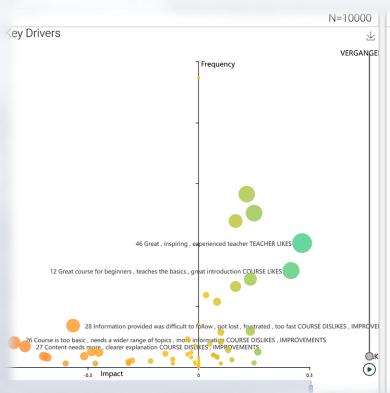
Case: Optimizing Online Course Descriptions





Management Summary

The central fields of action to increase the Rating in the area of **Udemy-Courses / all** are measures that lead to fewer nominations for

- 26 Course is too basic, needs a wider range of topics, more information COURSE DISLIKES, IMPROVEMENTS
- 27 Content needs more, clearer explanation COURSE DISLIKES, IMPROVEMENTS
- 28 Information provided was difficult to follow, got lost, frustrated, too fast COURSE DISLIKES, IMPROVEMENTS

because these topics are not only important, but also occur too often Furthermore, the focus should be on measures that lead to more mentions in the topics

- 12 Great course for beginners, teaches the basics, great introduction COURSE LIKES
- 46 Great , inspiring , experienced teacher TEACHER LIKES

because these topics are not only important, there is also a need to catch up.



Challenge:

- Millions of unstructured user feedback every month (just like on AMAZON, EBAY etc.). Manual coding is prohibitive and still, will not give right answers.
- Instructors are looking for guidance how to grow its business, just like every merchant or brand on Amazon.

What we did:

- Scraping rating and consumer feedback from website
- Trained an AI to categorize all unstructured data and ran a Causal AI to understand impact of topics. Predictive power exceeded those of traditional quant-based KDA's by large.

Key Learnings:

- Impress audience with inspirations and your experience. Build an instructor brand – your reputation is key.
- Expectation management is key. If it feels too basic or if it is not simple enough both will destroy your ratings.

