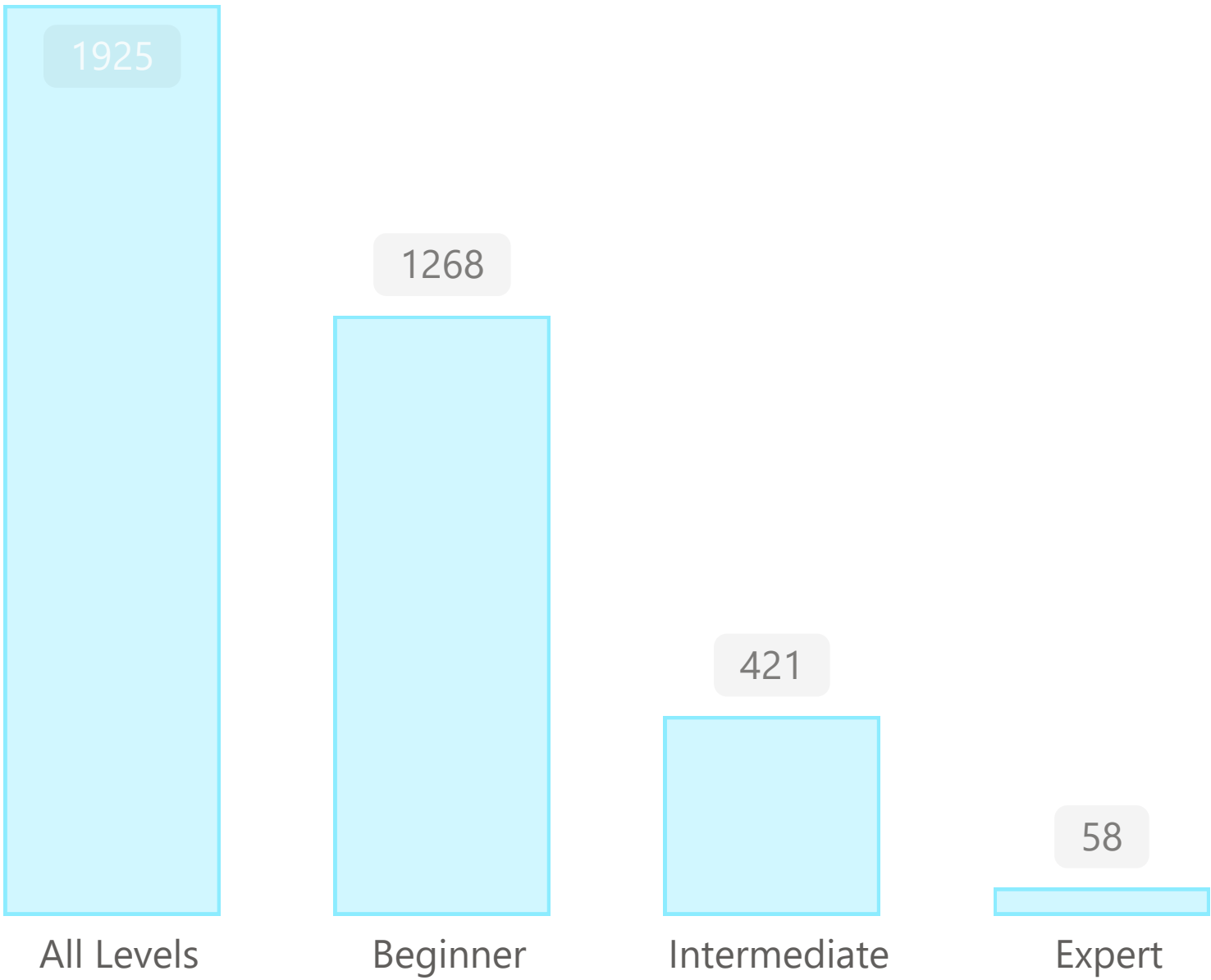


Udemy Course Challenge

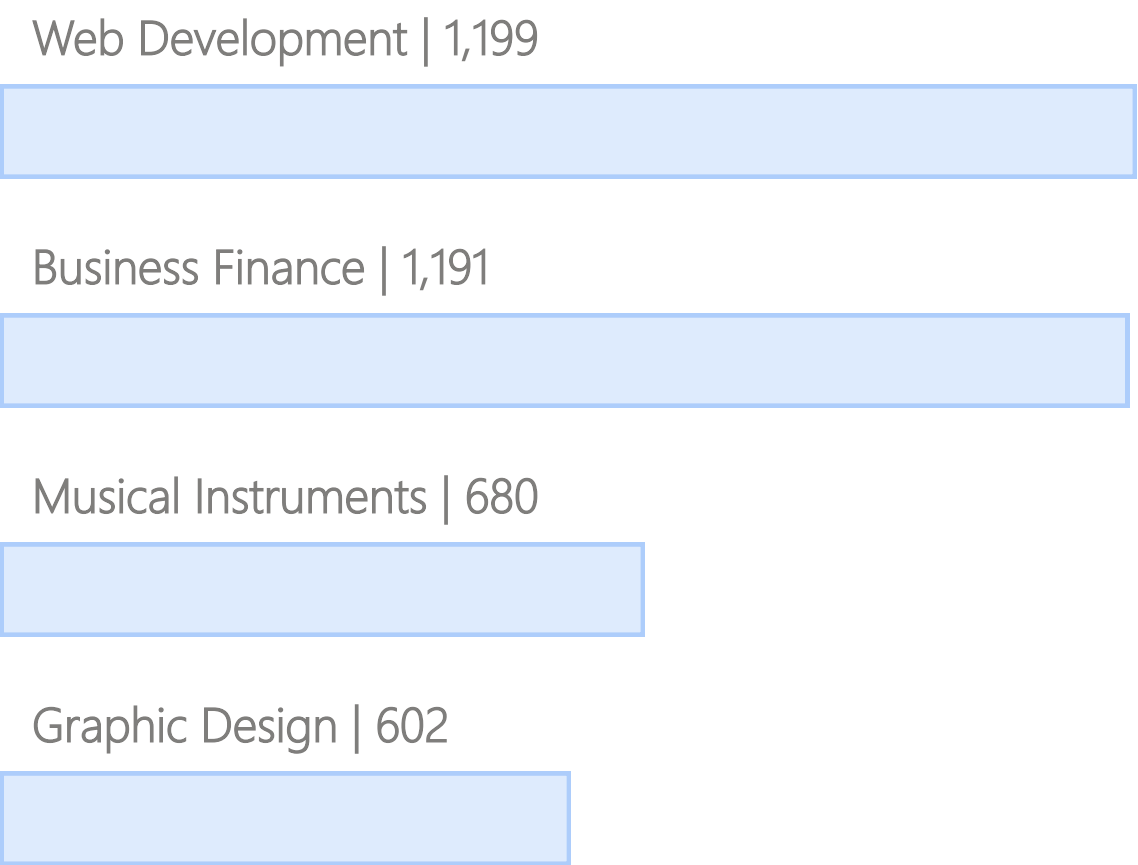


Udemy is one of the most popular learning platforms, offering a wide range of online courses on a variety of topics.

Will everyone find something for themselves there ?
Yes. For individuals seeking courses tailored to different skill levels, the offering is the most extensive. Courses that meet the expectations of both beginners and advanced students make up 52% of the total pool of available courses.

A significant portion of the offering (35%) consists of courses for beginners, making it easy to find options for those who are just starting their journey in a particular field.

It is more challenging for advanced individuals. The courses intended for them represent only 2% of the entire offering.



What subject is more popular?

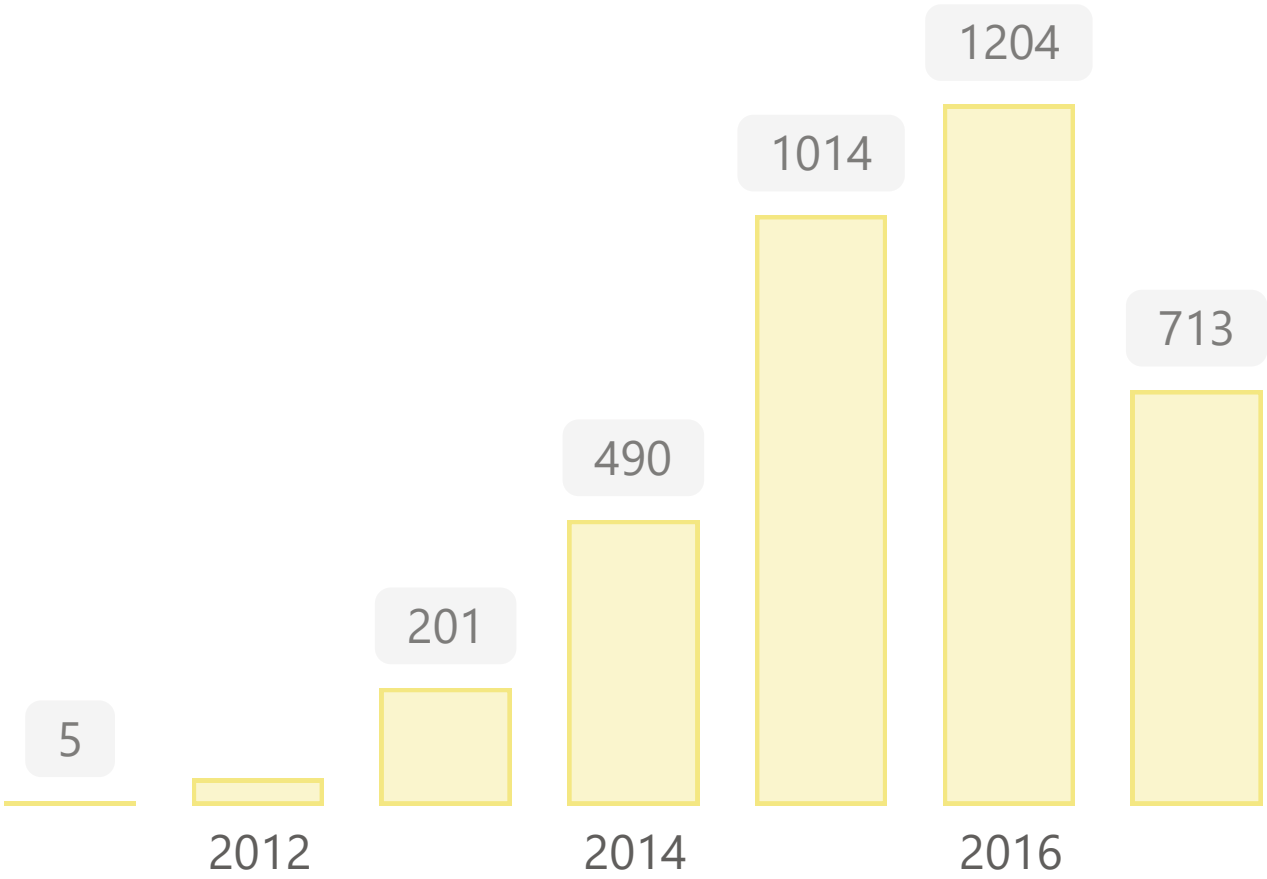
People interested in Web Developer and Business Finance topics have the largest choice - the offer for them constitutes 2/3 of all analyzed courses.

Subject	Median Price (\$)	Median Revenue (\$)	Median Subscriber	RtS ratio*	Avg. Duration (h)
Business Finance	45.00	12,540.00	484.00	4.06%	3.55
Graphic Design	30.00	9,840.00	384.00	3.49%	3.58
Musical Instruments	40.00	3,970.00	138.00	3.75%	2.85
Web Development	50.00	96,880.00	2,416.50	5.39%	5.59

*review to subscriber

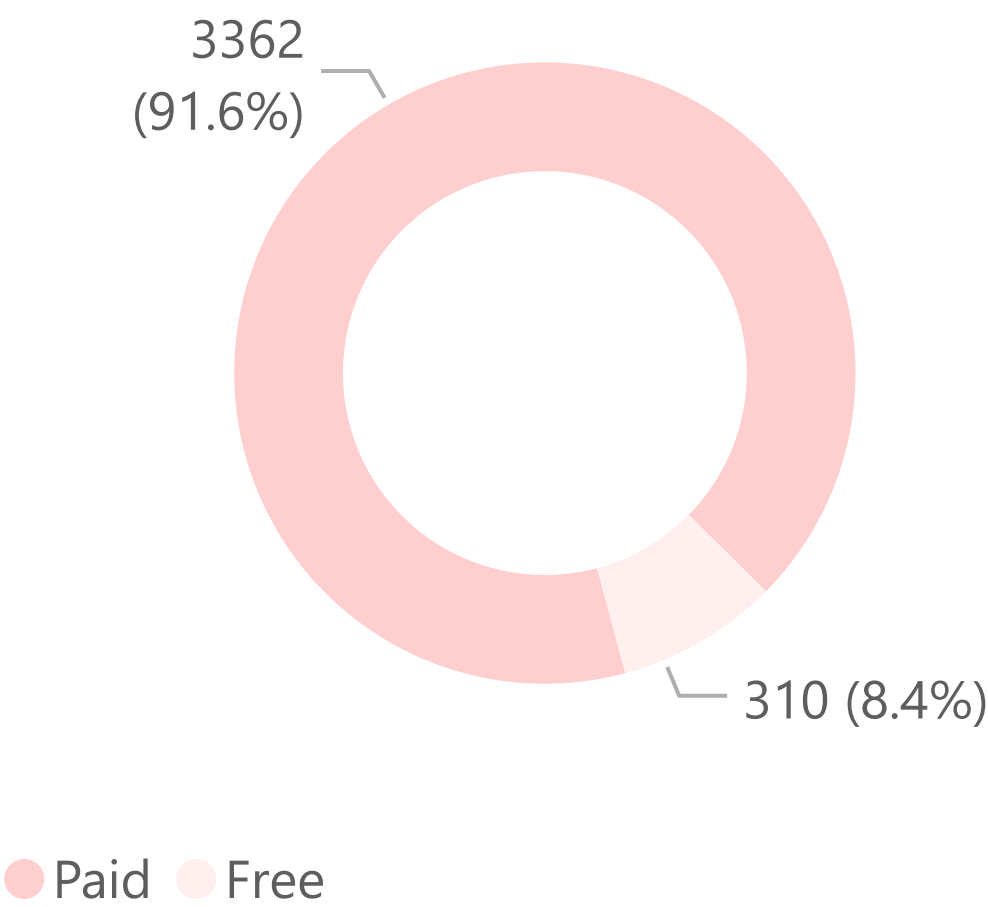
Subject - what interests user the most?

Courses related to Web Development are most popular among students. Additionally, they are the most expensive and generate the highest income, but they are also the longest compared to other subjects. Importantly, participants of these courses show particular interest and actively share their opinions about the course.



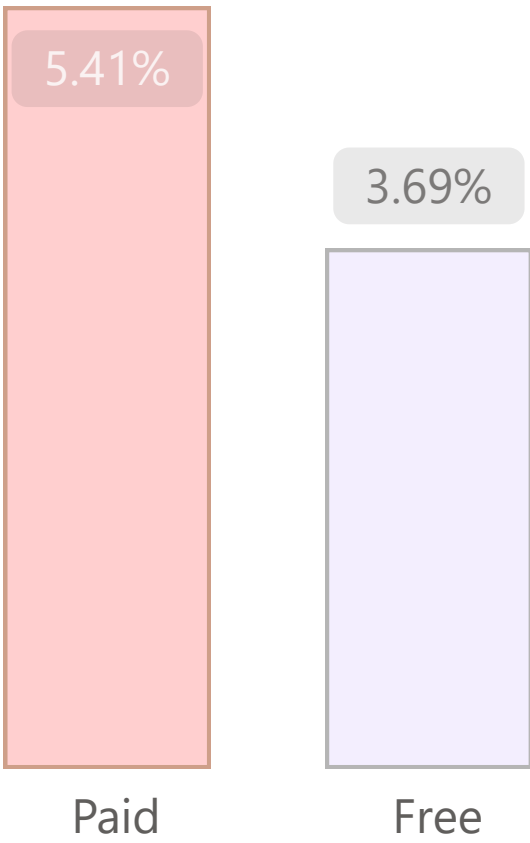
Best years

The largest number of courses were created in 2016, while the highest revenue are achieved by courses published in 2015. Unfortunately, based on the available data, it is impossible to say in which year the most courses were sold



Is it possible to learn for free?

Yes, but it is worth nothing that the offer of free courses is limited, and in the case of the expert level, there are none at all.



Ratio of reviews to subscribers

About 5.5% of students of paid courses and 4% of free courses decide to leave a review about the course. One of the reasons for this situation may be that there are people who, despite