

# Udemy Courses Analysis Report

This report presents a comprehensive analysis of Udemy's course performance from 2011 to 2017, derived from a detailed Power BI dashboard. The analysis spans three pages, focusing on key performance indicators (KPIs) and trends to highlight Udemy's growth trajectory, market preferences, and areas for improvement.

**Page 1: Key Metrics Overview** The first page provides an overview of Udemy's growth:

- **Subscribers:** 1,17,59,120 (9.2% increase)
- **Revenue:** ₹88,49,21,315 (11.4% increase)
- **Reviews:** 5,74,721 (6.1% increase)
- **Lectures:** 1,47,520 (20.6% increase)

Year-wise data indicates significant growth, particularly in 2015 and 2016. Subject-wise analysis shows Web Development leading in subscribers (67.87%), revenue (71.29%), and reviews (74.82%), while lectures are more evenly distributed across subjects. The majority of courses are paid (91.57%).

**Page 2: Subscribers Analysis** The second page delves into subscriber demographics and behavior:

- **Total Subscribers:** 1,17,59,120 out of a potential 2,00,00,000
- **Avg Review Score for 2017:** 46.04 (Goal: 50, -7.92%)

Analysis of price categories reveals the majority of subscribers fall into the ₹0-₹50 range (55.16%). The course level breakdown shows a higher percentage of subscribers for all levels (free: 45.56%, paid: 64.60%). Scatter plots depict the relationship between average subscribers, reviews, and revenue. A time-wise analysis (2011 to 2017) reveals consistent subscriber growth.

**Page 3: Lectures and Courses Analysis** The final page examines the distribution and trends of lectures and courses:

- **Total Lectures:** 1,47,520 (20.6% increase)
- **Total Courses:** 3,678 (24.1% increase)
- **Avg Content Rating:** 4.09

The level-wise breakdown shows lectures and courses are concentrated in "All Levels" and "Beginner Level". Courses are predominantly priced between ₹0-₹50 (49.12%). Subject and payment status analysis indicates most courses and lectures are in Web Development and are paid. Year-wise data reflects steady growth in lectures from 2012 to 2017.

This report encapsulates Udemy's substantial growth, particularly in web development courses, while identifying key trends in subscriber preferences and course pricing. It offers insights for further strategic development to enhance user engagement and course offerings.