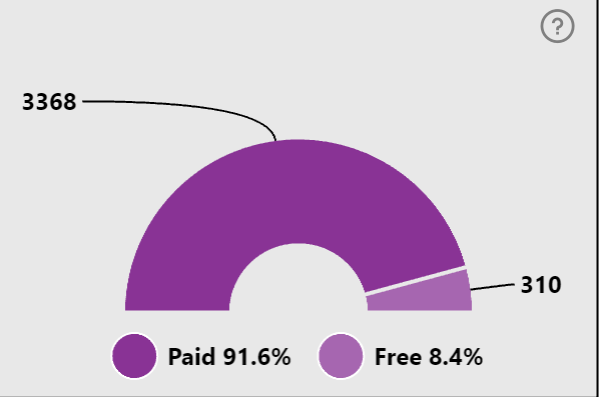**Data-DNA January 2024 Challenge**
Udemy Course Products Analysis
Udemy, Inc. is an education technology company that provides an online learning and teaching platform. It was founded in May 2010 by Eren Bali, Gagan Biyani, and Oktay Caglar

ONYX DATA

#Course Paid or Free ?

3368

310

Paid 91.6% Free 8.4%

Course Count	Subscribers Count	Total Revenue	Avg Course Duration
3678	**11.76M**	**$885M**	**4.09Hrs**

Lecture Count	Review Count	Avg Course Price	Avg Lecture Count
148K	**575K**	**$66.05**	**40**

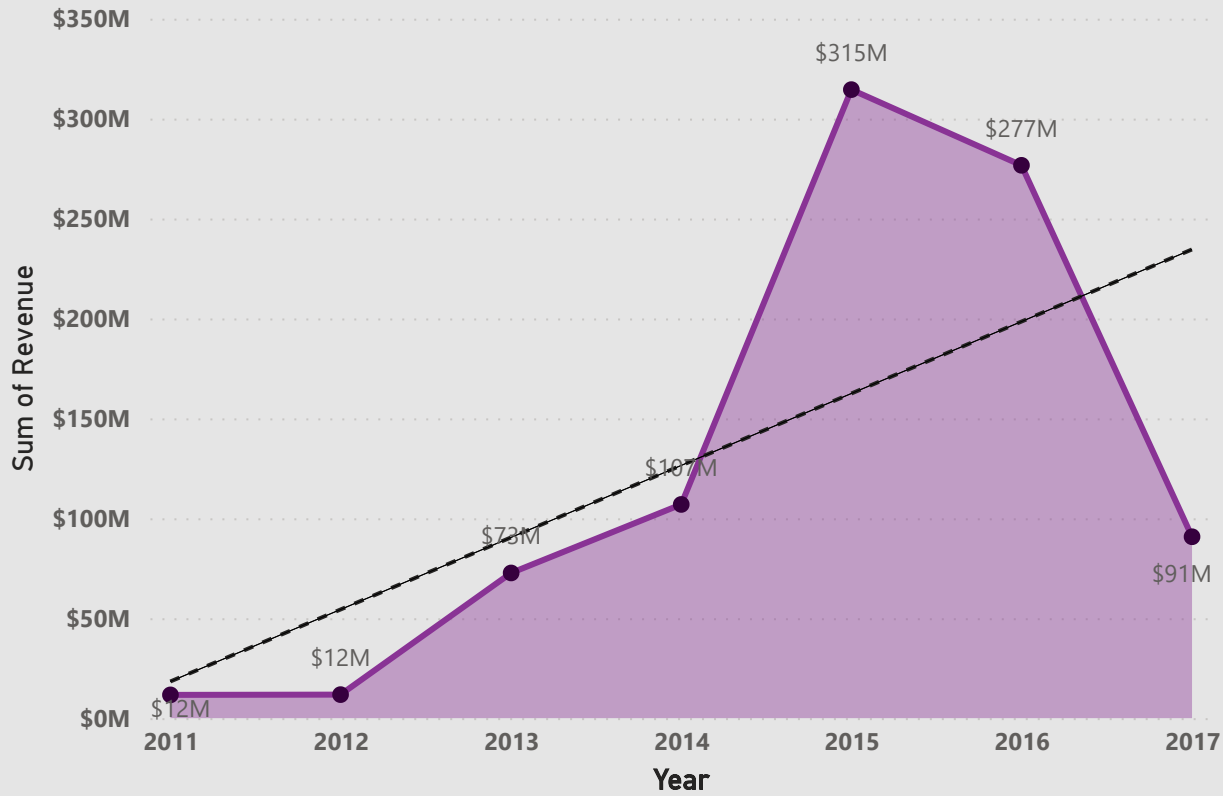**#Which year were the most courses published?**
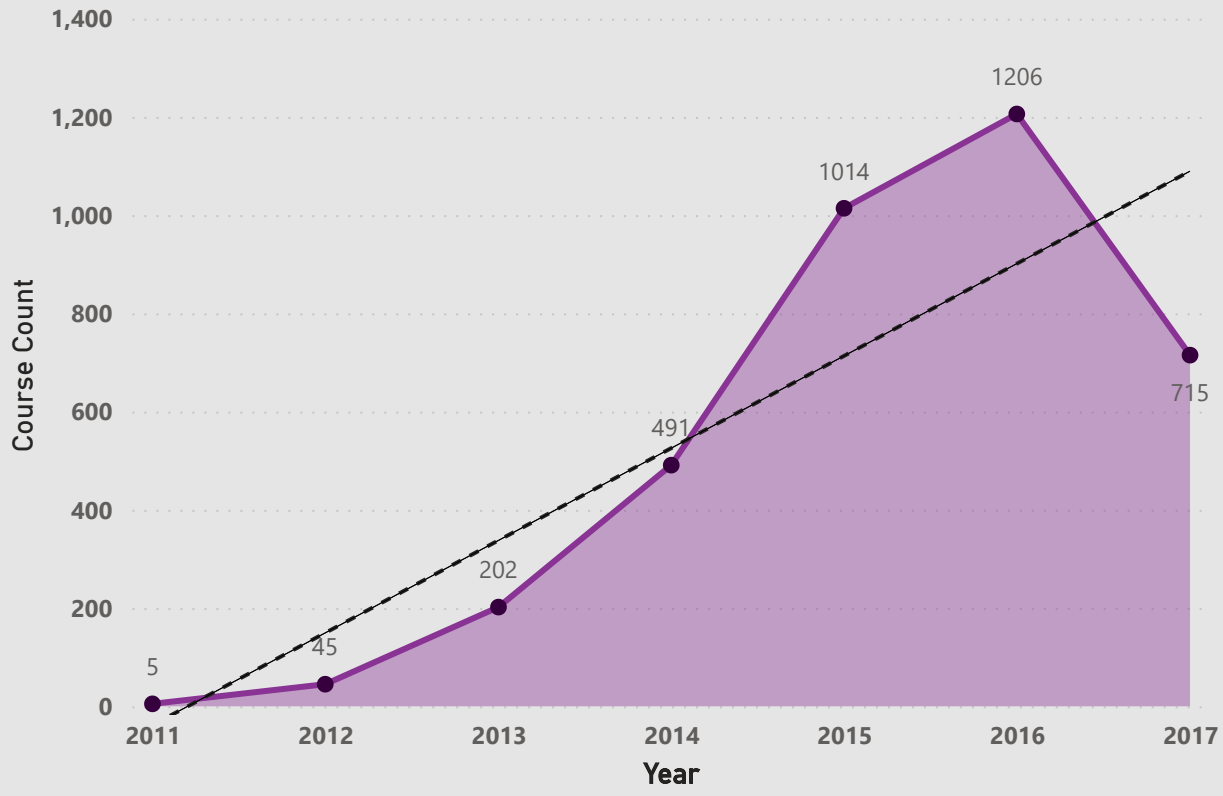
#Which year generated highest Revenue?

In 2016, we saw a peak of 1206 course publications, indicating a strong focus on content creation. However, the highest revenue, totaling $315 million, was generated in 2015.

Year: All

Subject: Business Finance | Graphic Design | Musical Instruments | Web Development
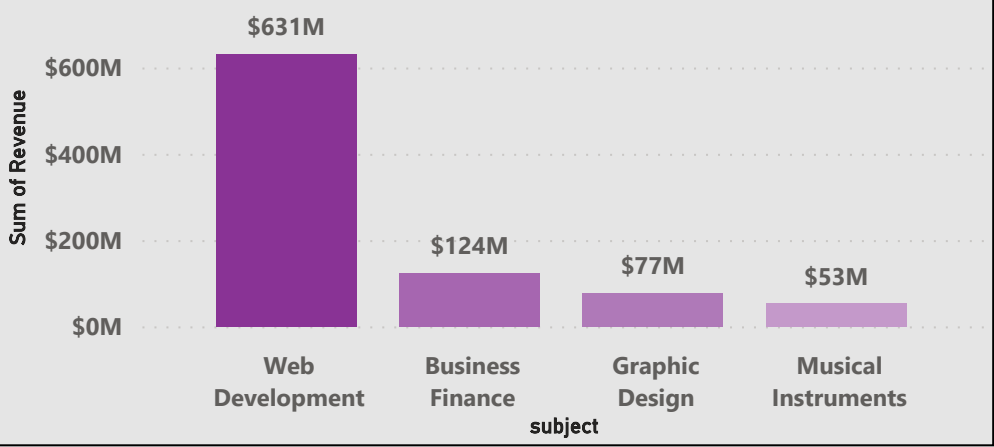
Paid/Free: All

**Level:** All Levels | Beginner Level | Expert Level | Intermediate Level

#Which Subject generated most revenue?

subject	Avg. Course Duration	Avg Price	Avg Revenue	Subscriber Count
Business Finance	3.55Hrs	$69	$104K	1.87M
Graphic Design	3.58Hrs	$58	$128K	1.06M
Musical Instruments	2.85Hrs	$50	$78K	0.85M
Web Development	5.59Hrs	$77	$526K	7.98M
Total	**4.09Hrs**	**$66**	**$241K**	**11.76M**

Web Development leads with a staggering 8 million subscribers, making up 67.87% of the total. In terms of revenue, it's equally dominant, contributing $631 million, which represents 71.29% of the overall earnings. This underscores the significant impact of the Web Development category on both subscribers and total revenue.

Avg. Course Duration WRT Subject and Level

Musical Instruments 18.32%
Web Development 35.90%
Business Finance 22.80%
Graphic Design 22.98%
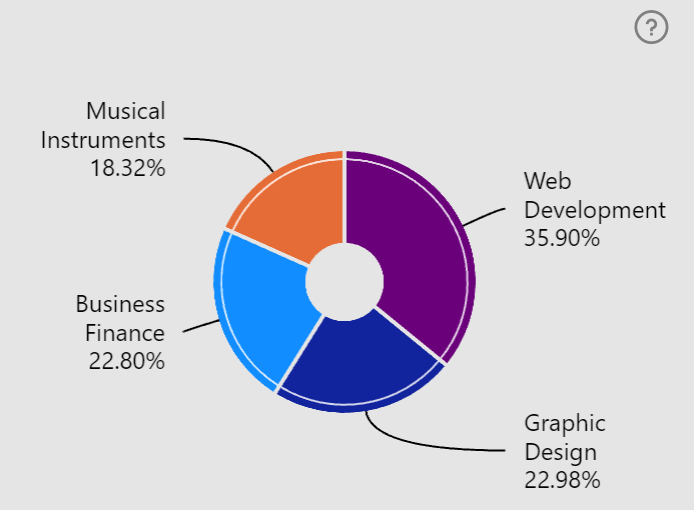
Total Subscribers count WRT Course Price