



BUSINESS STRATEGY

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OBJECTIVE

Edvance is an online education platform looking to enter the market strongly.

The company is interested in learning skills in demand by employers, key competitor's offerings as well as learners' demand and sentiments in order to capture market share and bring over new learners.

ONLINE LEARNING INDUSTRY

- The online education market has been booming
- 3X increase in online courses registration since the beginning of the COVID-19 pandemic
- Learns are registering with the “objective of landing their first professional job, switching careers, or advancing in their current role”
(coursera annual report)



SOURCES OF DATA

Job Listing:

- Dice.com
- CareerBuilder.com

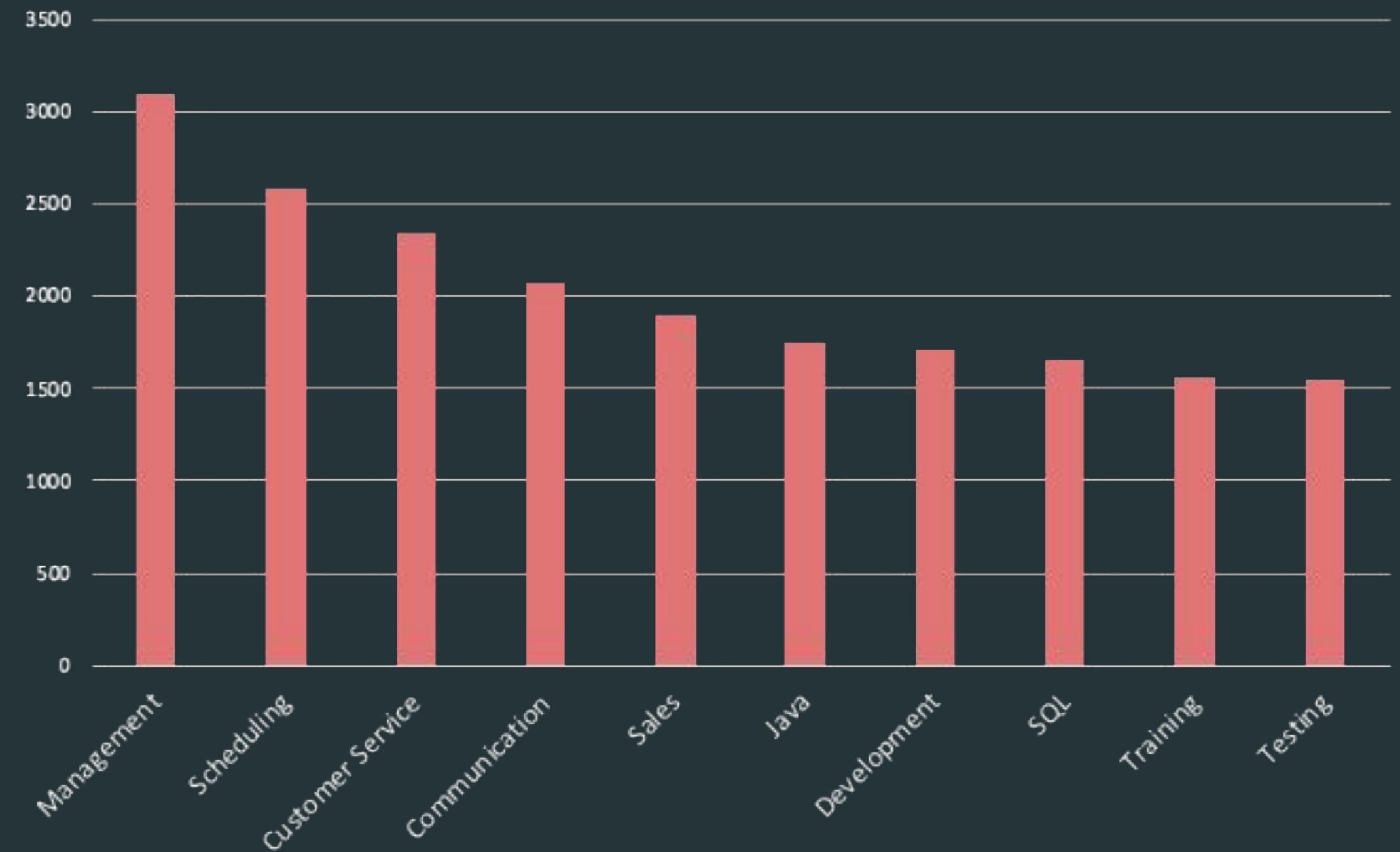
Course Offerings and Subscription:

- UDemy website



EMPLOYERS' DEMAND

The data from Dice.com and CareerBuilding.com were merged and analyzed to extract the top skills in demand



EMPLOYERS' DEMAND

The top skills include both soft and technical skills and to our surprise are led by soft skills. The top skills which we recommend focusing on are:

Soft

- Management Skills
- Scheduling Skills
- Customer Service skills

Technical

- Java
- Development
- SQL

To establish if these are being covered by competitor and learners.

COURSES OFFERED

- 1 Proportion of courses based on skills demanded by employers

Frequency Percentage

Soft

Management	1,836	1.48
Customer Service	139	0.11
Scheduling	“Project Management” ?	

Technical

Development	18,461	14.90
Java	628	0.51
SQL	335	0.27

Start with courses based on what employers are looking for

COURSES SUBSCRIBED

2 Among the top 10,000 subscribed courses, what are the top 10 skills learnt?

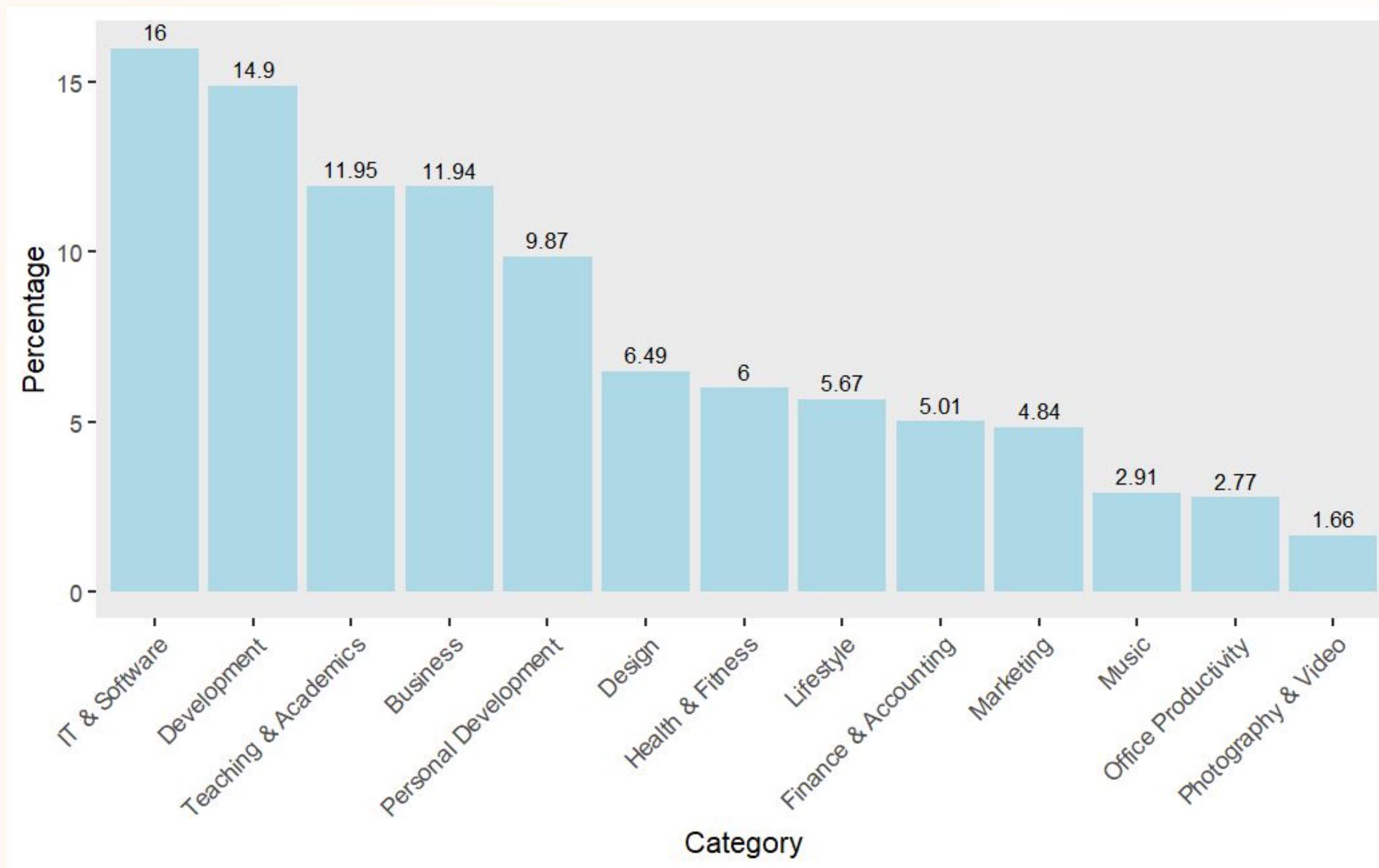
Topic	Percentage
Python	3.43
JavaScript	1.52
Excel	1.41
Ethical Hacking	1.36
Photoshop	1.35
Java	1.21
WordPress	1.19
Web Development	1.03
CSS	0.75
SEO	0.75

- **High focus on technical skills, gap in soft skills**
- **Highlight and market courses with skills that matches employers needs**

COURSES OFFERED |

3

Proportion of courses offered by categories



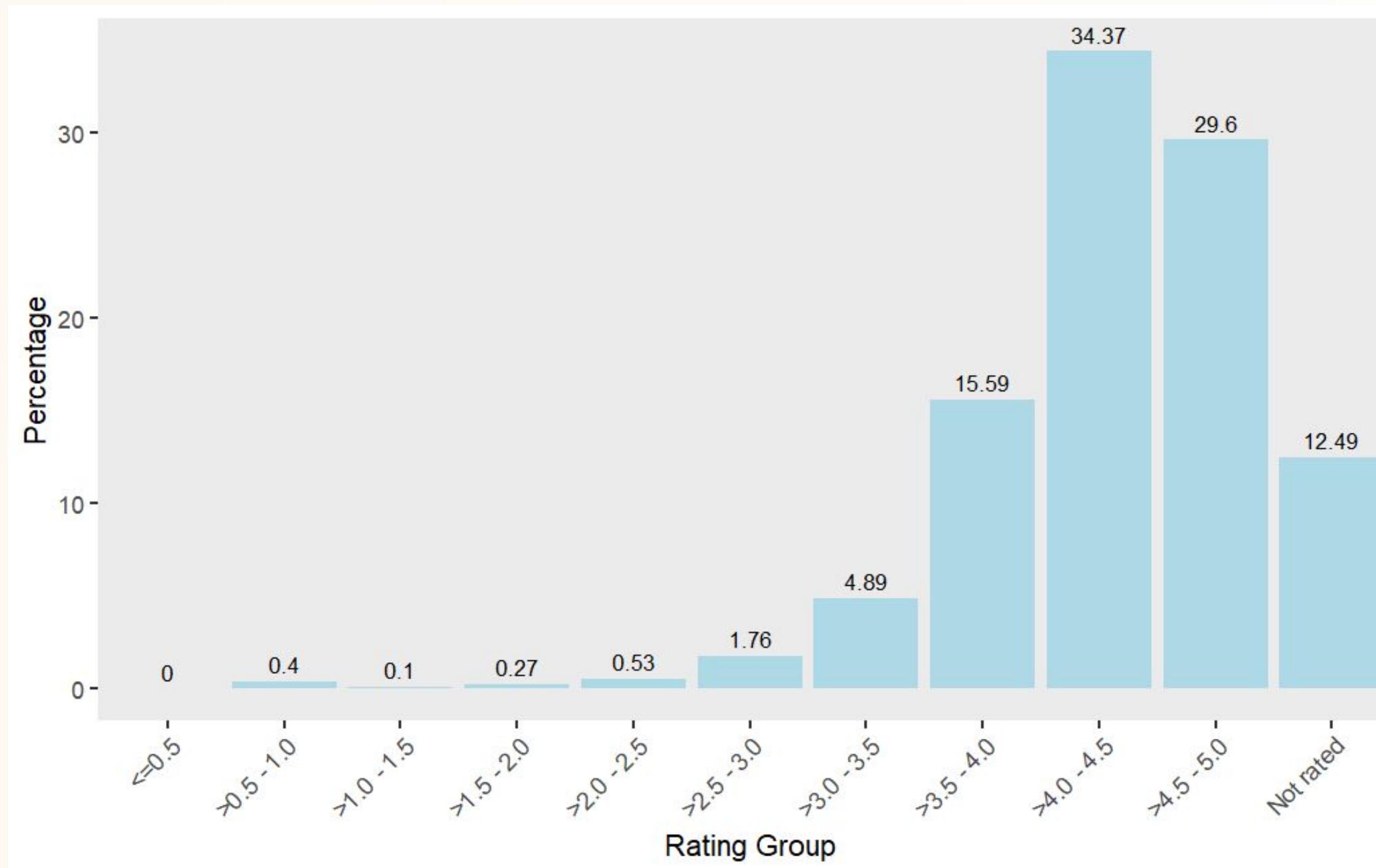
Courses with skills required by employers fall in:

- **IT & Software**
- **Development**
- **Business**
- **Personal Development**

COURSES SUBSCRIBED

4

Distribution of courses by rating



Courses are
generally well rated

5 COURSES PRICE & DURATION (MINS)

	Duration	N.A	>0	>3000	>6000	>9000	>12000	>15000	>18000	>21000
Price			- 3000	- 6000	- 9000	- 12000	- 15000	- 18000	- 21000	
Free	6	12162	1	0	0	0	0	0	0	0
>0 - 100	7284	78354	168	37	2	2	2	0	0	1
>100 - 200	638	23627	177	31	8	0	0	0	0	1
>200 - 300	28	141	0	0	0	0	0	0	0	0
>300 - 400	16	60	0	0	0	0	0	0	0	0
>400 - 500	5	32	0	0	0	0	0	0	0	0
>500 - 600	3	32	0	0	0	0	0	0	0	0
>600 - 700	1	31	0	0	0	0	0	0	0	0
>700 - 800	165	683	1	0	0	0	0	0	0	0
>800 - 900	0	29	0	0	0	0	0	0	0	0
>900	17	175	1	0	0	0	0	0	0	0

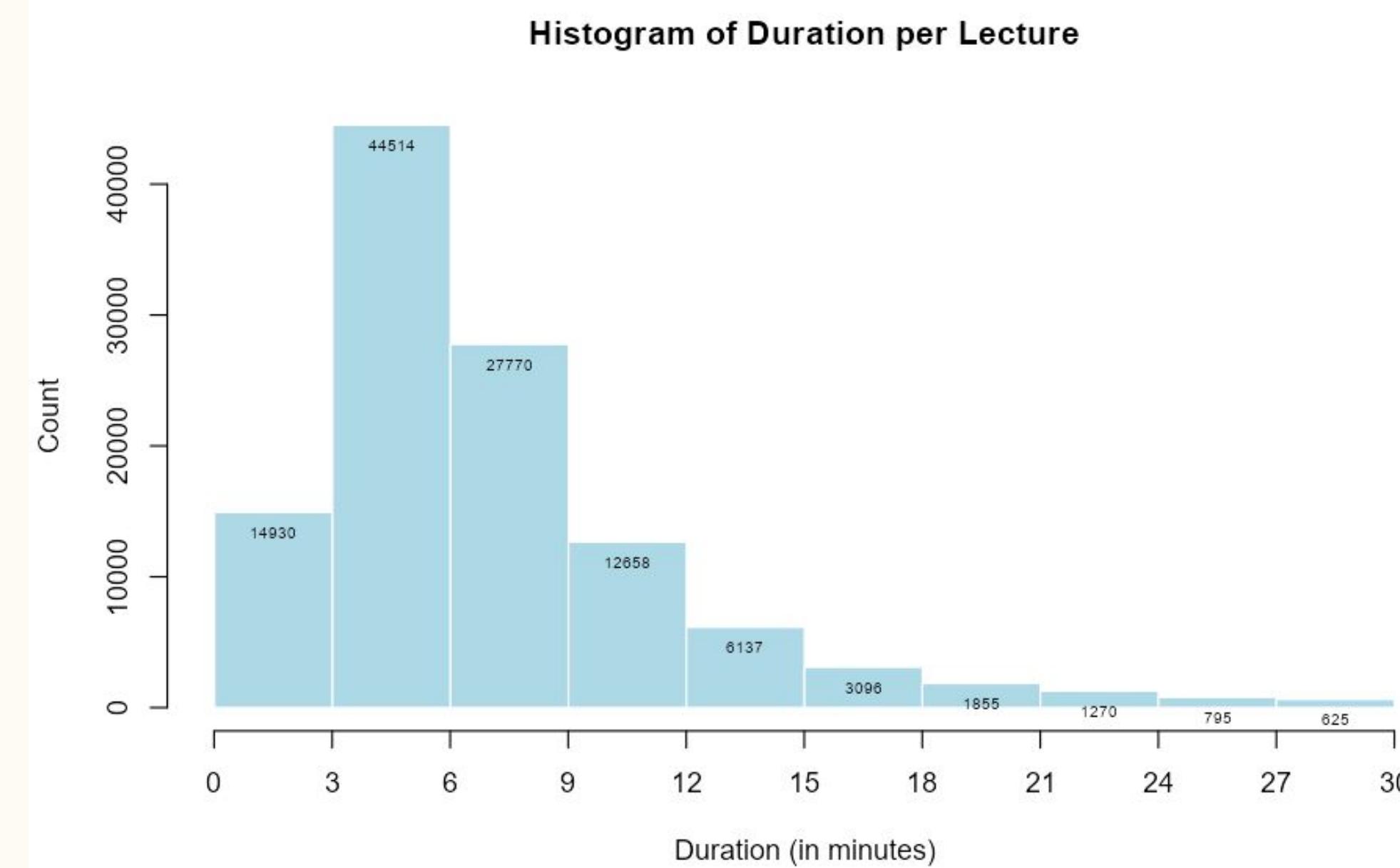
Concentration - below \$200 and course duration less than 3,000 mins (50 hours)

DURATION LECTURE

6

- ~92% < 30 mins
 - Huge majority within 3-6 mins

**Microlearning -
Keep lectures
short and succinct**



DISTRIBUTION PRICE

7

- ~10% Free
- ~69% < \$100
 - Huge majority within \$10 - \$20
- **Pricing strategy – lower to attract more learners or higher for premium contents?**
- **Consider free trial/first lecture to attract learners**



COURSE INSTRUCTORS

8

Top 10 producers

	Count
1: Packt Publishing	1254
2: Bluelime Learning Solutions	422
3: Illumeo Learning	410
4: Laurence Svekis	327
5: Infinite Skills	323
6: HowExpert	288
7: Sarita Wariyer	274
8: Stone River eLearning	269

9

Top producers with at least 100 courses & average rating > 4

		Mean
1:	Being Commerce	4.76
2:	Sorin Dumitrascu	4.70
3:	Oak Academy	4.63
4:	Eric Yeboah	4.60
5:	Jason Allen	4.50
6:	TJ Walker	4.41
7:	Dr Karen E Wells	4.35
8:	Alex Genadinik	4.34
9:	Robert (Bob) Steele	4.31
10:	Laurence Svekis	4.28
11:	Simon Sez IT	4.26
12:	Infinite Skills	4.25
13:	Scott Paton	4.22
14:	3dmotive LLC	4.15
15:	IT Exam Institute	4.04
16:	Management Study Guide	4.02

Collaborations to produce quality contents

SIGNIFICANT IMPACT

Positive (+) : the outcome tends to increase as variable increases

Negative (-) : the outcome tends to drop as variable increases



Average rating

+ number of lectures
course category: music is + and mostly -



Number of subscribers

+ average rating, number of lectures, reviews and comments
course category: some + and some -



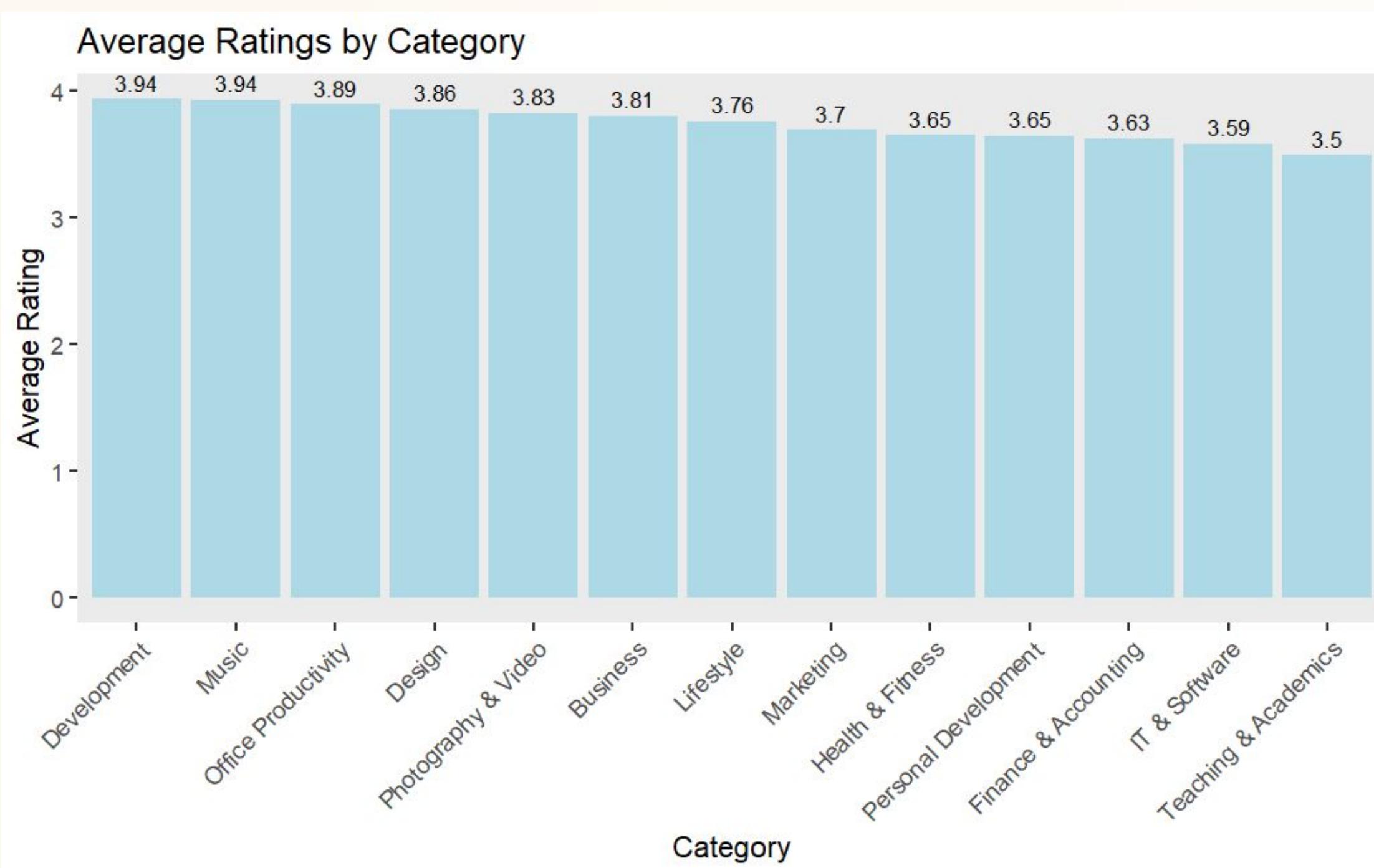
Price

+ number of lectures, number of comments and course length
- average rating and number of reviews
course category: some + and some -

Need to manage

- **Quality**
- **Value perception**

SIGNIFICANT DIFFERENCES



- Significant differences in the average ratings of courses across the categories
- Significant difference in the average ratings between paid and free courses.
 - Free courses tend to have higher ratings than paid courses.
 - The difference exist within each category.

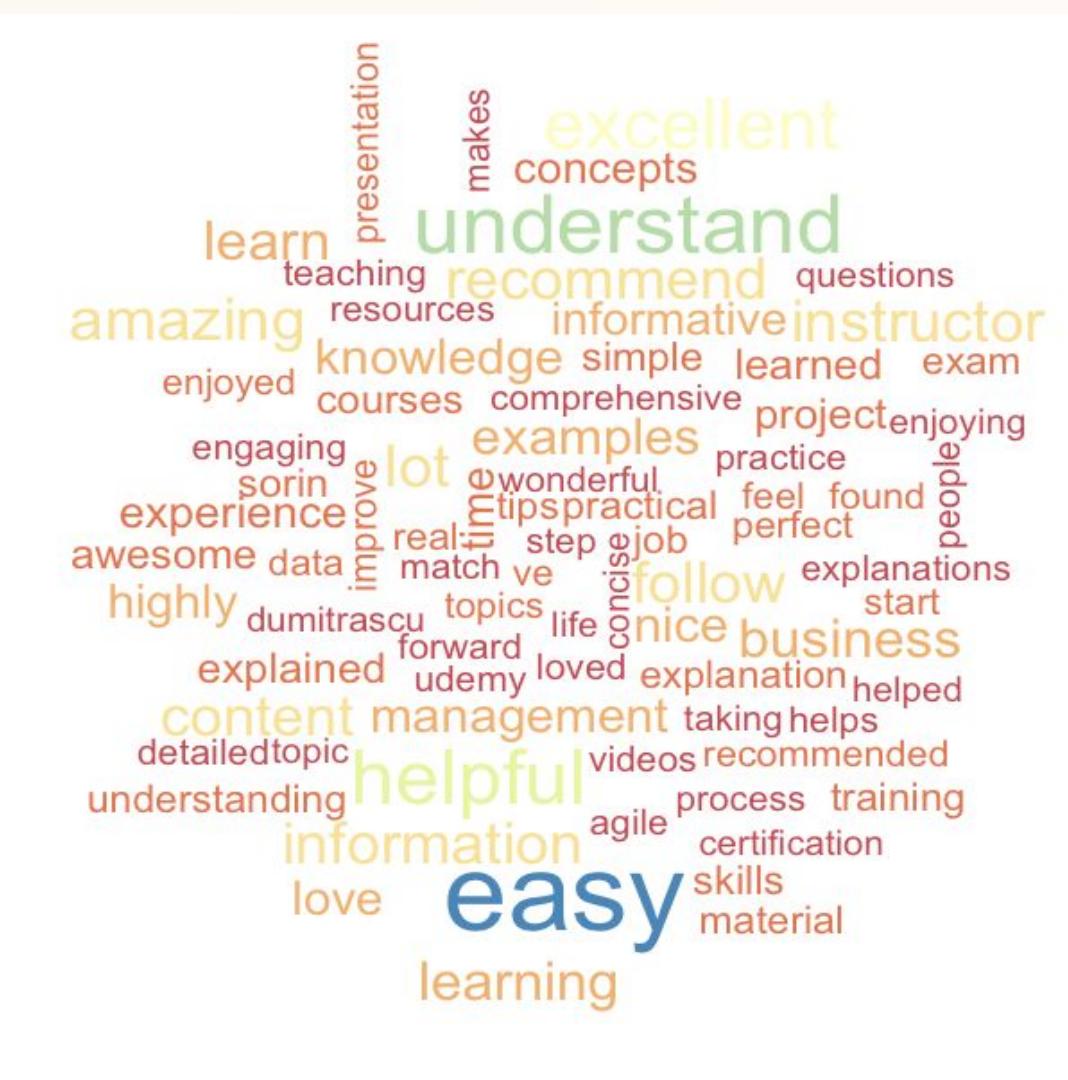
Higher expectations for paid course. Need to curate the contents.

SENTIMENT ANALYSIS: Business Reviews in 2022



What are the most frequently occurring words in the positive / negative reviews of each course category?

Positive



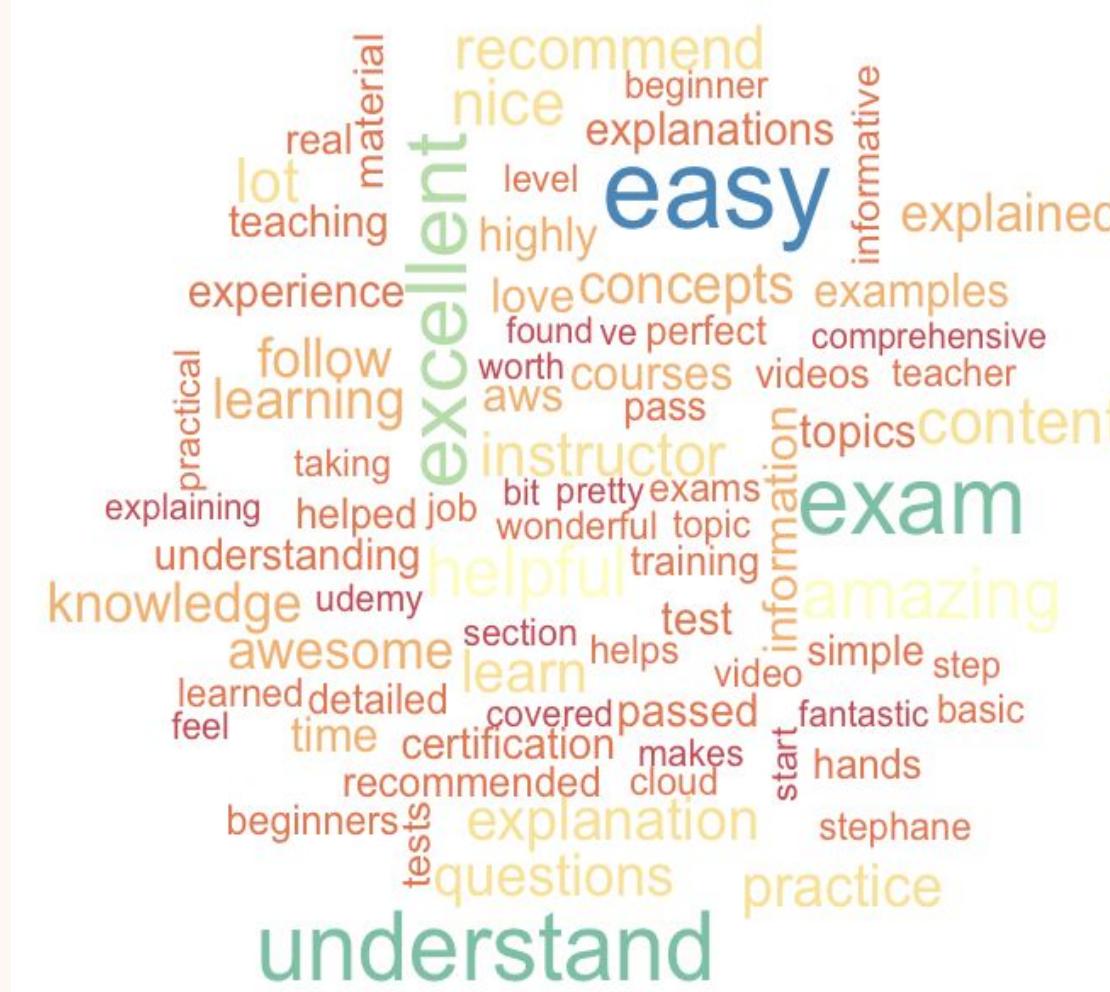
Negative



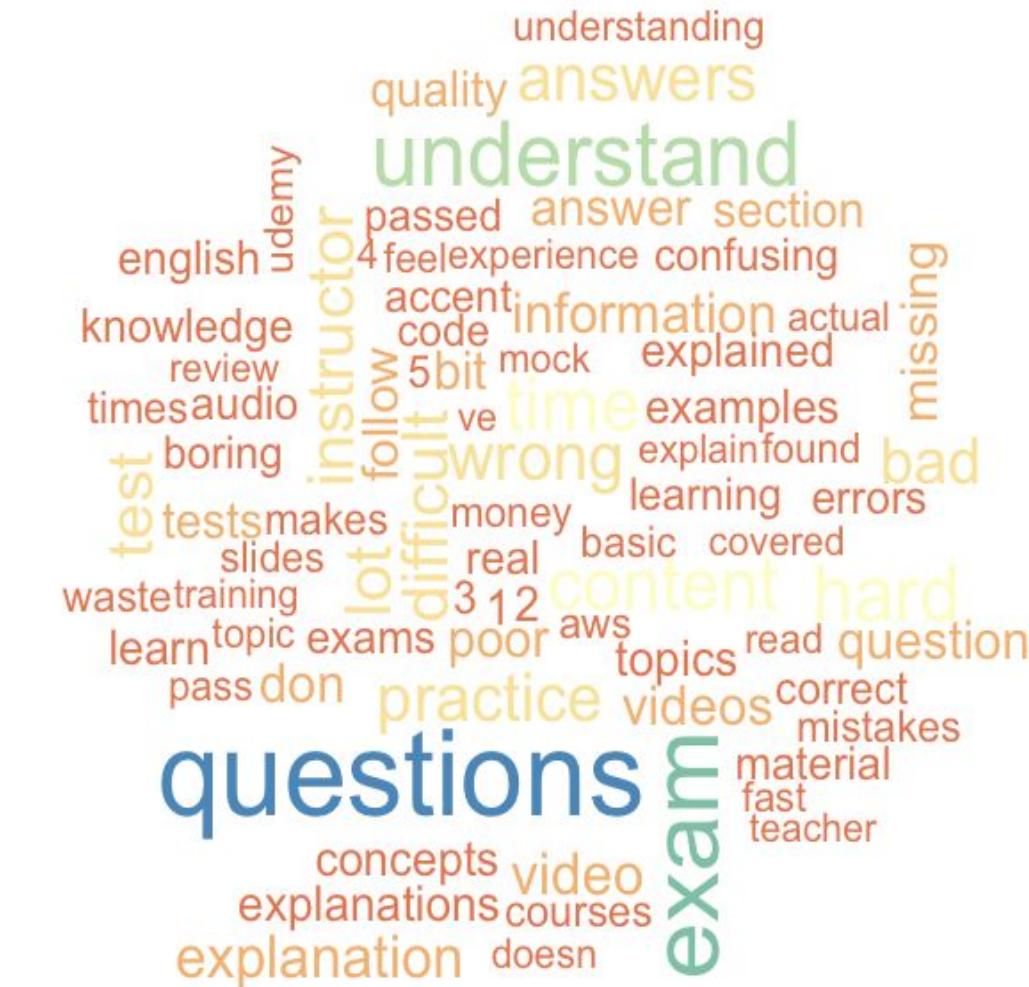
SENTIMENT ANALYSIS: IT & Software Reviews in 2022

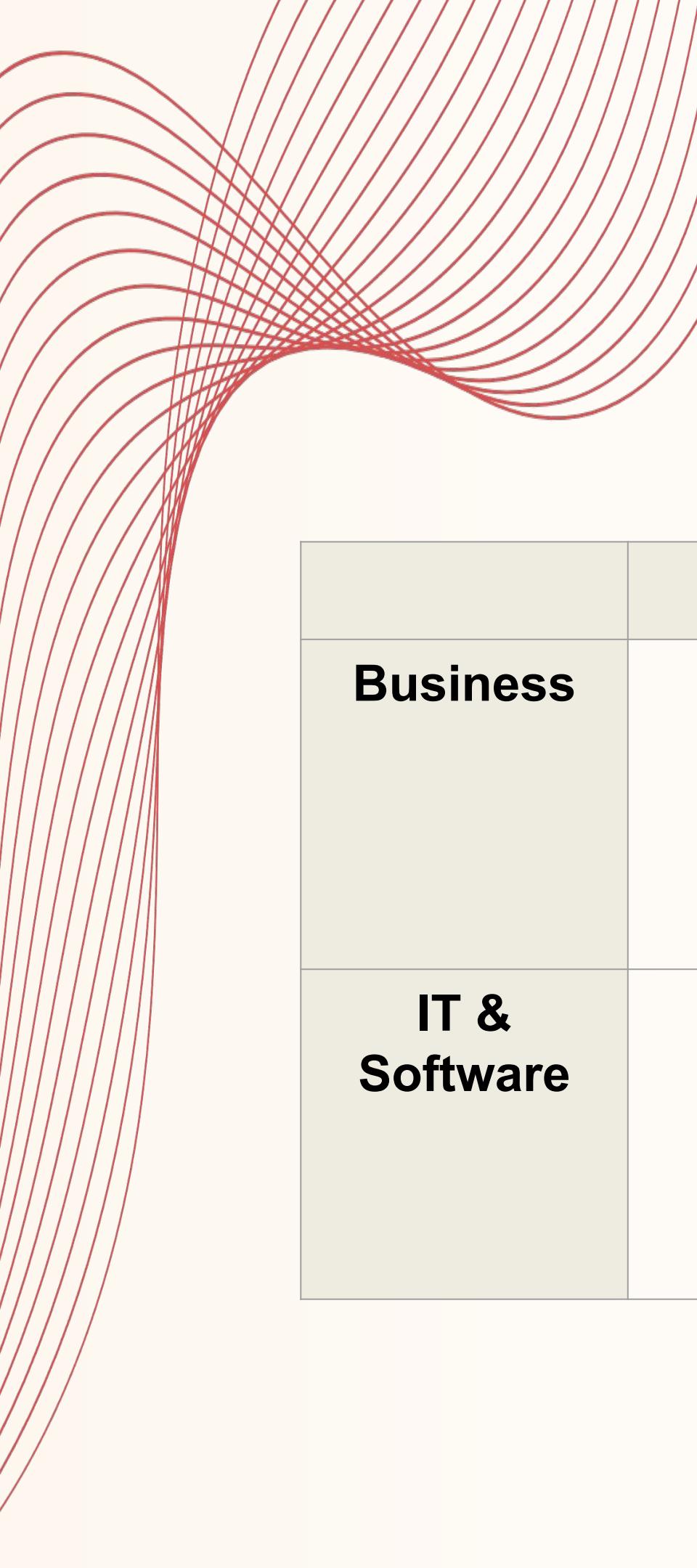
What are the most frequently occurring words in the positive / negative reviews of each course category?

Positive



Negative





SENTIMENT ANALYSIS FINDINGS

	Positive	Negative
Business	Easy Understand Helpful Excellent Amazing	Understand Time Content Hard Lot
IT & Software	Easy Exam Understand Excellent Helpful	Questions Exam Understand Hard Time

Key observations

- Easy/Helpful vs Hard; Understand
 - Ensure ease of comprehension
 - Give examples, more applications
- Time
 - Common concern, to further examine reviews about “time”
- Exam
 - Common for tech skills to test understanding
 - Rename as practice questions and provide solutions
- Questions
 - Create a discussion forum for users to ask questions or discuss with instructor and fellow users

DYNAMIC APPLICATION

- Analyses based on user defined parameters
- Flexible and instantaneous
- Demonstration



RECOMMENDATIONS

-
- | | | | | | | | | | |
|---|---|---|--|---|--|---|---|---|--|
| 1 | Offer, highlight and market courses with skills that matches employers needs (regular monitoring) | 2 | Curation of contents and instructors are crucial | 3 | Launch premium contents with higher price points | 4 | Keep lectures short and succinct
Provide discussion forums; avenue for questions | 5 | Upon launch, collect data to monitor users' behavior and response for further refinement in strategy |
| | | | | | Free Trial periods/lectures | | | | |



PROPOSALS

- Automated monthly reports on the performance of courses as well as customers' profile, subscription and behaviors
 - Efficient and effective monitoring
- Recommender system for next course to take based on other similar learners'
 - Encourage additional purchases => increase revenue
 - Enhance user experience contributes to higher customer satisfaction => more likely to return or make referrals

INVESTMENT

\$205,000 for 2 months

Project Management

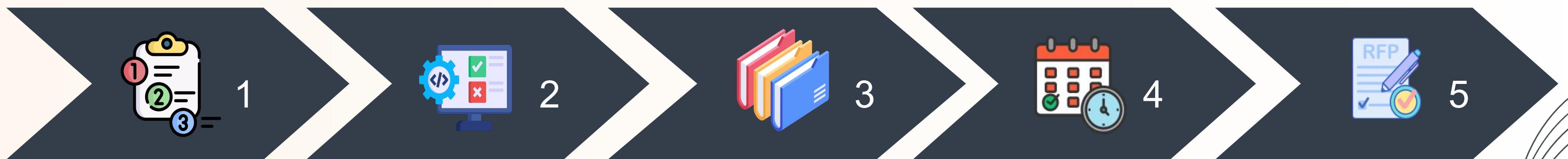
Study and finalise the requirements
(1 project manager)

Reporting & Training

Documenting the codes and the results
Developing materials and training staff

Follow-Up

Extending services to maintenance and refinements (if required) could be added on at additional cost



Development

Cleaning data; creating system; testing functionality
(2 data engineers + front-end developer + back-end developer)

Implementation

Approximately 2 months from first meeting

Thank You |

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hello@apanbusiness consulting.com

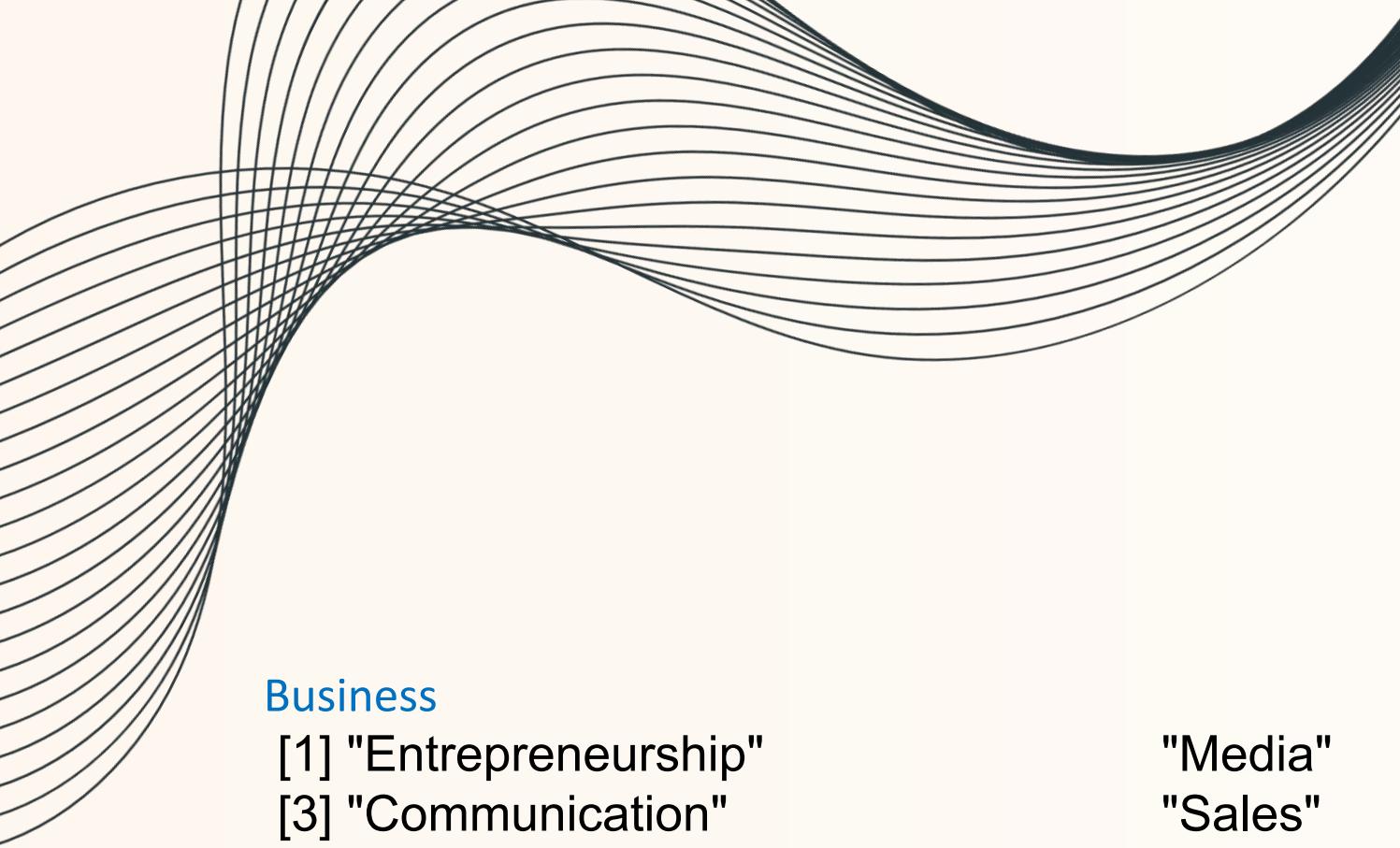


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COURSES | SUB-CATEGORIES |

Business

- [1] "Entrepreneurship"
- [3] "Communication"
- [5] "Business Analytics & Intelligence"
- [7] "Operations"
- [9] "Other Business"
- [11] "Human Resources"
- [13] "Real Estate"
- [15] "E-Commerce"

- "Media"
- "Sales"
- "Industry"
- "Business Strategy"
- "Management"
- "Project Management"
- "Business Law"

Development

- [1] "Programming Languages"
- [3] "Web Development"
- [5] "Database Design & Development"
- [7] "Software Testing"
- [9] "Data Science"

- "Mobile Development"
- "Software Development Tools"
- "Game Development"
- "Software Engineering"
- "No-Code Development"

IT & Software

- [1] "IT Certifications"
- [3] "Network & Security"
- [5] "Other IT & Software"

- "Hardware"
- "Operating Systems & Servers"

Personal Development

- [1] "Career Development"
- [3] "Personal Brand Building"
- [5] "Influence"
- [7] "Happiness"
- [9] "Memory & Study Skills"
- [11] "Creativity"
- [13] "Other Personal Development"
- [15] "Motivation"

- "Parenting & Relationships"
- "Personal Transformation"
- "Religion & Spirituality"
- "Stress Management"
- "Self Esteem & Confidence"
- "Personal Productivity"
- "Leadership"

SOURCES OF DATA

Udemy data scraped from the web

Courses offered and subscribed:

- Id; Title; Course URL; Headline 123,921
- Category 13
- Subcategory 130
- Topic 3,743
- Language Filtered for English
- Is paid
- Price
- num_subscribers
- avg_rating
- num_reviews
- num_comments
- num_lectures
- content_length_min
- published_time
- last_update_date
- instructor_name; instructor_URL 42258

Comments on courses:

- Id 9,411,727
- course_Id
- rating
- date
- display name
- comment various languages