

## The Business Problem

We are facing a significant challenge at Educative: identifying effective strategies to increase revenue for the upcoming quarter. The Head of Curriculum believes that our Web Development courses, which are perceived as the most popular, could potentially generate more revenue if their prices were increased. This initiative aims to explore this hypothesis and propose data-driven solutions.

## Project Timeline

Given the urgency of the matter, this project is set to be completed within a tight deadline of two weeks. The Head of Curriculum needs to present a comprehensive report to the CEO outlining our strategy to boost earnings next quarter. Here's a detailed timeline showing the key milestones and deliverables.

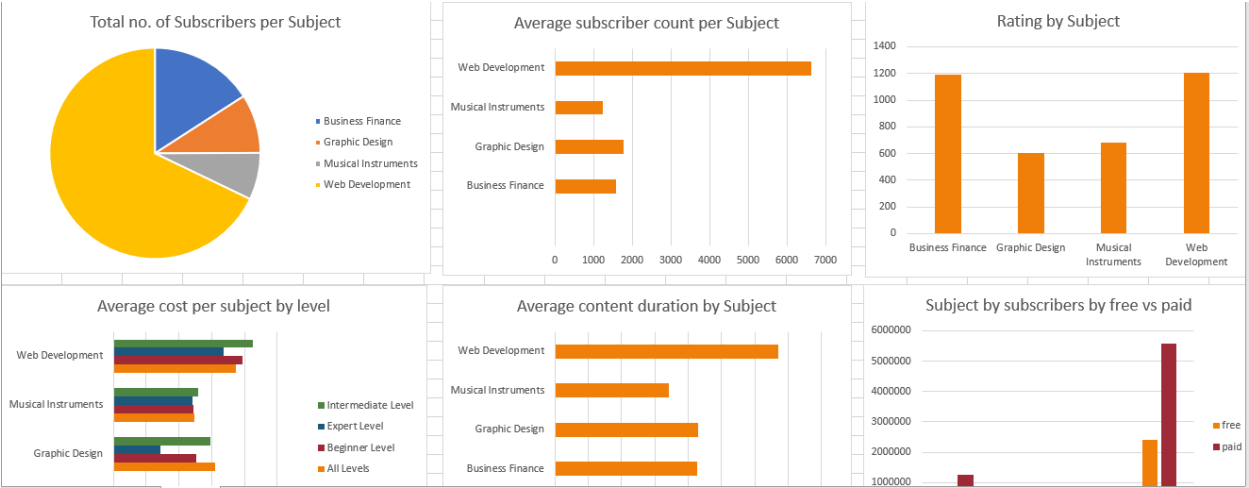
## Stakeholders

Our primary stakeholders in this project include the CEO, who will make the final decision; the Head of Curriculum, who initiated this project; myself, the Data Analyst, responsible for gathering and analyzing data; and the Course Developers and Marketing Team, whose input and execution are crucial for implementing the proposed strategies.

## Data Collection and Presentation

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Course	course_id	course_title	url	price	num_subscribers	num_reviews	num_lectures	level	Rating	content_dur	Published_date	Published_time
2	Web Developn	41295	Learn HTML5 Pro	https://www.	GHC	-	268923	8629	45 Beginner Level	0.82	252	2/14/2013	7:03:41
3	Web Developn	59014	Coding for Entre	https://www.	GHC	-	161029	279	27 Expert Level	0.69	84	6/9/2013	3:51:55
4	Web Developn	625204	The Web Develo	https://www.	GHC	200.00	121584	27445	342 Beginner Level	0.89	1032	11/2/2015	9:13:27
5	Web Developn	173548	Build Your First V	https://www.	GHC	-	120291	5924	30 All Levels	0.78	72	4/8/2014	4:21:30
6	Web Developn	764164	The Complete W	https://www.	GHC	200.00	114512	22412	304 Beginner Level	0.55	732	3/8/2016	10:28:36
7	Music	19421	Free Beginner El	https://www.	GHC	-	101154	1042	95 All Levels	0.88	108	6/15/2012	5:00:33
8	Web Developn	473160	Web Design for V	https://www.	GHC	-	98867	6512	20 All Levels	0.82	72	4/13/2015	6:29:47
9	Web Developn	94430	Learn Javascript i	https://www.	GHC	30.00	84897	2685	10 All Levels	0.79	48	10/10/2013	3:19:29
10	Web Developn	130064	Practical PHP: Mi	https://www.	GHC	-	83737	4598	45 Intermediate Level	0.85	156	7/19/2014	3:02:05
11	Web Developn	364426	JavaScript: Unde	https://www.	GHC	175.00	79612	16976	85 All Levels	0.69	276	3/12/2015	11:19:54
12	Music	238934	PianoForAll - Incr	https://www.	GHC	200.00	75499	7676	362 Beginner Level	0.96	720	8/7/2014	6:27:51
13	Web Developn	756150	Angular 4 (forme	https://www.	GHC	190.00	73783	19649	329 Beginner Level	0.9	528	2/11/2016	7:29:29
14	Web Developn	21386	Beginner Photos	https://www.	GHC	-	73110	1716	22 All Levels	0.94	48	7/27/2012	12:54:57
15	Web Developn	65330	Web Developme	https://www.	GHC	-	72932	2575	21 All Levels	0.39	24	9/25/2013	12:42:09
16	Web Developn	405926	HTML and CSS fo	https://www.	GHC	-	70773	5660	50 All Levels	0.57	144	3/19/2015	7:07:12
17	Web Developn	11174	Become a Web D	https://www.	GHC	120.00	69186	2408	197 All Levels	0.61	660	11/19/2011	9:51:20
18	Business	49798	Bitcoin or How I	https://www.	GHC	-	65576	936	24 All Levels	0.56	192	4/20/2013	2:25:22
19	Web Developn	314462	Quickstart Angul	https://www.	GHC	-	64128	4047	17 Beginner Level	0.96	36	11/22/2014	12:42:22
20	Web Developn	128946	Learn Responsiv	https://www.	GHC	-	59639	2692	24 All Levels	0.55	108	12/9/2013	12:16:40
21	Web Developn	289230	Learn and Under	https://www.	GHC	175.00	59361	11580	55 Beginner Level	0.87	168	9/24/2014	12:57:25
22	Web Developn	461160	Learn and Under	https://www.	GHC	195.00	58208	11123	98 Beginner Level	0.73	312	8/31/2015	9:07:48
23	Web Developn	556248	The Complete H	https://www.	GHC	195.00	57422	874	84 All Levels	0.82	180	7/27/2015	4:57:52
24	Business	48841	Accounting in 60	https://www.	GHC	-	56659	4397	16 Beginner Level	0.95	36	4/7/2013	9:39:25
25	Web Developn	580466	Complete PHP C	https://www.	GHC	195.00	55332	1225	144 Intermediate Level	0.28	480	9/22/2015	6:14:08
26	Design	348116	Photoshop In-De	https://www.	GHC	-	53851	1779	45 All Levels	0.69	108	11/30/2014	4:22:11

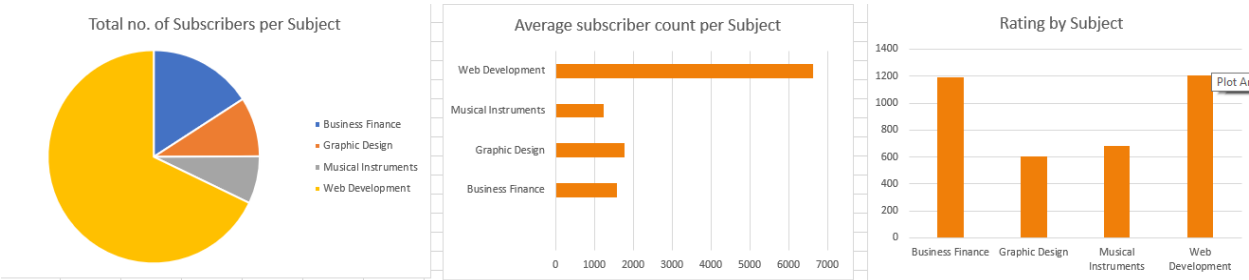
To tackle the business problem effectively, we collected extensive data on our courses. This includes course titles, IDs, prices, subscriber counts, reviews, levels, ratings, content durations, publication dates, and subjects. The raw data is organized into tables for clarity and reference.



Various charts were created to visualize our findings. Bar charts and column charts display subscriber numbers and course ratings. Pie and donut charts illustrate the distribution of courses by subject and level. Linear charts track trends over time. These visuals help us to understand the performance metrics at a glance.

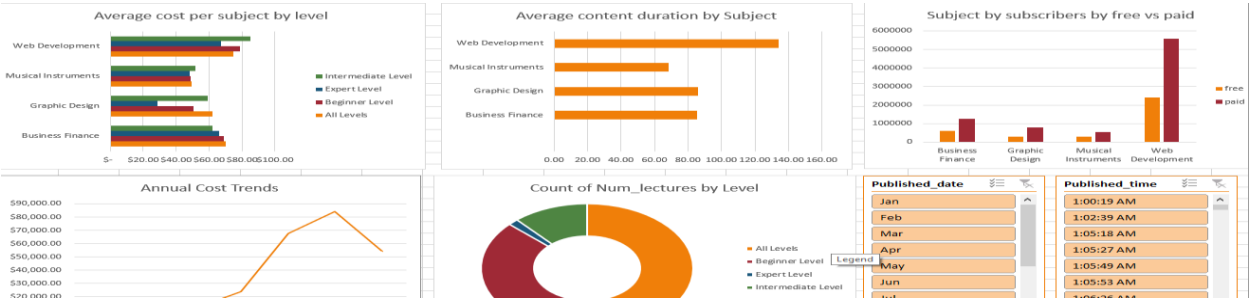
## Performance Metrics and Comparative Analysis

### Key Performance Indicators (KPIs)



Key performance indicators such as cost price per course and average subscriber count per subject are highlighted. These metrics are critical in assessing which courses are performing well and which ones need attention.

## Comparative Analysis



We conducted a comparative analysis to understand how Educative's courses stack up against competitors and within our own offerings. This included comparing the count of reviews by course and level, identifying which courses have the highest engagement and satisfaction rates.

### **Questions to Understand the Business Problem**

To ensure our analysis is thorough, we considered several critical questions:

- What is the specific revenue target for the next quarter?
- Are Web Development courses the only popular ones, or are there other high-performing courses?
- What are the current market trends in online education?
- What marketing strategies are in place for high-potential courses?
- Which courses are free, and which are paid?

### **Observations and Symptoms of the Problem**

Several symptoms indicate underlying issues:

- Stagnant or declining revenue growth, despite a broad range of courses.
- Underutilized potential in courses other than Web Development.
- Pressure from market competition capturing a larger share.
- Uncertainty in pricing strategies that may not align with market demand or student willingness to pay.

### **Hypothesis for the Cause of the Problem**

Our analysis suggests several potential causes:

- Misaligned pricing strategy: Current prices for Web Development and other courses might not be optimal.
- Over-reliance on Web Development courses, potentially limiting revenue from other high-demand topics.
- Inadequate marketing efforts for other courses like Business Finance and Graphic Designing, leading to lower awareness and enrollments.
- Incomplete understanding of student preferences, which may result in missed opportunities to adjust course offerings and marketing strategies.

### **Conclusion**

In conclusion, by examining the data and understanding the market and student behaviors, we can develop targeted strategies to increase our revenue. These strategies include adjusting our pricing model, diversifying our course focus, enhancing marketing efforts for underrepresented courses, and gaining deeper insights into student preferences. This comprehensive approach aims to not only boost revenue for the next quarter but also position Educative for sustained growth in the future.