

# Udemy Finance & Accounting

Comprehensive Course Analysis Report

Data Analysis | 13,608 Courses | 2010-2020

# Executive Summary

**13,608**

Total Courses

**90%**

Paid Courses

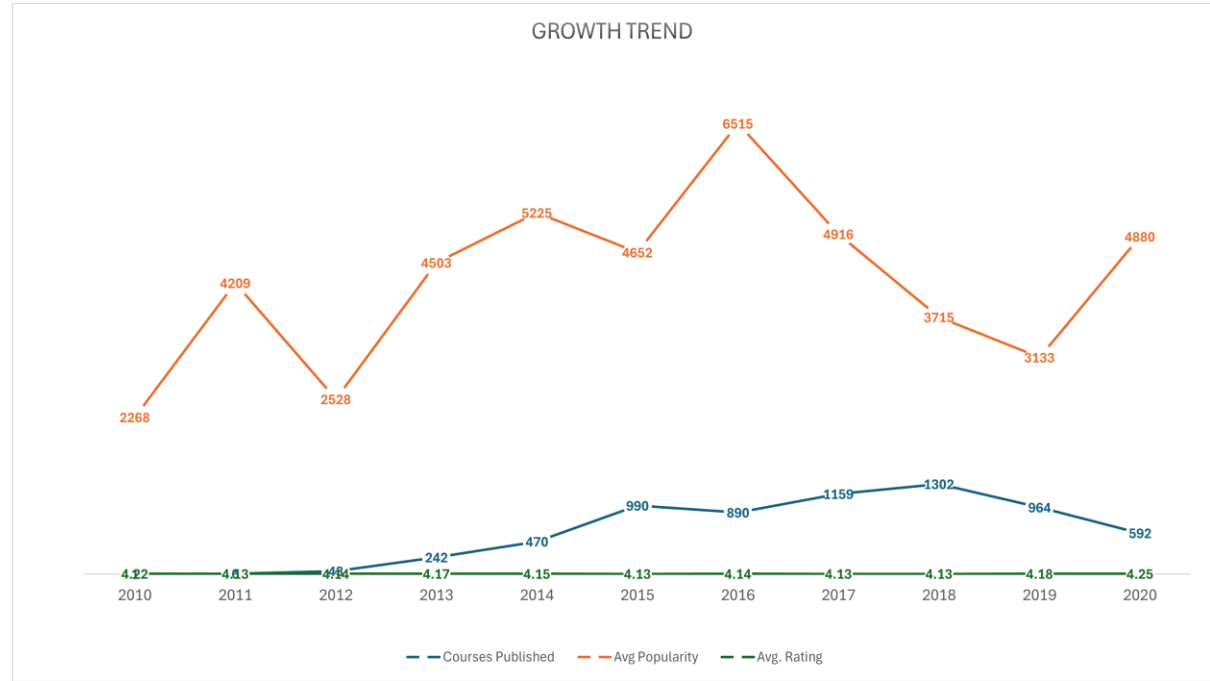
**4,670**

Avg Subscribers

**₹455**

Optimal Price Point

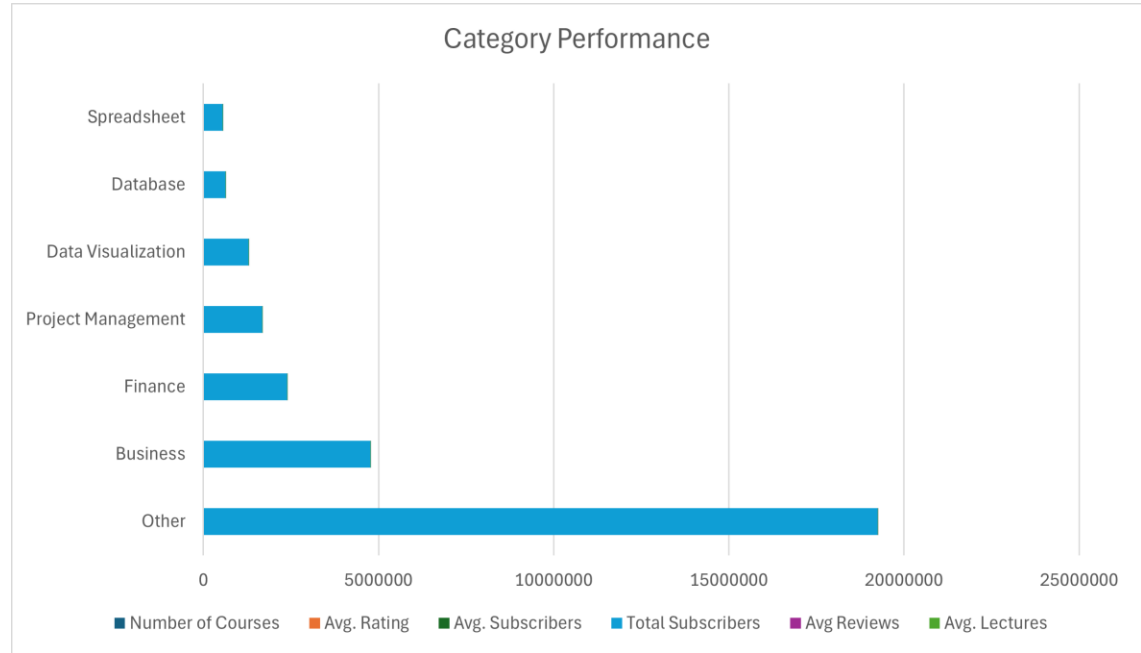
# Market Growth Trend



# Key Insights - Growth

- Peak growth in 2015 (1,431 courses published)
- Course quality improved: Avg rating rose from 4.22 to 4.25
- Subscriber engagement declined post-2015 (6,515 → 4,880)
- Market maturity phase: Stabilized at ~2,700 courses/year

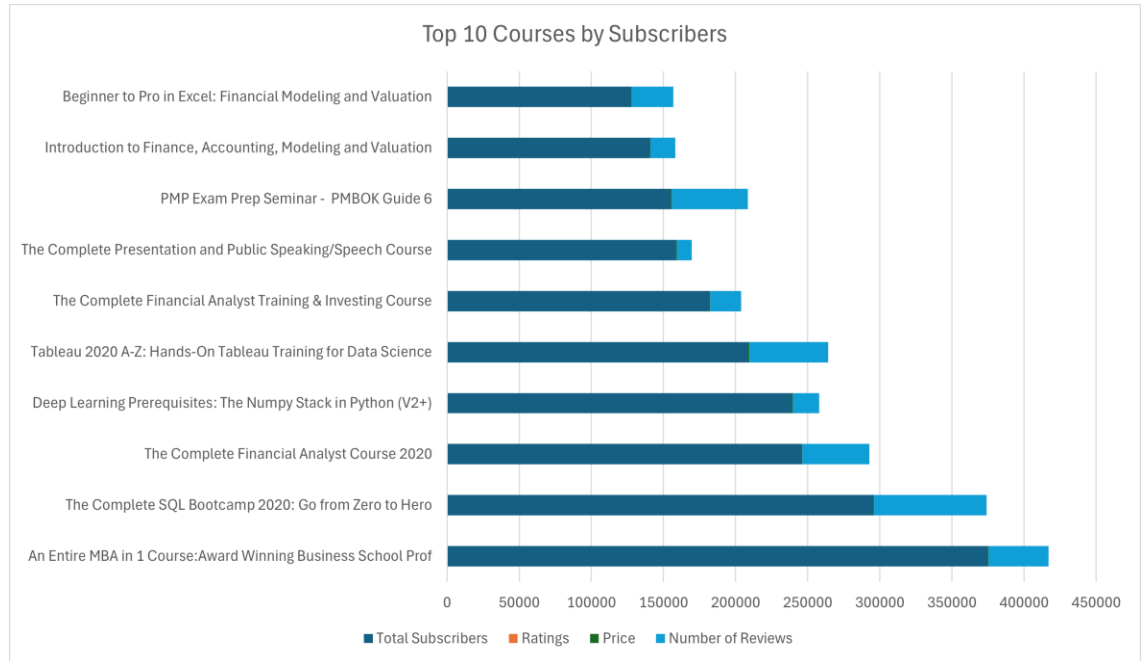
## Category Performance



# Category Breakdown

- **Business:** 914 courses, 5.2M total subscribers
- **Finance:** 379 courses, 2.4M subscribers, highest engagement
- **Project Management:** 298 courses, strong avg (5,643 subs)
- **Niche winners:** Database & Data Viz excel in quality

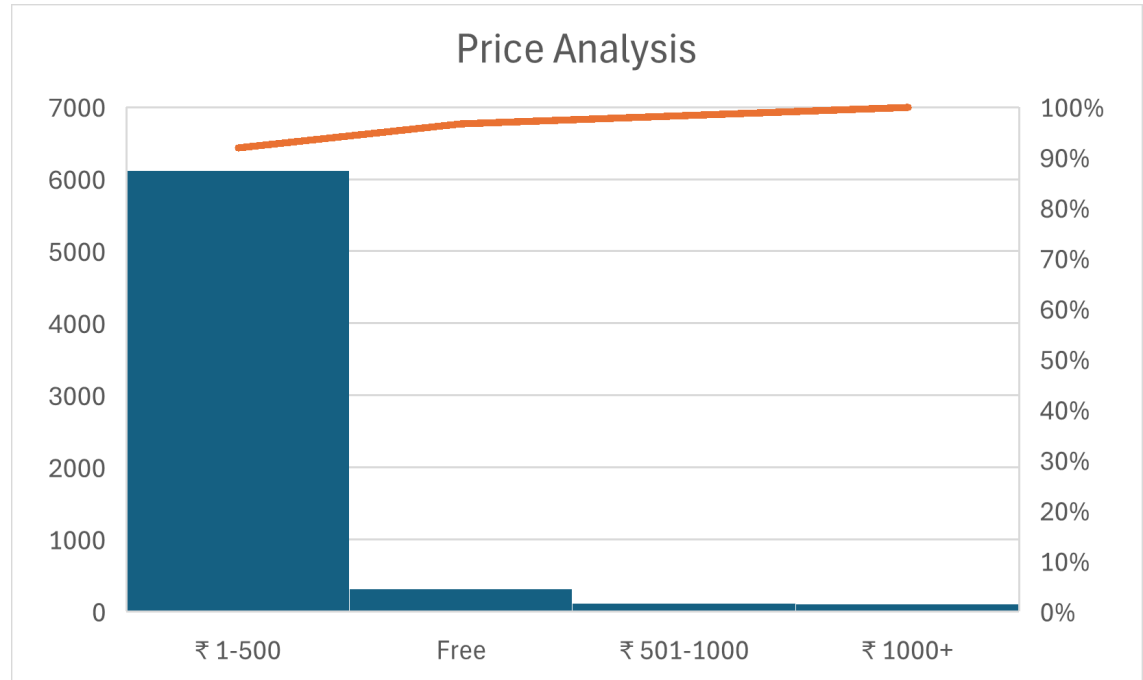
## Top 10 Courses by Subscribers



# Top Performers Analysis

- **#1 MBA Course:** 375k subscribers, 4.47 rating
- **SQL Bootcamp:** 296k subs, highest reviews (78k)
- **Finance dominates:** 4 of top 10 are finance/excel

## Pricing Strategy Insights



# Pricing Recommendations

- **₹1-500 sweet spot:** 6,120 courses, highest volume
- **Premium (₹1000+):** Higher ratings (4.35) but low volume
- **Free courses:** Decent engagement (2,502 avg subs)

# Best Value Opportunities

Course	Category	Subs	Rating
SQL Bootcamp 2020	Database	296k	4.66
Financial Analyst 2020	Finance	246k	4.54
Tableau A-Z	Data Viz	209k	4.59
PMP Exam Prep	Proj Mgmt	155k	4.59
Excel Financial Modeling	Spreadsheet	128k	4.54

All priced at ₹455 | Rating  $\geq$ 4.5 | High subscriber base

# Strategic Recommendations

- **Scale Business/Finance:** Proven demand, high ROI
- **Invest in SQL/Tableau:** Niche excellence, 4.6+ ratings
- **Maintain ₹455 pricing:** Market sweet spot validated
- **Quality over quantity:** Post-2015 stabilization phase

# Thank You

Udemy Finance & Accounting Analysis | March 2026