



Udemy Course Products Analysis

Year All



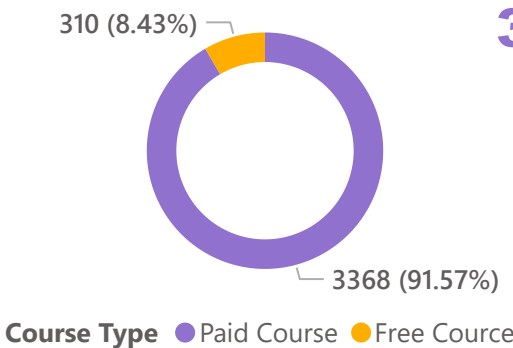
Udemy, Inc. is an education technology company that provides an online learning and teaching platform. It was founded in May 2010 by Eren Bali, [Gagan Biyani](#), and [Oktay Caglar](#).

DataDNA Jan 2024 Challenge

How many courses are paid or free?

Total Course

3678



Total Subscribers

11.76M

Revenue

\$885M

Avg Course Price

\$66.05

Avg Course Duration

4.09Hrs

Total Reviews

575K

Total Lectures

148K

Business Finance

Graphic Design

Musical Instruments

Web Development

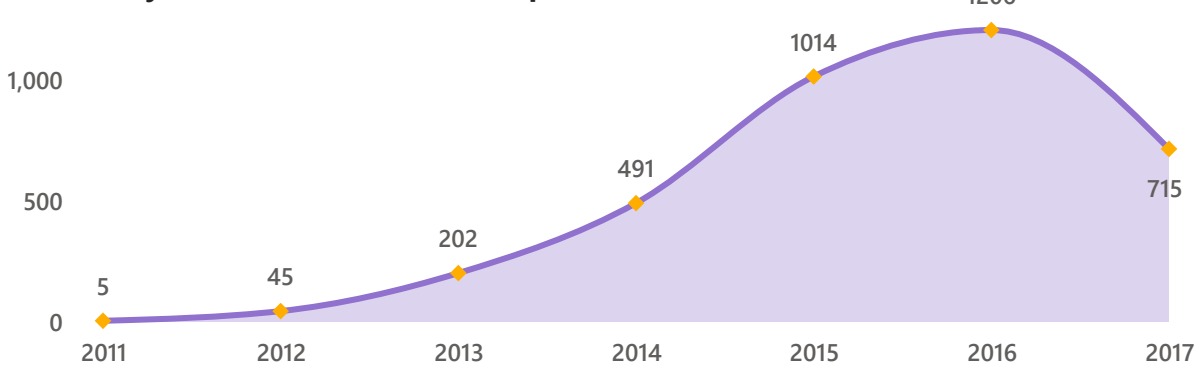
All Levels

Beginne...

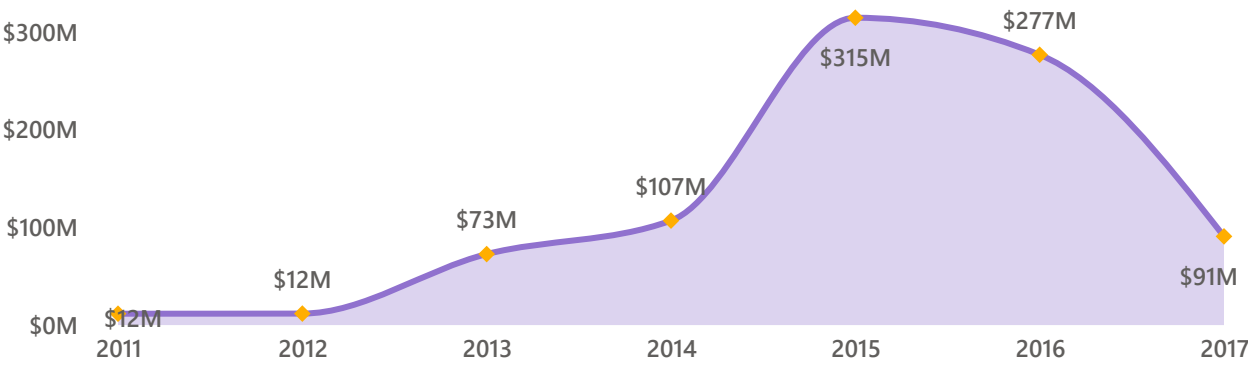
Expert...

Interme...

Which year were the most courses published?

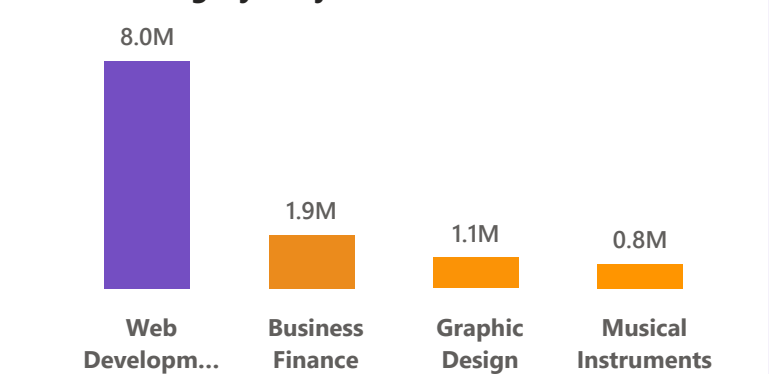


Which year were the most revenue generated?

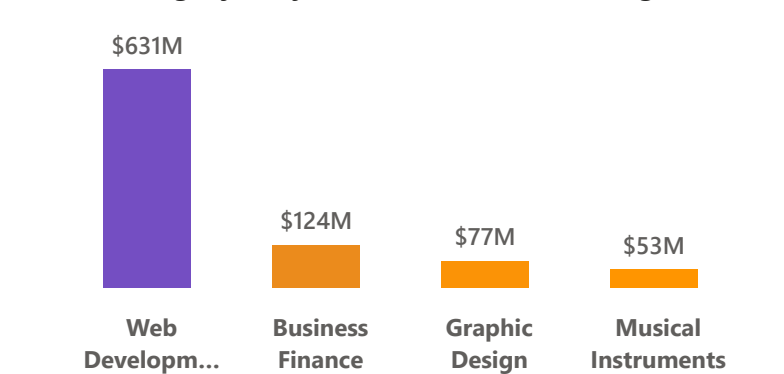


In 2016, a peak of 1206 courses was published, indicating a focus on content creation. However, the highest revenue, \$315 million, was generated in 2015.

Which category/subject has the most subscribers?



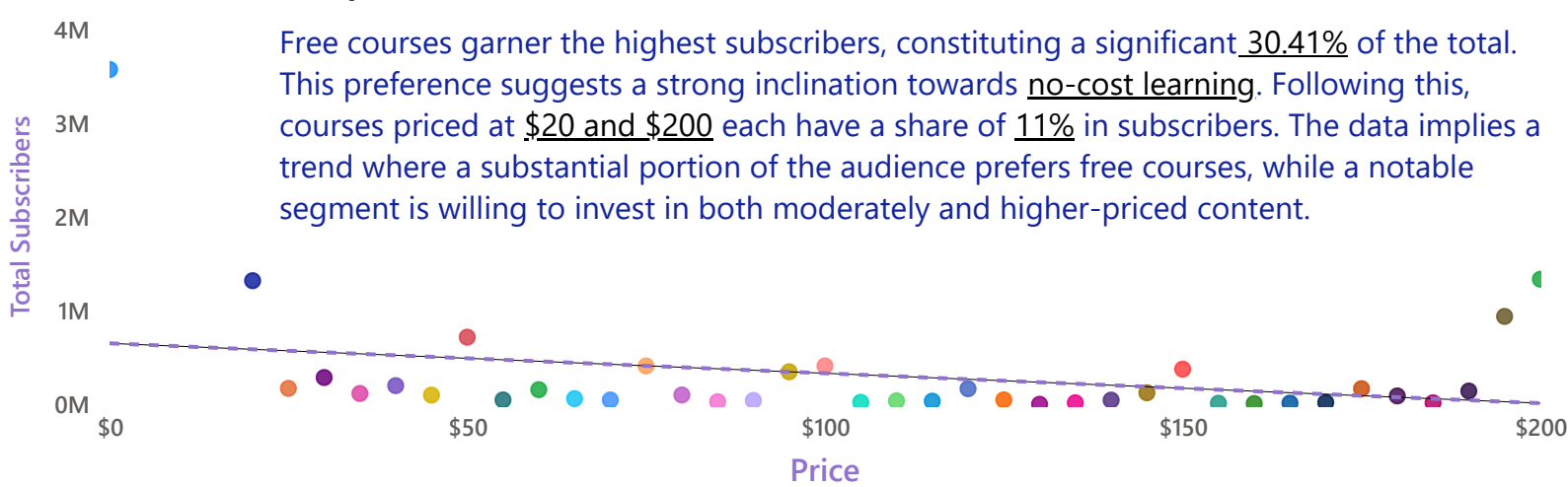
Which category/subject has the most revenue generated?



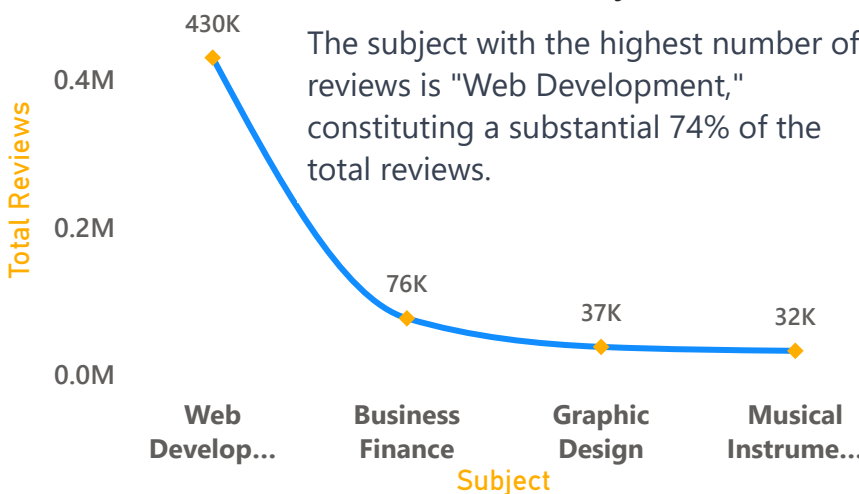
Subject	Lectures	Avg Price	Avg Duration
Web Development	63K	\$77.0	5.59Hrs
Business Finance	39K	\$68.6	3.55Hrs
Graphic Design	19K	\$57.8	3.58Hrs
Musical Instruments	26K	\$49.6	2.85Hrs
Total	148K	\$66.0	4.09Hrs

Web Development leads with 8M subscribers, comprising 67.87% of the total subscribers. In revenue, Web Development also dominates with \$631M, contributing 71.29% of the total revenue. This highlights the category's significant impact on both subscribers and overall earnings.

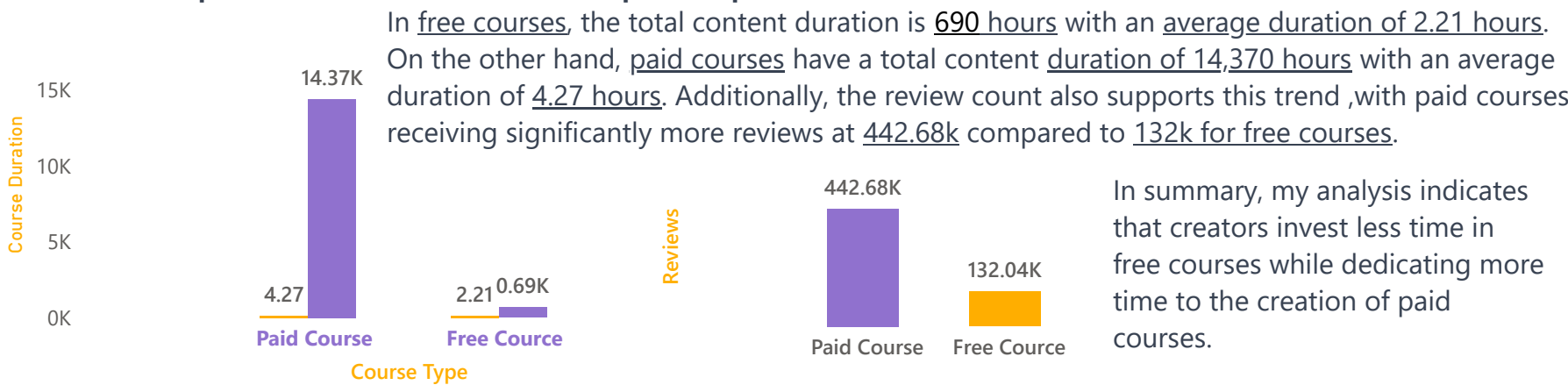
How is the relationship between subscribers and Price?



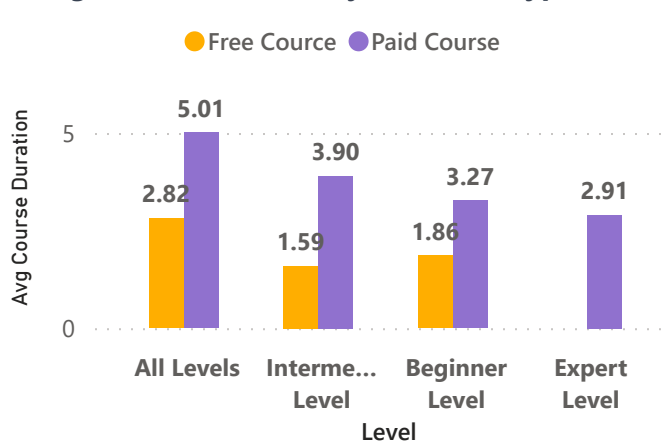
What is a correlation between courses subject and Reviews?



Do creators spend less time on free courses compared to paid?

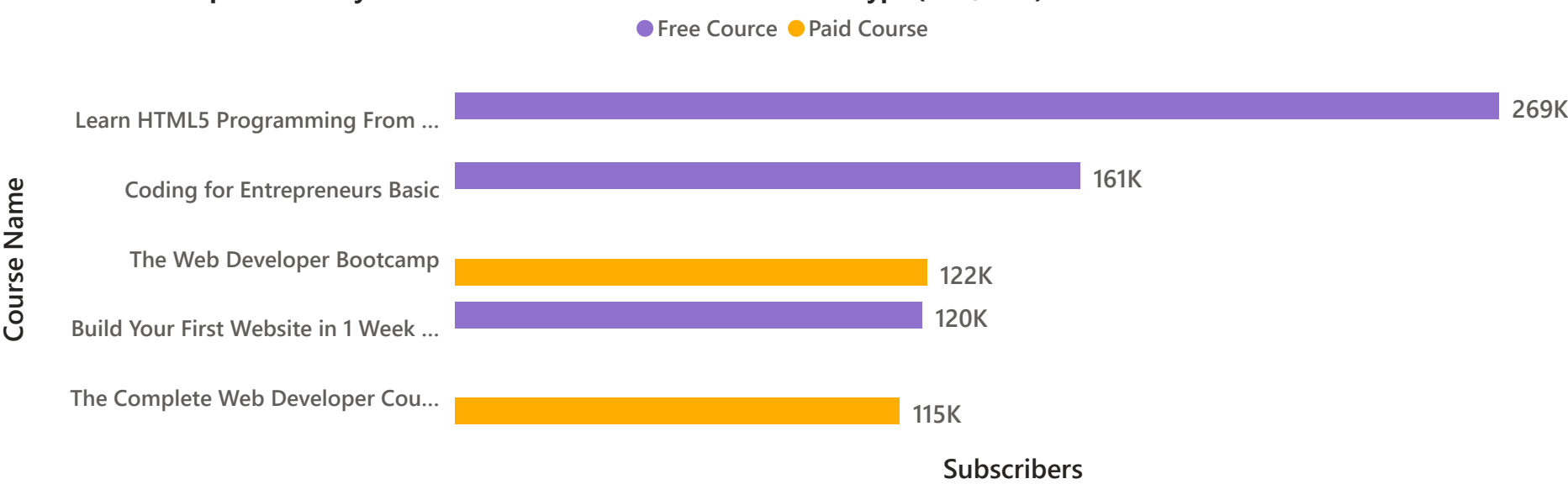


Avg Course Duration by Level and Type



Moreover, a level-wise analysis reinforces this observation, clearly indicating that the average duration of free courses is consistently lower than that of paid courses across all levels. This suggests a consistent pattern where creators allocate less time to free courses compared to their paid counterparts at every course level.

What are the Top 5 Course by numbers of subscribers and Show Course type (Free/Paid)?



The **top 5 courses by subscribers** all belong to the '**Web Development**' subject. Among these, **3 courses are free**, and **2 are paid**. Notably, the course with the highest number of subscribers is a free web development course, followed by another free course in the second position. The third-ranking course is paid, and the fourth and fifth positions are secured by free and paid web development courses, respectively.



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