

DATA ANALYSIS PORTFOLIO

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EntryLevel



Udemy Project Description

As a data analyst working for an education tech company Udemy. i and my team have been asked by the manager, Head of Curriculum at Udemy, to present the data on course revenue, and we have been provided with data on courses from different topics to understand where opportunities to increase revenue may lie and track the performance of courses. The manager has also suggested encouraging Web Development courses to charge more because she believes that these are the most popular courses. the report needs to be submitted to the CEO in the next three weeks on how they will increase their next quarterly earnings. This report aims to test if increasing prices for Web development will increase the revenue of the company and the best ways to also generate the company revenue.

The Problem

The problem associated with this project is on why some Udemy courses paid while other are not , some courses generated more Revenue than others this project took approximately 2 weeks to complete data was collected on list of courses, course name, whether they are paid or free. The data were presented in different ways for the sake of clarity, it was presented in form of tables, figures and sentences.

I further ask for past data of course revenue of the company

- 1.What are the Revenue of the company?
- 2.What are the popular and most purchase courses?
- 3.What is the impact of the courses on revenue?
- 4.What is the impact of the courses on the company?

Data Design

In order to get a perfect report several steps have been taken this includes

1. Data cleaning; in the cleaning data process to make sure data is ready to go. The following steps were taken.

- a. Removing of irrelevant data**
- b. Removing duplicate data**
- c. Fixing structural errors**
- d. Filtering of data**

2. Use of tools to analyse the data; some of these tools are a.

The left/right functions

- b. The IF Function**
- c. Find and replace**
- d. Vlookup**
- e. Pivot tables .**

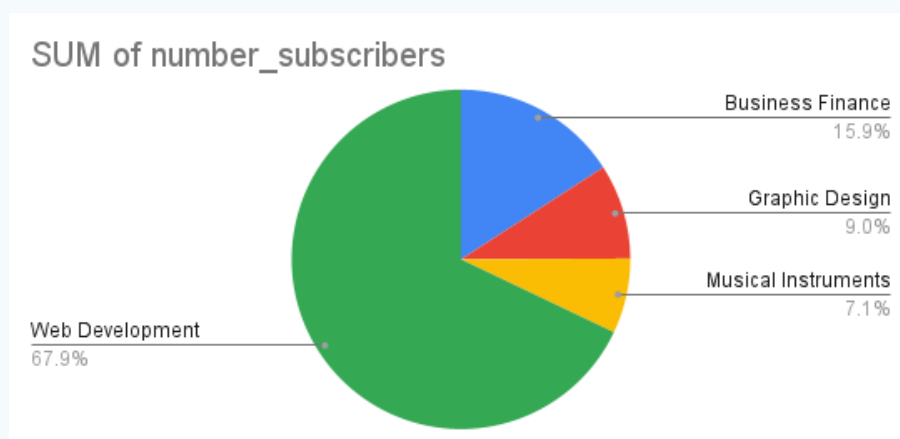
Findings

The findings from the data were represented in charts, graphs, with pivot table and tableau. Below

Finding 1

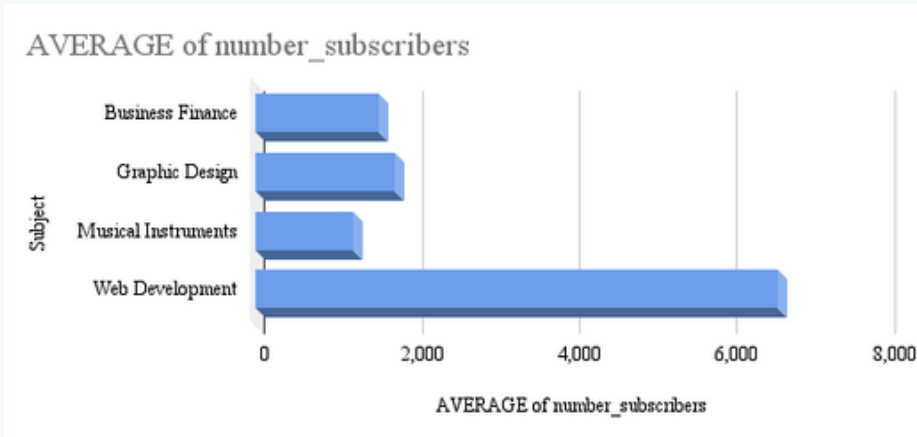
Total number of subscribers for each subject

Subject	SUM of number_subscribers
Business Finance	1,865,676
Graphic Design	1,063,148
Musical Instruments	839,176
Web Development	7,981,935
Grand Total	11,749,935



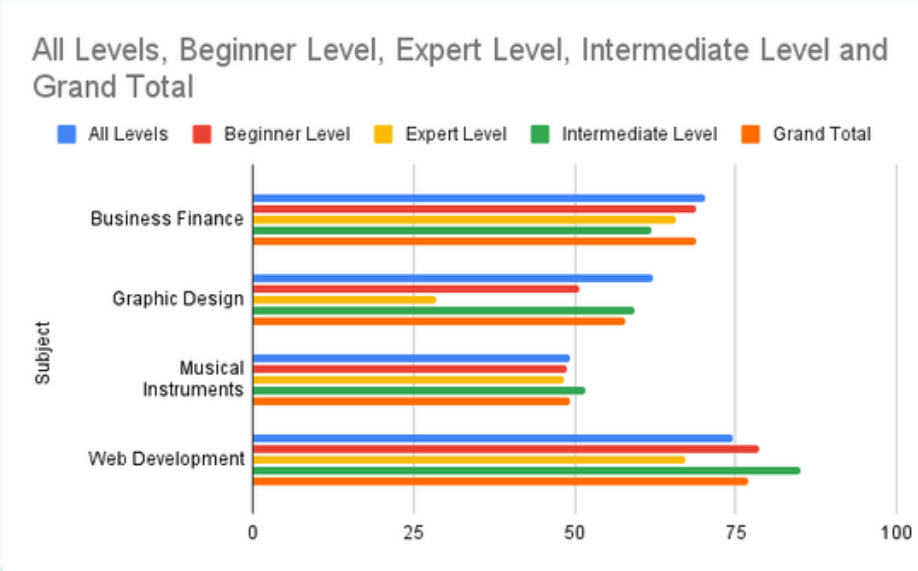
Finding 2

Average number of subscribers for each subject



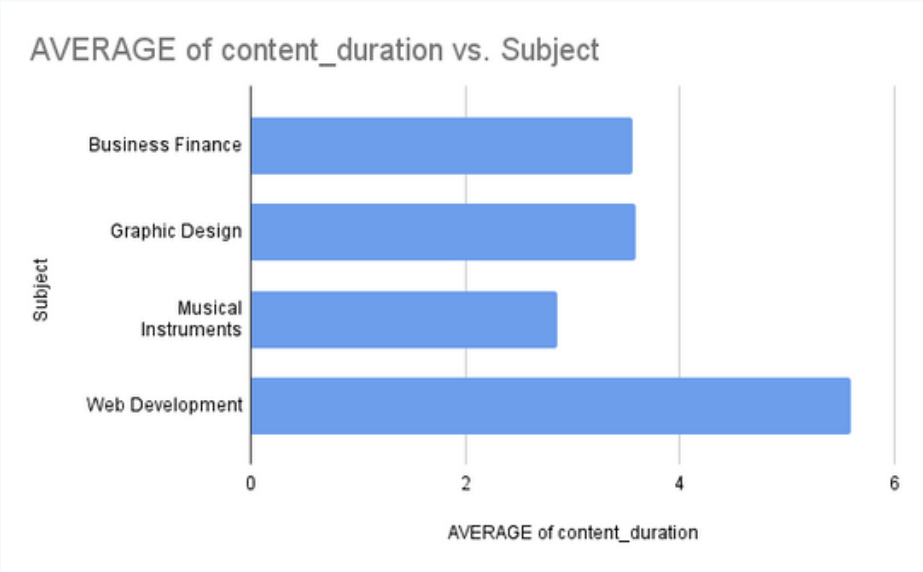
Finding 3

Average cost per subject at each level



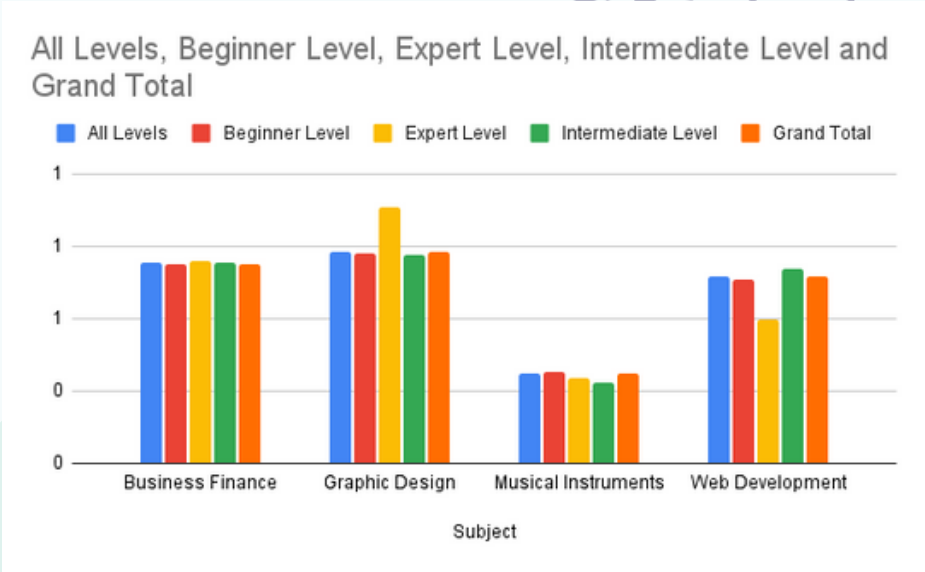
Finding 4

Average content duration for each subject



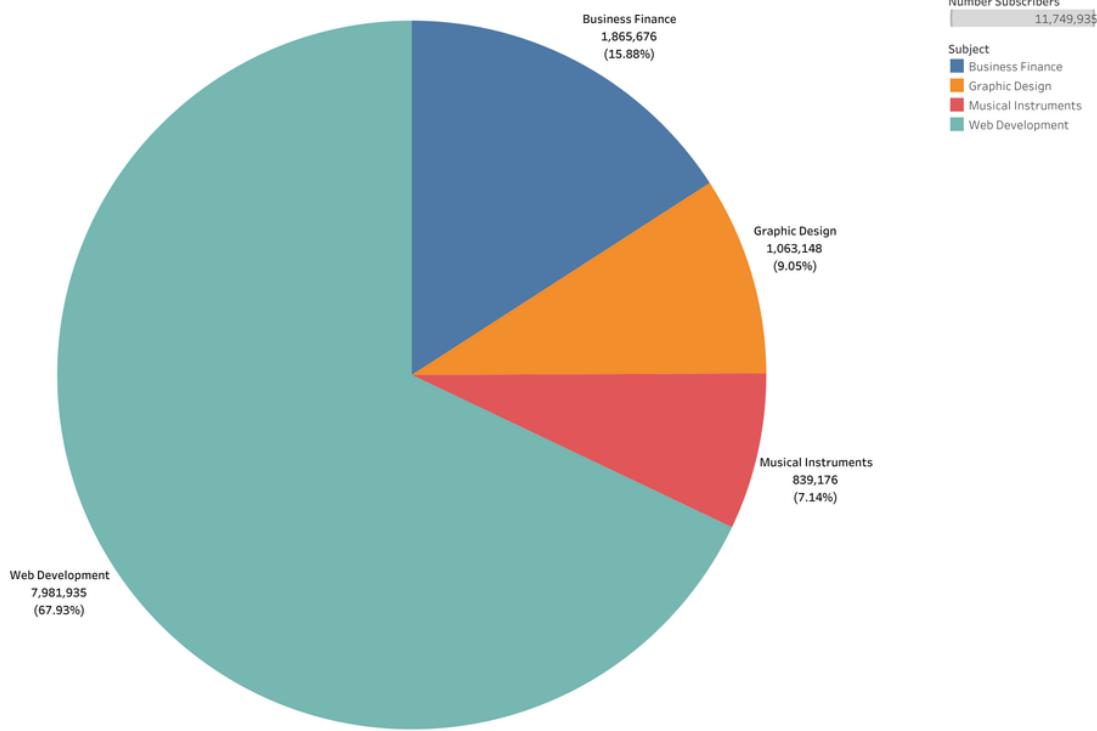
Finding 5

Average rating per subject for each level

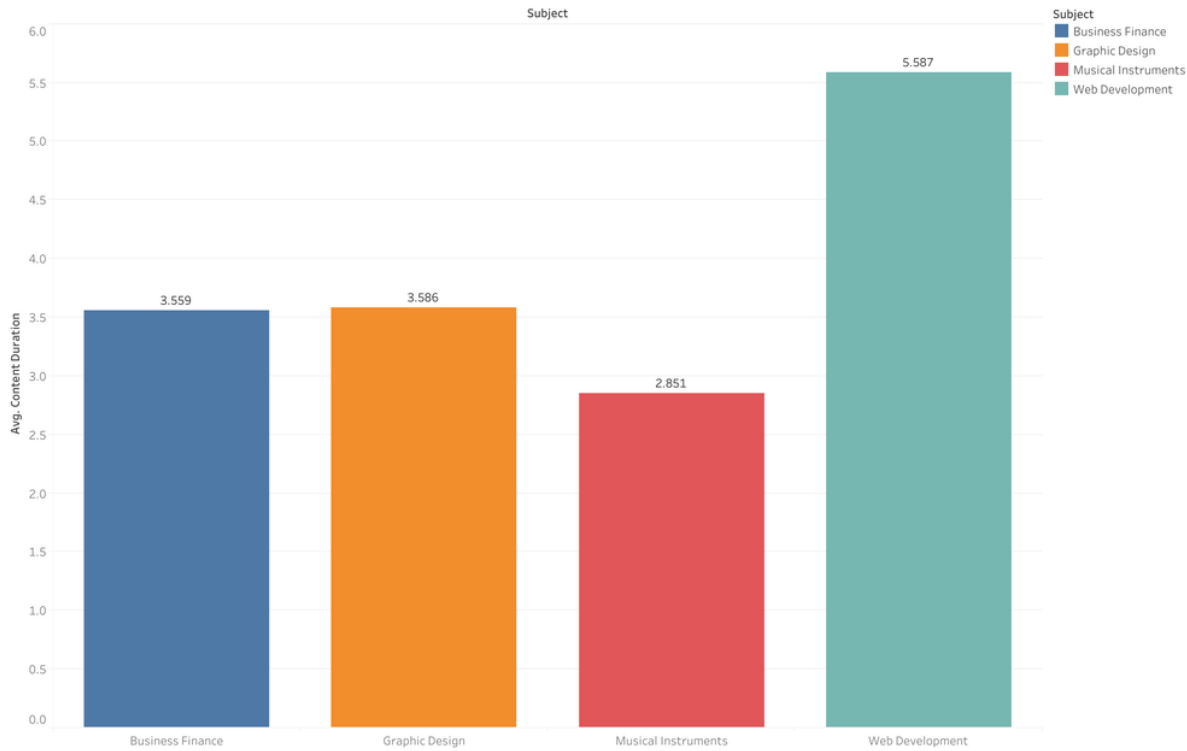


Finding 6

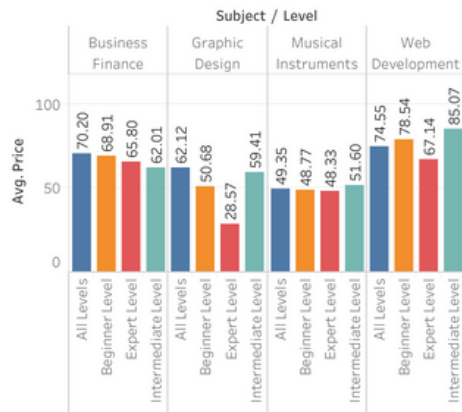
Number of subscriber per subject



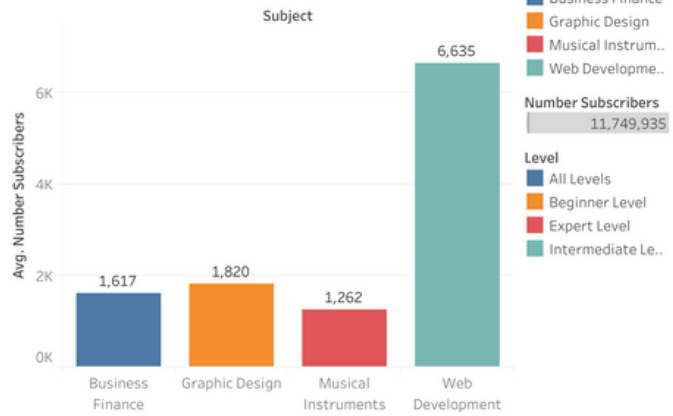
average content duration for each subject



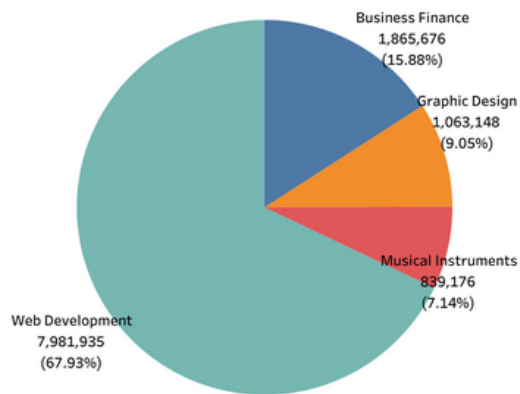
average cost per subject at each level



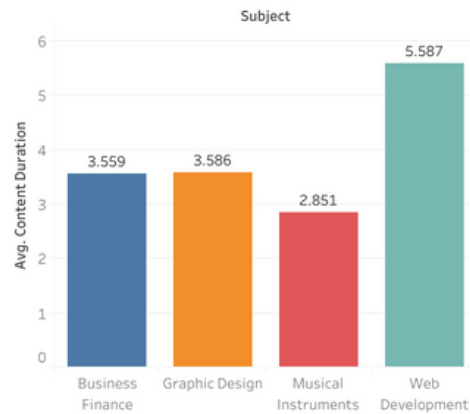
average number of subscriber per subject



Number of subscriber per subject



average content duration for each subject



Analysis

In analysing the data, four 'whys' were used to draw insight on the trend in udemy courses.

Problem : No free beginner course on udemy

1.Why is there no free beginner course on udemy?

Free courses are simplified and less formative

2.Why are Free courses are simplified and less formative?

The time durations are short

3.Why are the time durations short

To encourage more premium purchase of courses

4.Why encourage more premium purchase of courses

To get a thorough understanding of the course contents for beginners

Based on findings, there were four subjects which were mostly bought by people on Udemy. The most popular is the web development course, followed by the business analysis course. Looking further into why the web development course is the most popular, it was deduced that based on the content duration people purchased it more. More content duration, the more they get a better understanding of the course. Another factor is the price of the course and rating. The web development courses had higher prices which could influence people into purchasing more. Also in recent times, technology is taking over, more people are considering moving into IT, this factor can also influence the reason why the people choose to buy purchase this course. It was also observed that intermediate level under web development were the most purchased level of course. At this rate, demand for web development will continue to surge due to change in career.



EntryLevel

Conclusion

On a final note, web development will be a great way to increase revenue for the company, also an increase in content duration and prices on the different levels such as beginner, intermediate and expert level will also surge the increase in revenue for web development

Appendix

Google Sheets Data Set for Udemy Project

<https://docs.google.com/spreadsheets/d/1GsVwJ5sgwdPhvmeu3Qb5nZ5fyv3ehCZIfOO5BlVJGMs/edit?usp=sharing>

Tableau Data Visualization For Udemy Project

https://public.tableau.com/app/profile/michael.popoola/viz/Udemycourseanalysis_16594312046760/Dashboard1