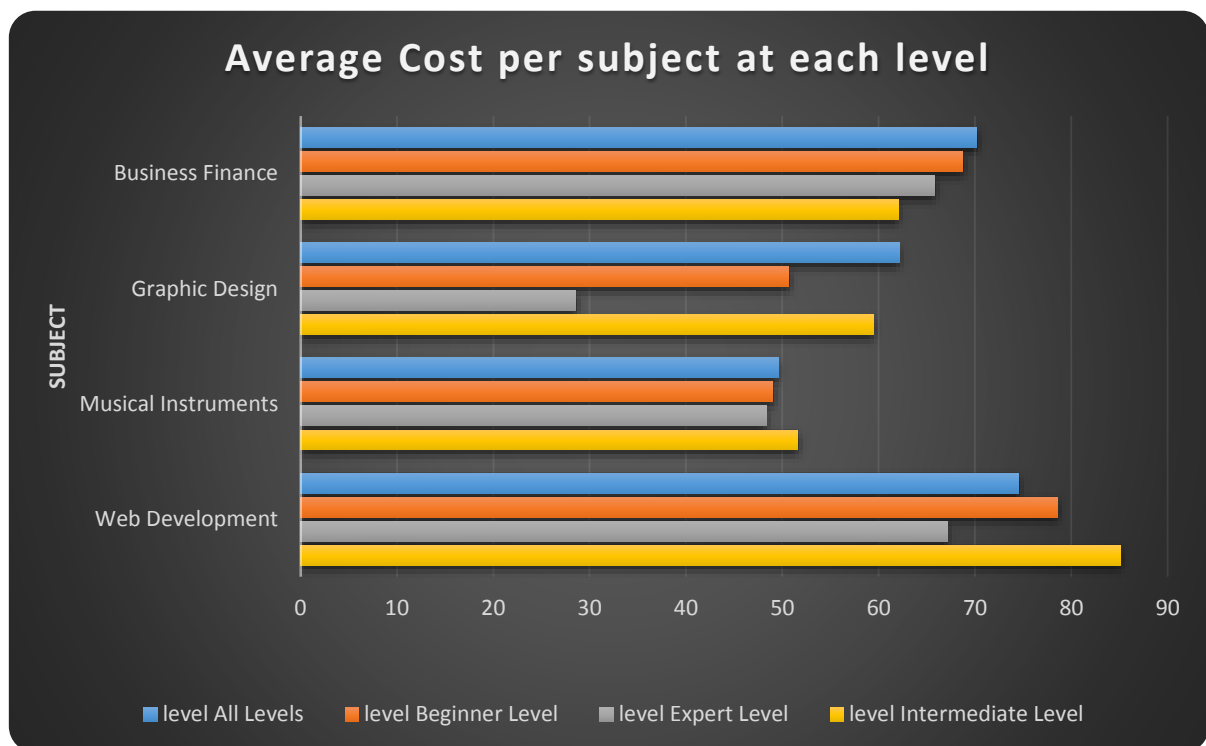
3. Graphic Design courses relatively has the highest rating.

| AVERAGE of Rating	level				
Subject	All Levels	Beginner Level	Expert Level	Intermediate Level	Grand Total
Business Finance	0.50	0.53	0.54	0.51	0.52
Graphic Design	0.53	0.47	0.66	0.51	0.51
Musical Instruments	0.52	0.51	0.60	0.48	0.51
Web Development	0.51	0.53	0.39	0.53	0.52
Grand Total	0.51	0.52	0.53	0.51	0.52

All Levels, Beginner Level, Expert Level and Intermediate Level
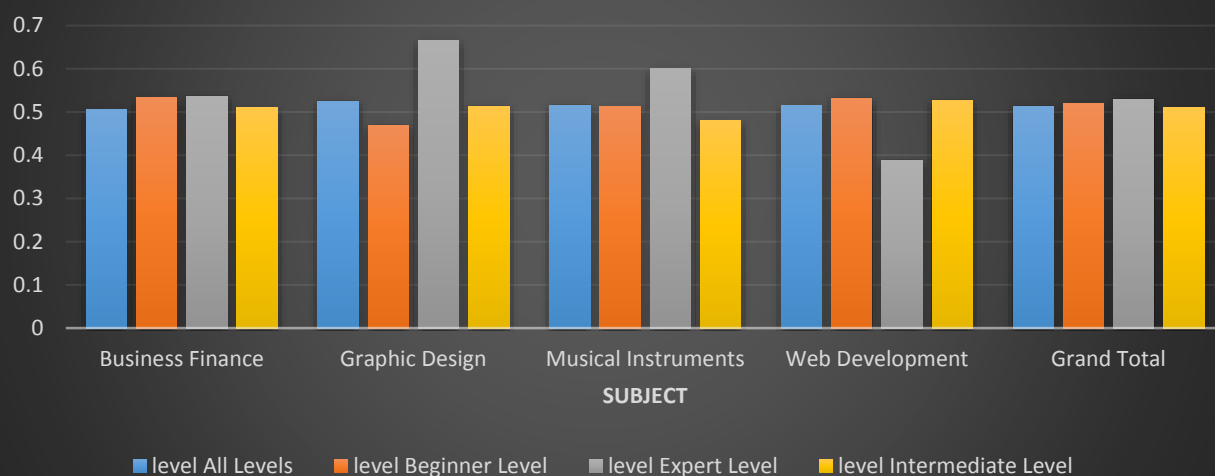
4. On Average Web Development has the highest content duration.

subject	Average Content Duration
Business Finance	3.56
Graphic Design	3.59
Musical Instruments	2.85
Web Development	5.59

4. AVERAGE of content_duration for Subject
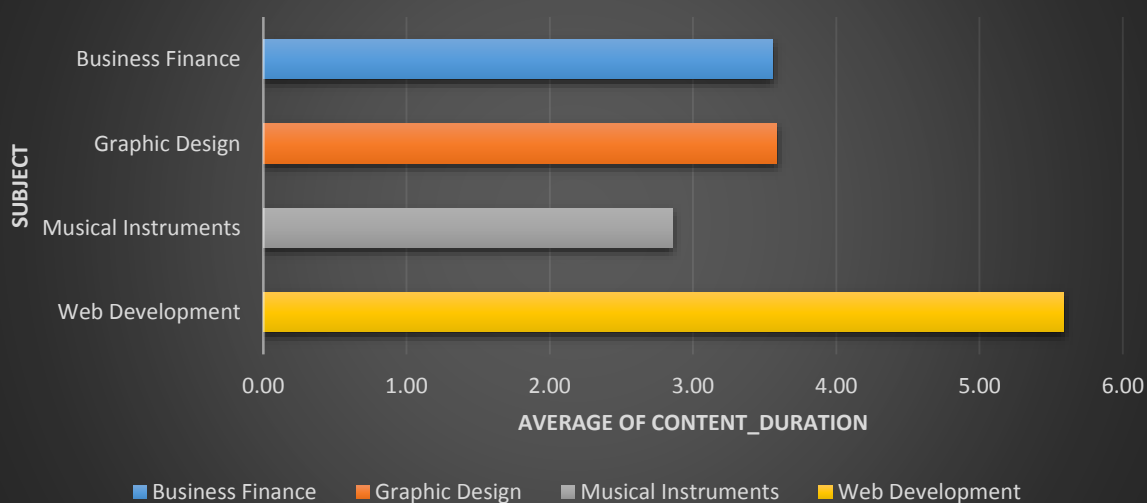
Analysis

Web development skill generally is the most sought after skill because it has the highest number of subscribers because it has the longest content during because it has a lot of resources.

Conclusion

Based on the insight gain during analysis, the inference would to invest more resources first as suggested by the manager in a bid to increase revenue as Web Development skills happen to be the most sought after skill.