

Session 4P

Data Analytics & Digital Marketing (10-15 hours)

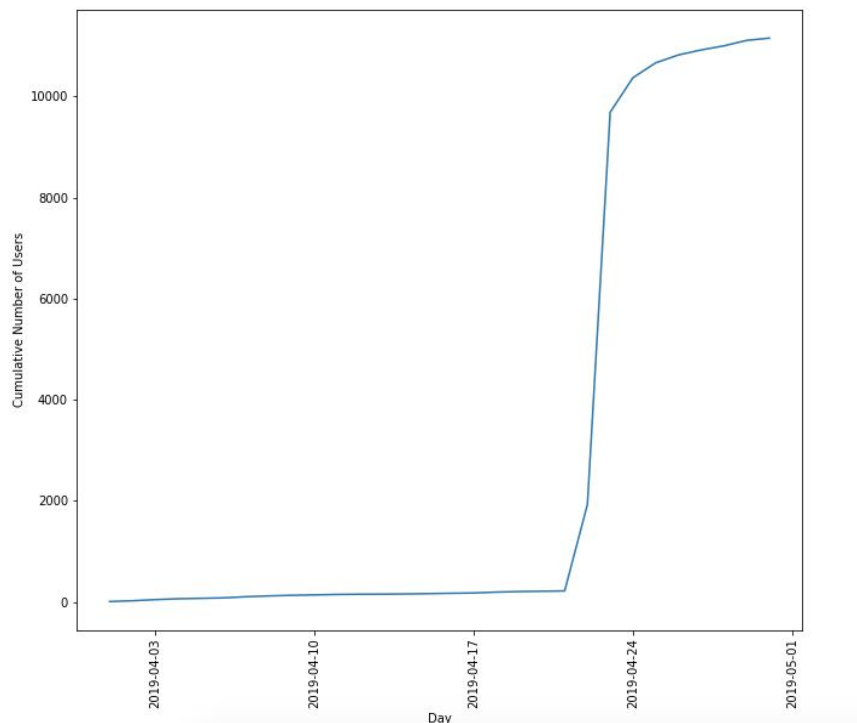
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Analysis of Web Analytics

The data recorded from the web traffic for the website provides a number of interesting insights about geographical location and internet location. This could provide useful information on targeting potential customers when *Shujinkou* launches. Additionally, this data gives an empirical way to see the success of free publicity through social media platforms, in this case Reddit.

First, one of the important things when considering this data is the context of Julian's post on Reddit. As seen in the graph below, there is a large spike in web traffic on April 22nd, which is the date of the post. This post received over 7000 upvotes and nearly 1000 comments. As seen in the 'audience-overview.csv,' this post resulted in two days of unprecedented foot traffic and a large increase in traffic for the next week.

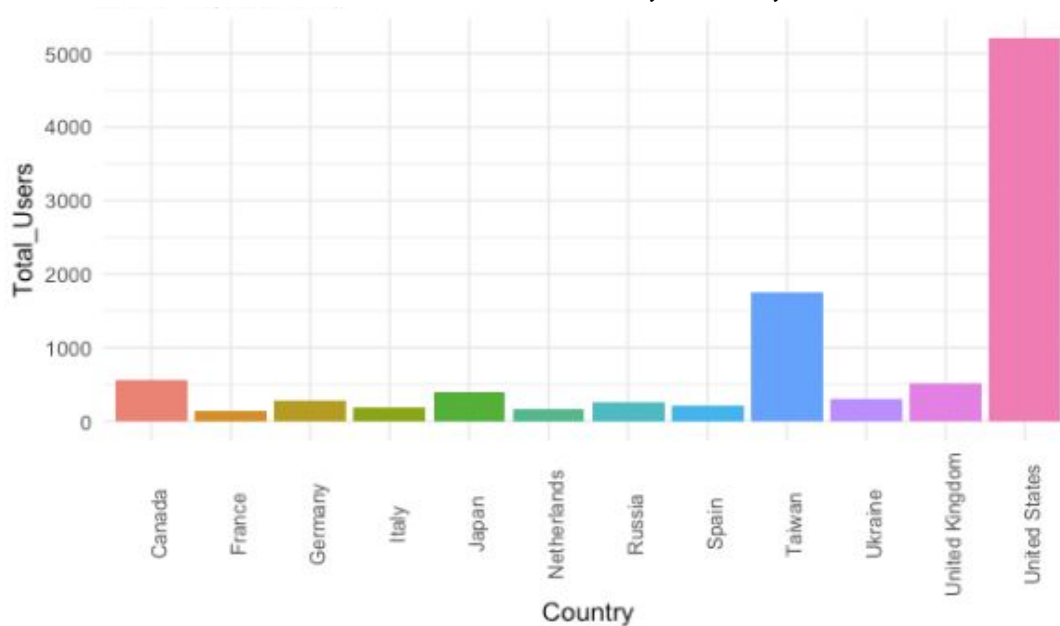
Cumulative Number of Users by Day (April 1, 2019 - April 30, 2019)



Next, one of the great benefits of this data is the change in interest based on geographical location. From the file 'location-a.csv,' we can see that from February 16 to March 16 of this year that the highest number of users are in the United States with additional interest from Ukraine and Russia. Contrastingly, data from the month of April in the file 'location-b.csv' demonstrates great interest from Taiwan, Canada, UK,

and Japan, in addition to the United States. It is unclear where users in these differing locations originally discovered *Shujinkou*, but it is likely they found it through the Reddit post. As seen below, the countries with the highest number of users, the US, Taiwan, Japan, and Canada, should be considered when targeting marketing campaigns.

Total Number of Users by Country



Finally, we can extract a number of interesting details through the acquisition overview data. Compared to February and March, April had a large increase in Direct links. I believe this is the Reddit post being categorized incorrectly. Given the impact it had, it would be beneficial to create a unique link when posting on platforms like this in the future. The second highest category is social. It is important to keep in mind that social nearly doubled between the two time frames. It is possible that the sudden increase in interest from the Reddit post boosted additional interest on other platforms.

