

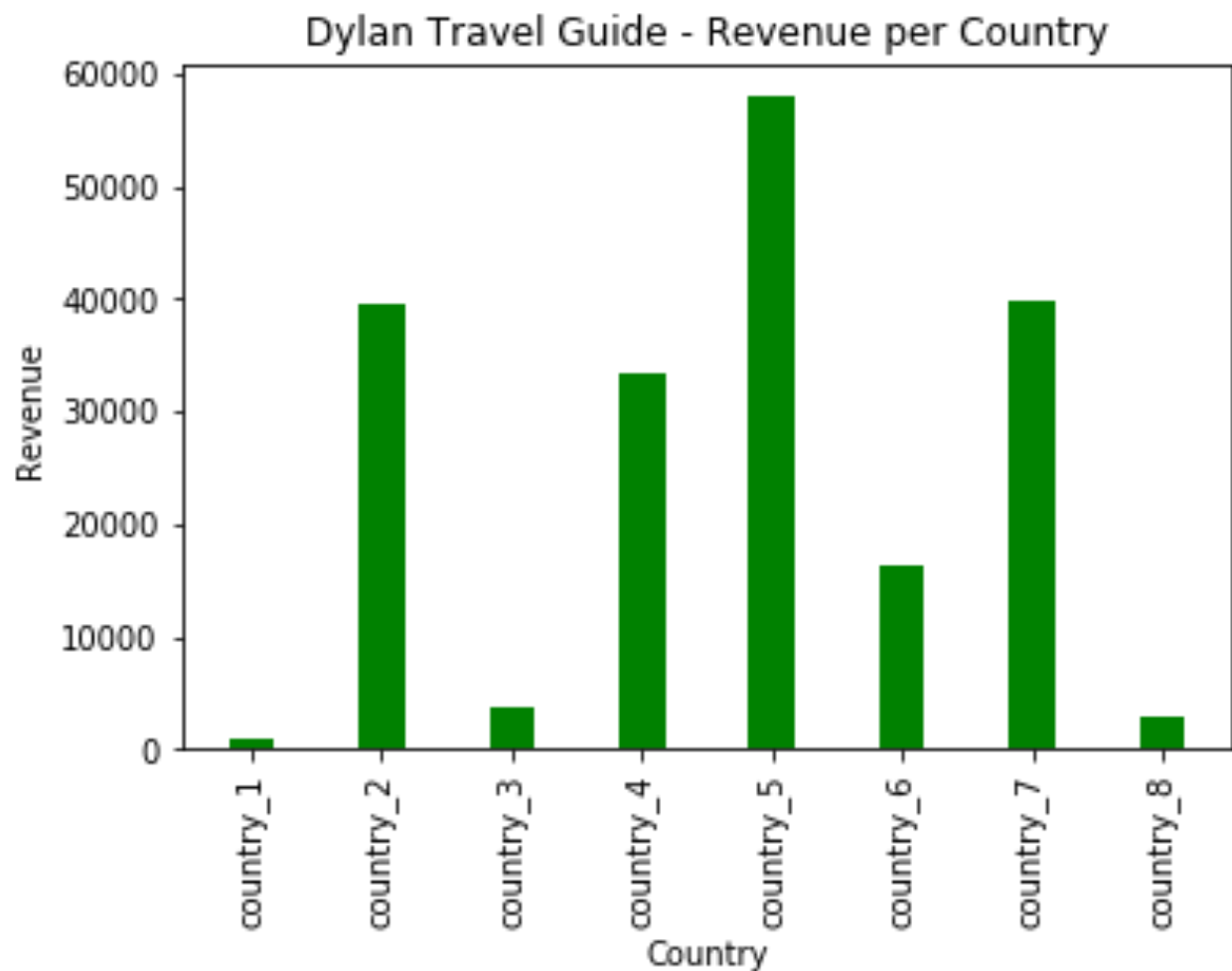
# Dilan's Travel Guide

**Business Insights**

# Business Analytics

- Trends based on Revenue generation
- Trends based on User activity
- Trends based on Advertisement sources
- Growth based on specific subset of user group / activity

# Dilan's Travel Guide - Revenue by Country

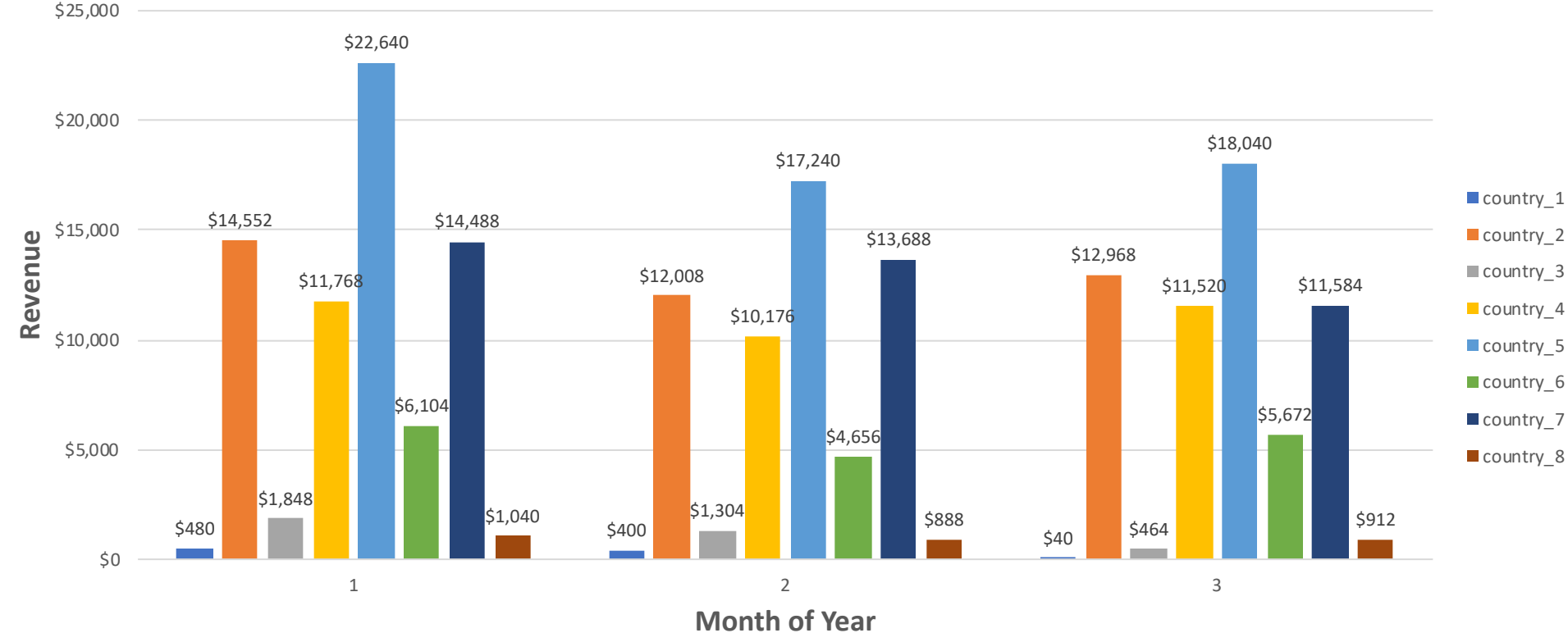


Country	Revenue
country_1	\$920
country_2	\$39,528
country_3	\$3,616
country_4	\$33,464
country_5	\$57,920
country_6	\$16,432
country_7	\$39,760
country_8	\$2,840

Dilan's Tour Guide should prioritize growth efforts in Country\_5

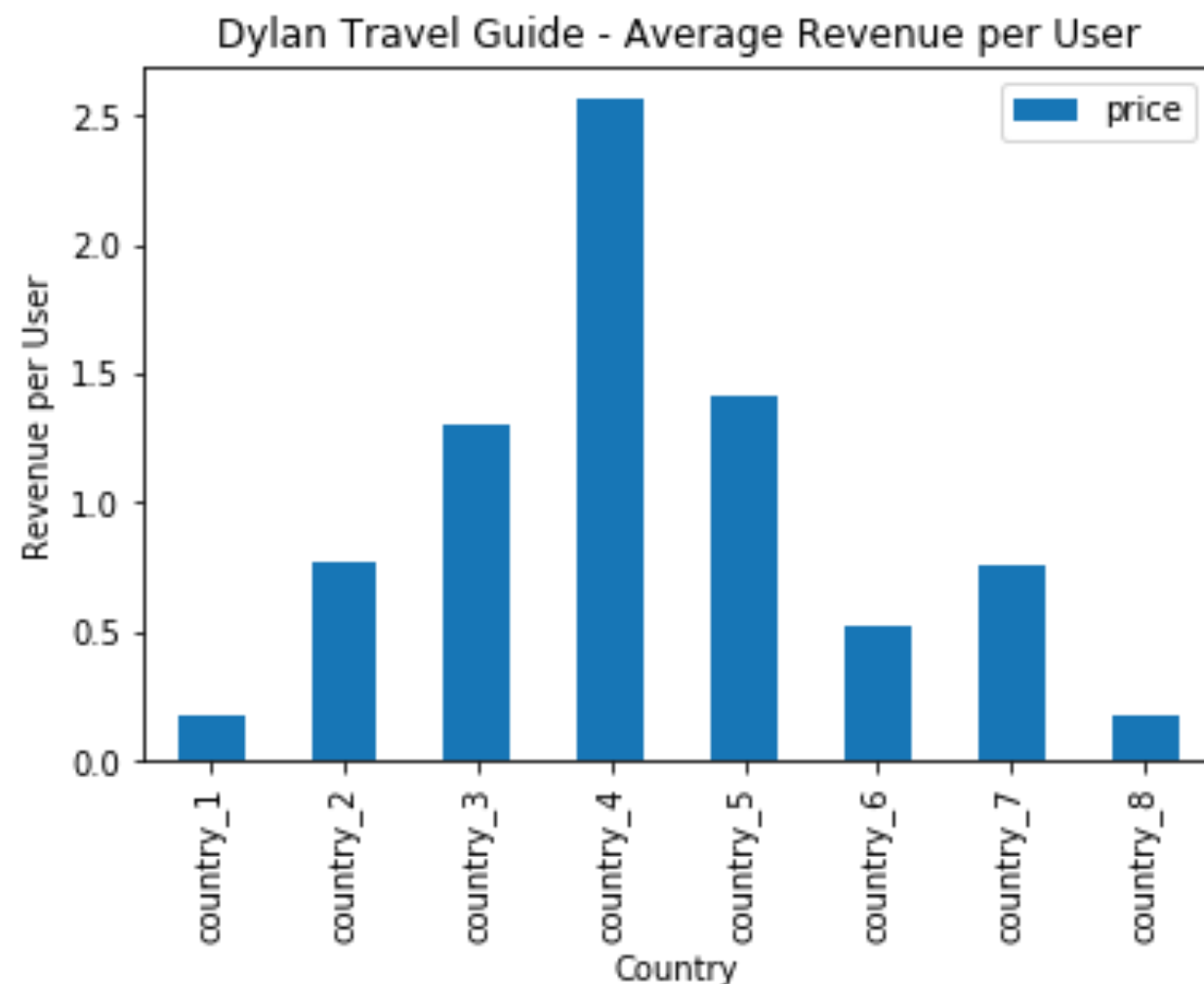
# Monthly Revenue by Country

Dilan’s Tour Guide should prioritize his efforts in Country\_5, based on monthly revenue trending lower from Month 1 to Month 3.



Sum of Revenue	Revenue								
Month	country_1	country_2	country_3	country_4	country_5	country_6	country_7	country_8	Grand Total
1	\$480	\$14,552	\$1,848	\$11,768	\$22,640	\$6,104	\$14,488	\$1,040	\$72,920
2	\$400	\$12,008	\$1,304	\$10,176	\$17,240	\$4,656	\$13,688	\$888	\$60,360
3	\$40	\$12,968	\$464	\$11,520	\$18,040	\$5,672	\$11,584	\$912	\$61,200
Grand Total	\$920	\$39,528	\$3,616	\$33,464	\$57,920	\$16,432	\$39,760	\$2,840	\$194,480

# Dilan's Travel Guide - ARPU by Country

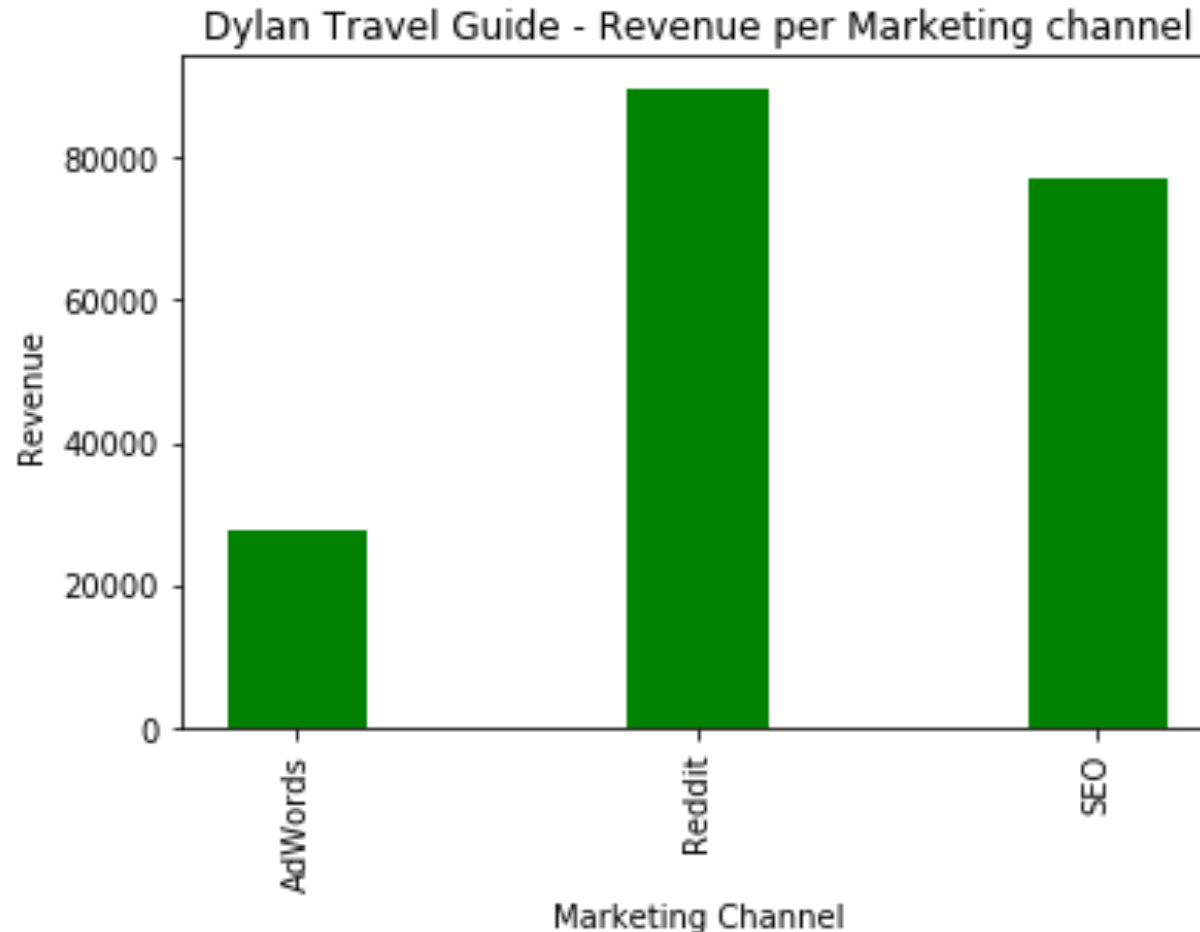


Country	Average RPU
country_1	0.180924
country_2	0.774709
country_3	1.302594
country_4	2.562916
country_5	1.417003
country_6	0.524867
country_7	0.762431
country_8	0.183108

ARPU (Average revenue per user) by Country shows Country\_4 as potential growth area

# Dilan's Travel Guide

## Revenue by Marketing channel (source)

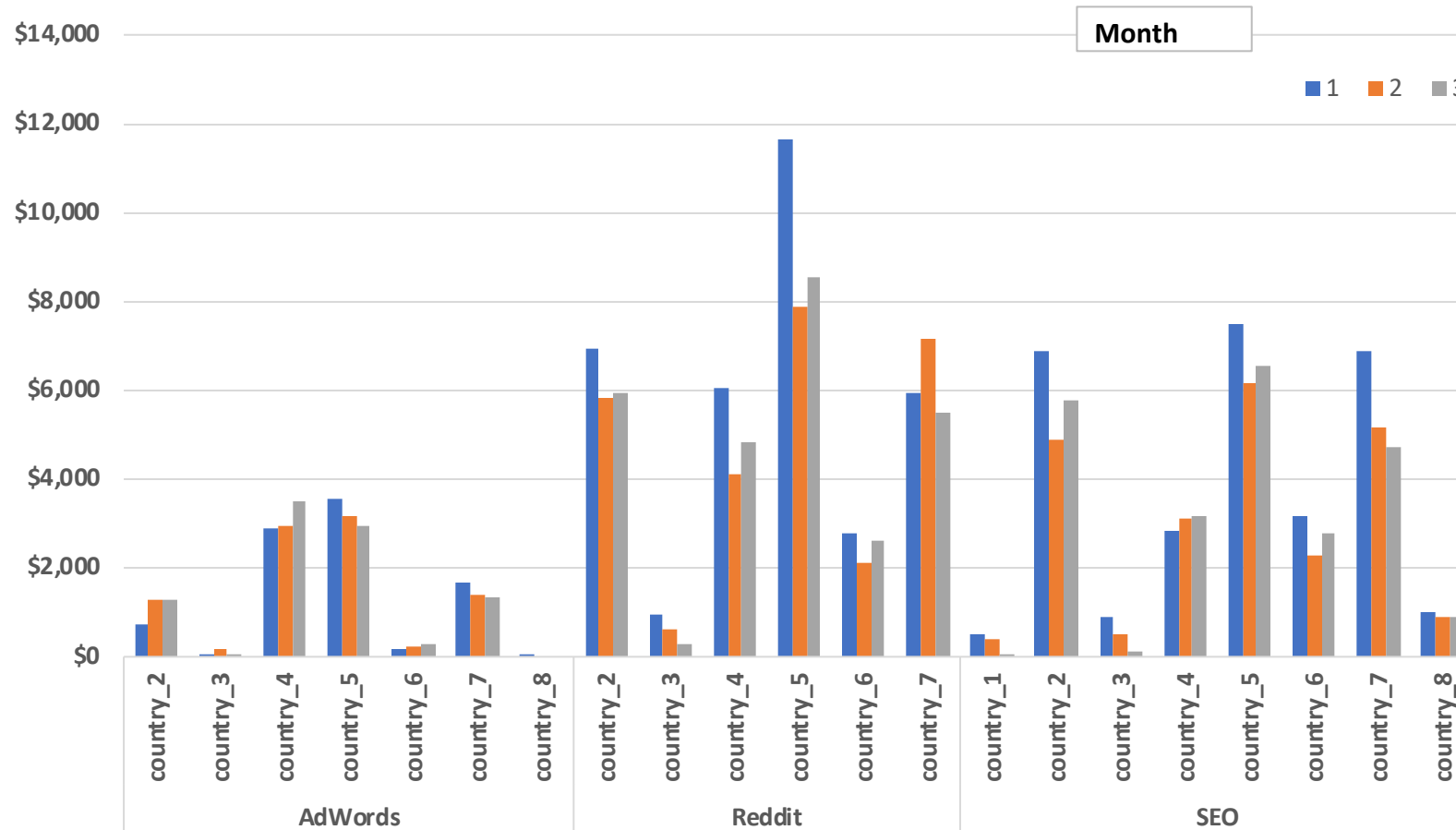


Source	Revenue
AdWords	\$27,664
Reddit	\$89,760
SEO	\$77,056

Dilan's Tour Guide should prioritize marketing efforts on Reddit

# Monthly Revenue by Marketing Budget

AdWords revenue for most of the countries is minimal, compared to other marketing source  
Dilan should re-allocate marketing dollars to Reddit and SEO



# Dilan's Travel – Growth Plans

- Focus growth efforts on users from Country\_5
- Re-allocate marketing budget from AdWords to Reddit and SEO
  - Suggested monthly allocation based on trending
    - AdWords           \$200
    - Reddit             \$450
    - SEO                \$350 (Country\_1, Country\_8 users are sourced from SEO)

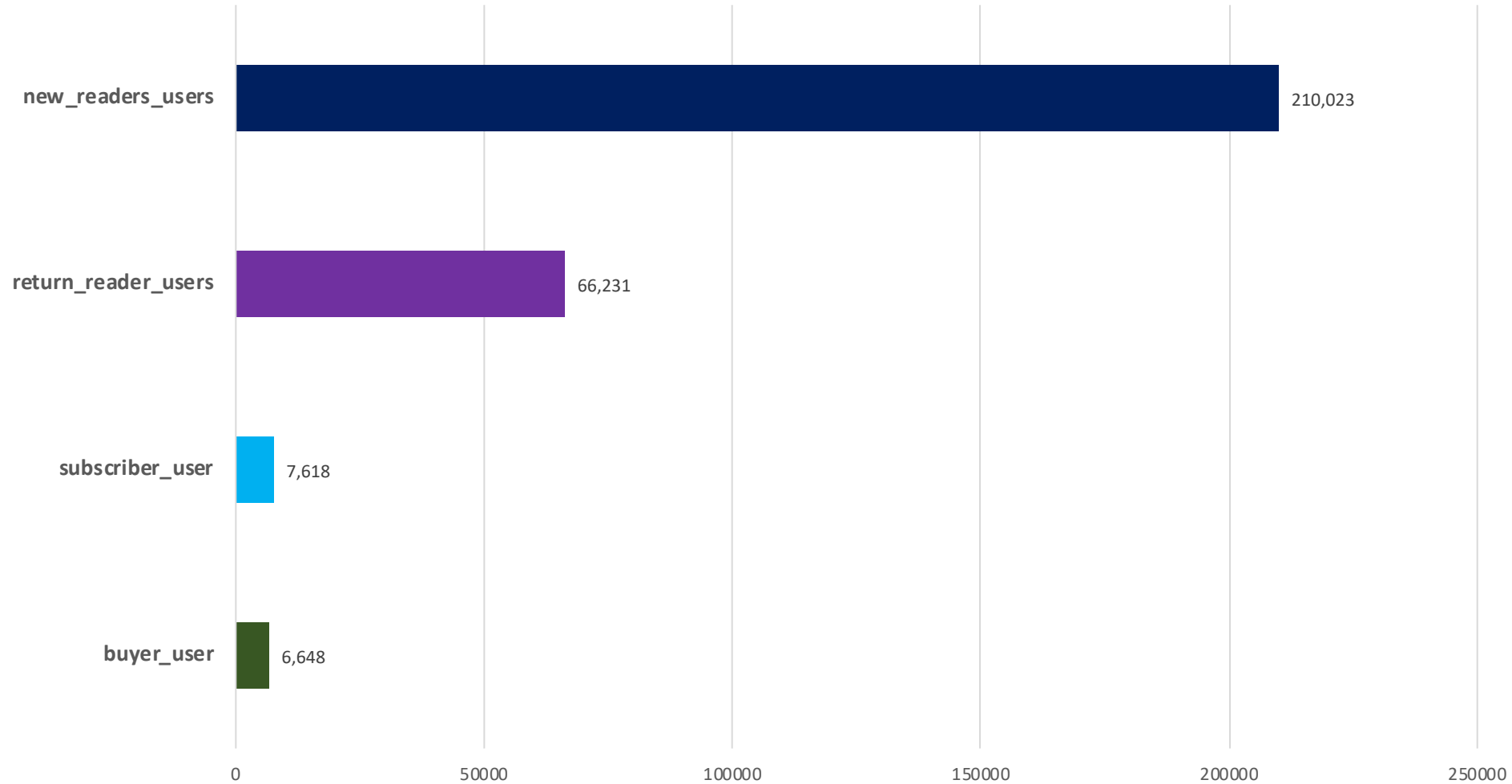


# Funnel Analysis

- User activity is typical of ecommerce site
- Customer growth is gradually increasing with marketing
  - New readers
  - Return readers
  - Subscribers
  - Paid (Buyers) of travel guides
- Focus on increasing revenue generating (buyer) customers

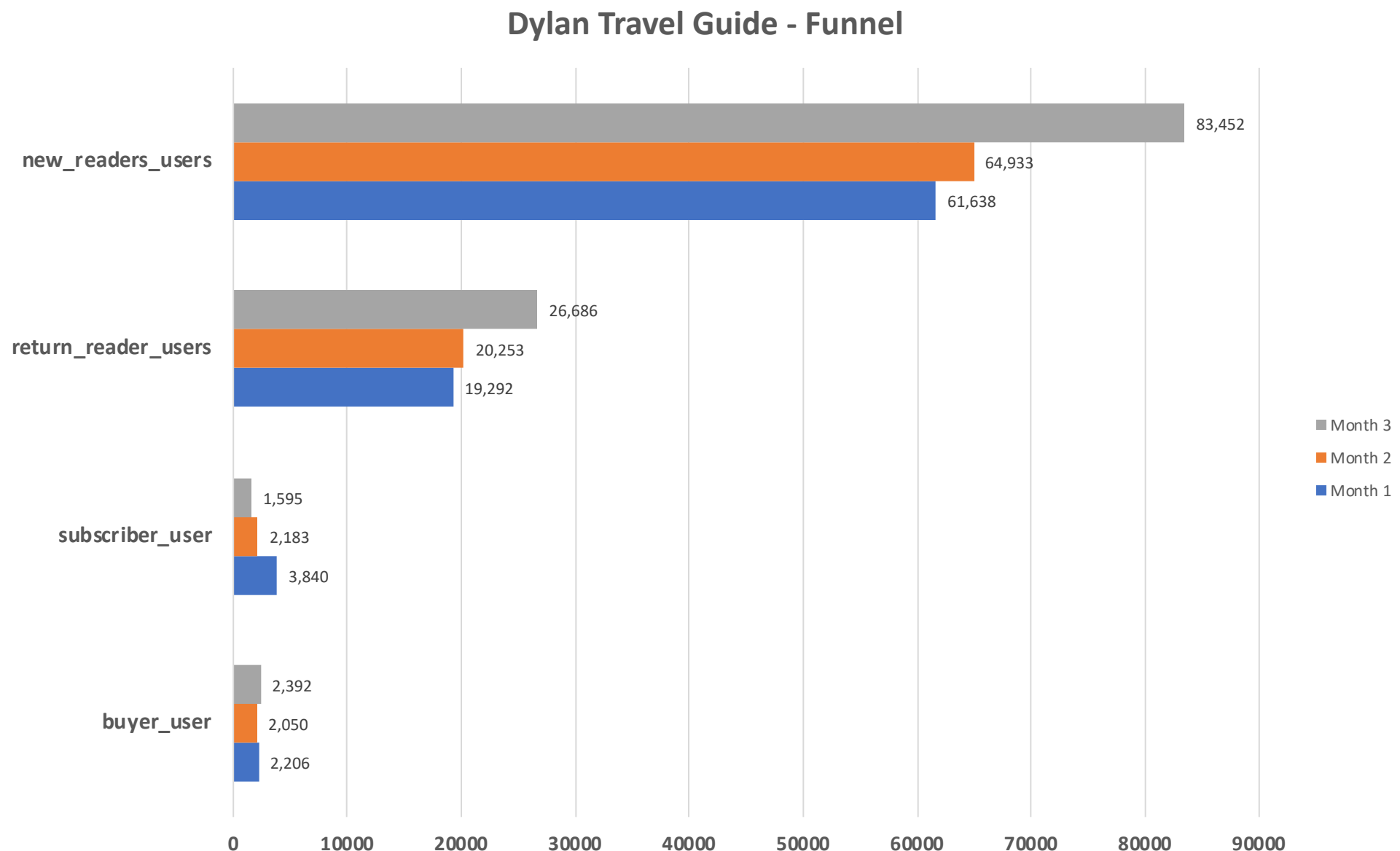
# Dilan's Travel Guide – Growth plans

Dylan Travel Guide - Funnel



**Spend Marketing dollars on subscribers to purchase paid products**

# Dylan Travel Guide – monthly user growth



**Spend Marketing dollars on return readers to purchase paid products**