

Data Analysis Report

Prepared by:

ELOCHUKWU ILLOH

Elochukwu.illoh@gmail.com

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Overview

This data analysis report is to provide the findings on the udemy course data that would lead to an increase in revenue for the company

Scope

The scope pf this project is to present data on course revenue and try to understand where opportunities may lie to increase the revenue from these courses

Methodology

Udemy have provided various data on the different courses and we would use this data to gather information about the preferences of the website users and recommend our findings to the team.

Design

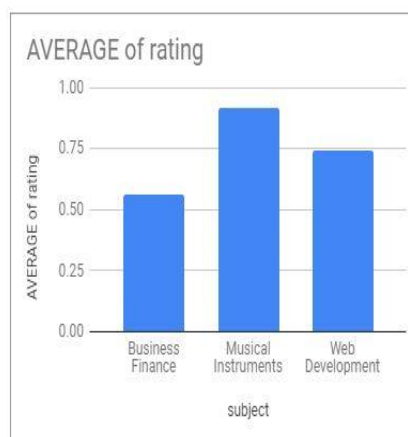
We have to start by cleaning the data sheets that was made available to us. And since the data was shared on different sheets, we had to start by joining all the data in a single sheet so that it is easy to work with. Then we proceeded to cleaning this data on google sheets using different google sheets functions like removing blank cells, left/right function, find and replace, IF function, VLookup and pivot tables. This visualization tool was used to show the customer preferences on different courses and how this can be managed efficiently.

Findings

Finding 1

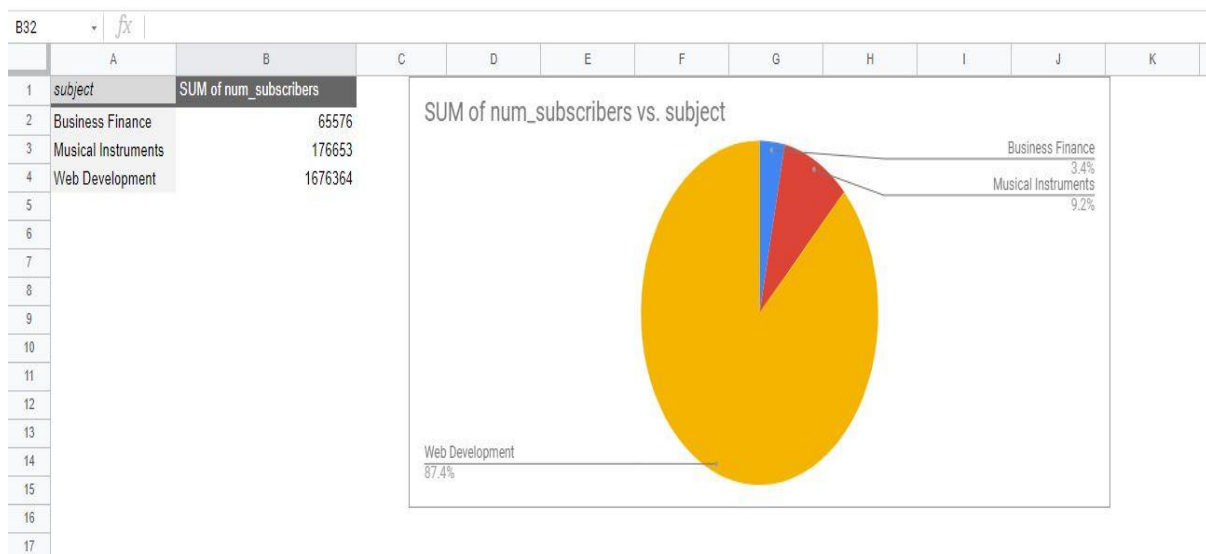
The ratings for the web development courses are low compared to the musical instruments courses.

46		
47		
48	subject	AVERAGE of rating
49	Business Finance	0.56
50	Musical Instruments	0.92
51	Web Development	0.7452941176
52		
53		
54		
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62		



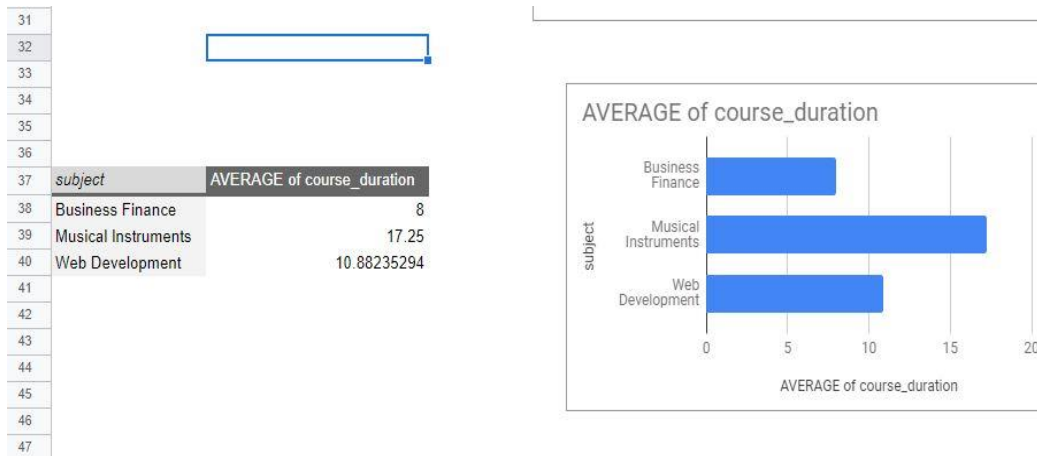
Finding 2

The web development courses have the highest number of subscribers on the udemy learning platform.



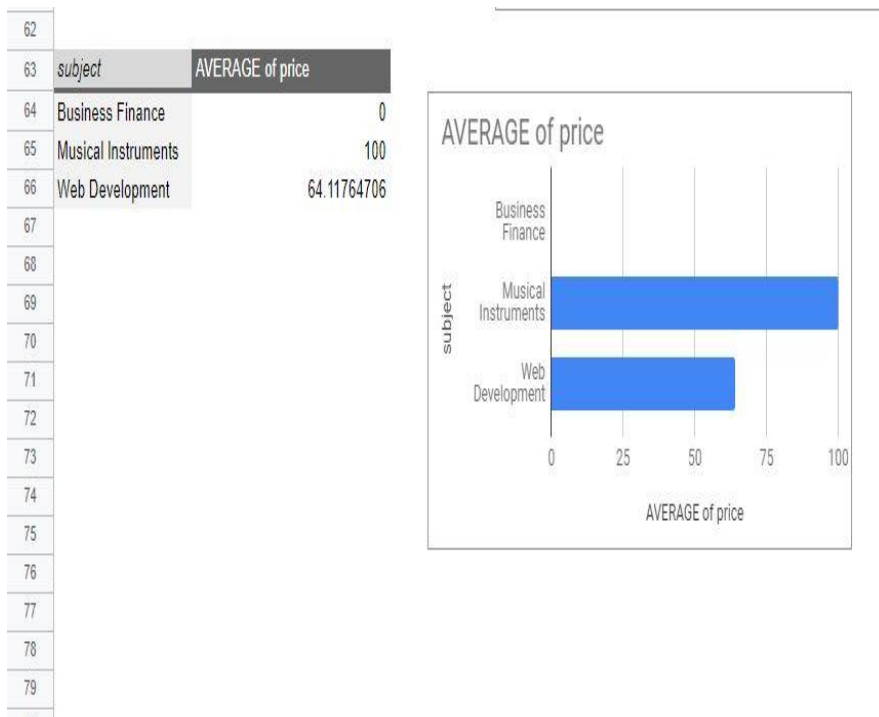
Findings 3

The musical instruments course has a longer duration compared to the web development and business finance courses.



Findings 4

Web development has a lot of free courses across all levels when compared with the musical instrument and business finance courses.



Conclusions

Web development courses are the most subscribed courses on the udemy learning website and the company should leverage these numbers to generate more revenue and improve on course content.

Recommendations

1. Reduce the duration of some web development and musical instruments courses where possible because people would concentrate more on courses with shorter content.
2. Reduce the number of free web development courses on the udemy learning website. I would recommend that ninety percent (90%) of expert level courses should be paid courses and about fifty percent (50%) of all intermediate courses should also be paid.
3. Web development courses have the greatest number of subscribers on the learning website and udemy should leverage this by providing more quality and interactive content, and people will always refer their friends and colleagues to these courses.