



## **User Data Analysis for Q1 2018**

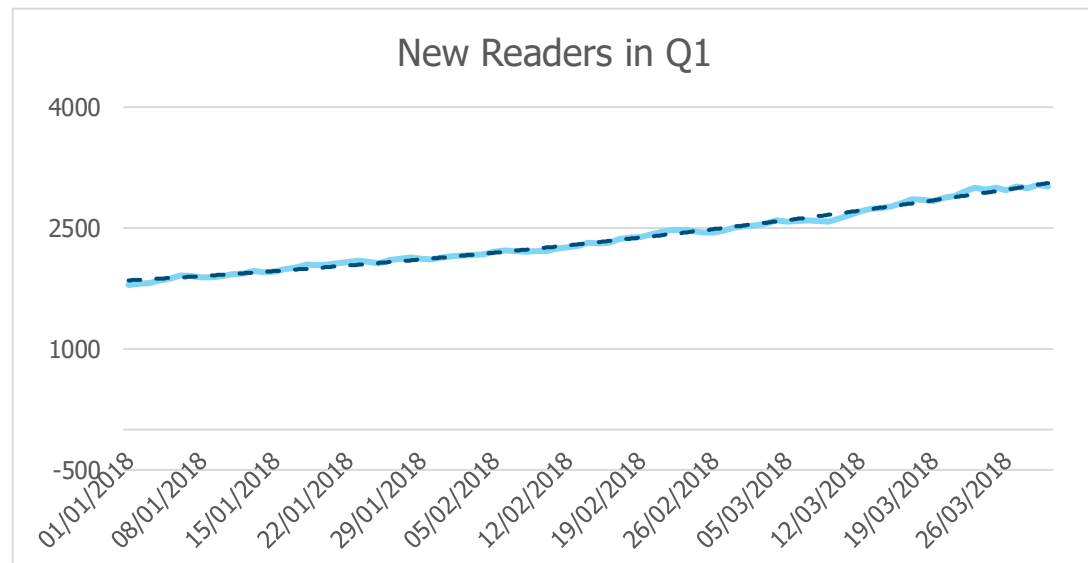
from Jake & Brunswick Analytics „Chose Data”

- KEY FIGURES – GENERAL OVERVIEW
  - Global View
    - New Users
    - Recurring Users
    - Subscribers
    - Buyers
  - Sources
  - Regional Distribution
  - Topics
- FUNNEL ANALYSIS
- BUSINESS REVIEW
- PERDICTIVE ANALYTICS with ML MODEL
- TAKEWAYS

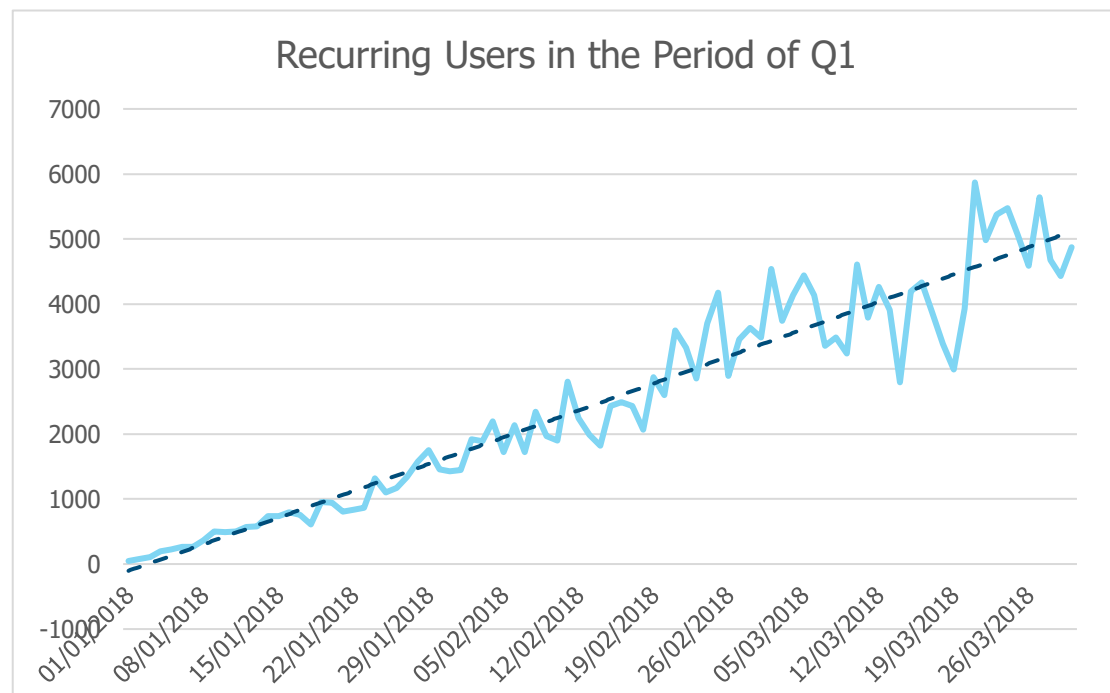
## KEY FIGURES – GENERAL OVERVIEW

|                        |        |
|------------------------|--------|
| No of Unique Readers:  | 210023 |
| No of Recurring Users: | 66231  |
| No of Subscribers:     | 7618   |
| No of Buyers:          | 6648   |

### NEW USERS

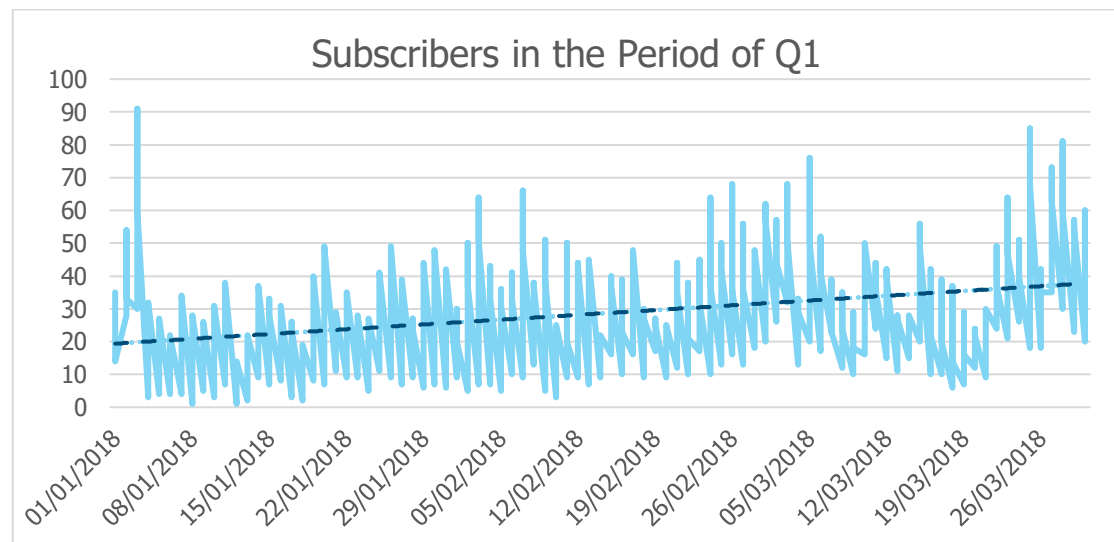


Dilan’s Travel Guide is performed well in the Q1 period on raising new users. The number of users is balanced and organically growing.



The number of users that came back to the site at least one in this period are a bit more volatile than the number of new users but still drawing an organically growing line. Interesting observation that the number of new users is growing less compared to the number of recurring users.

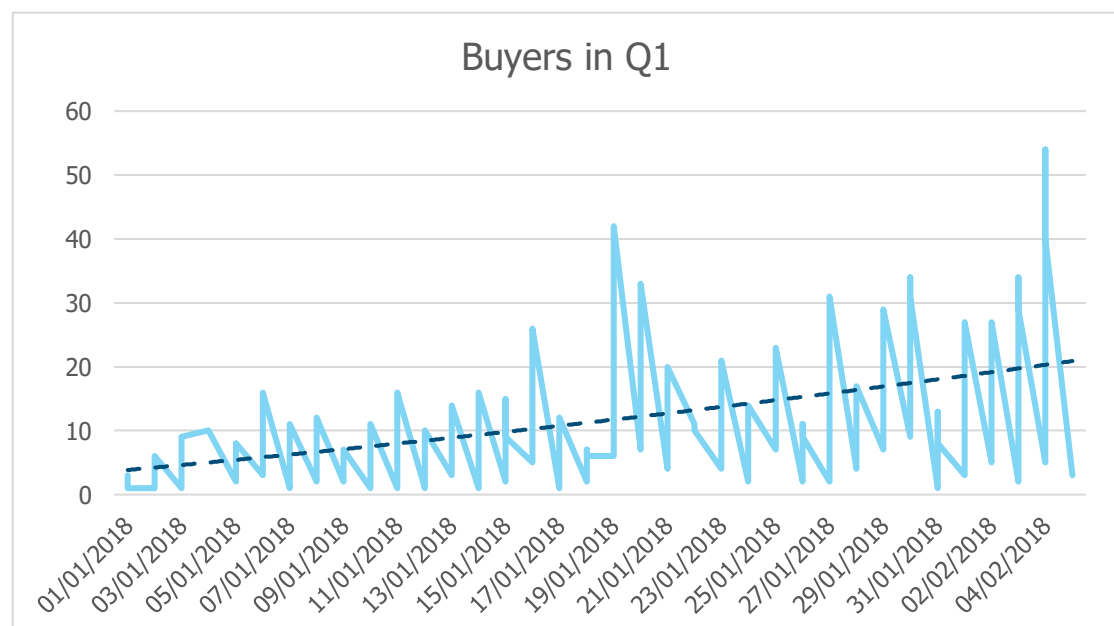
## SUBSCRIBERS



The number of subscribers is in this period are a volatile and almost stagnating.



## BUYERS

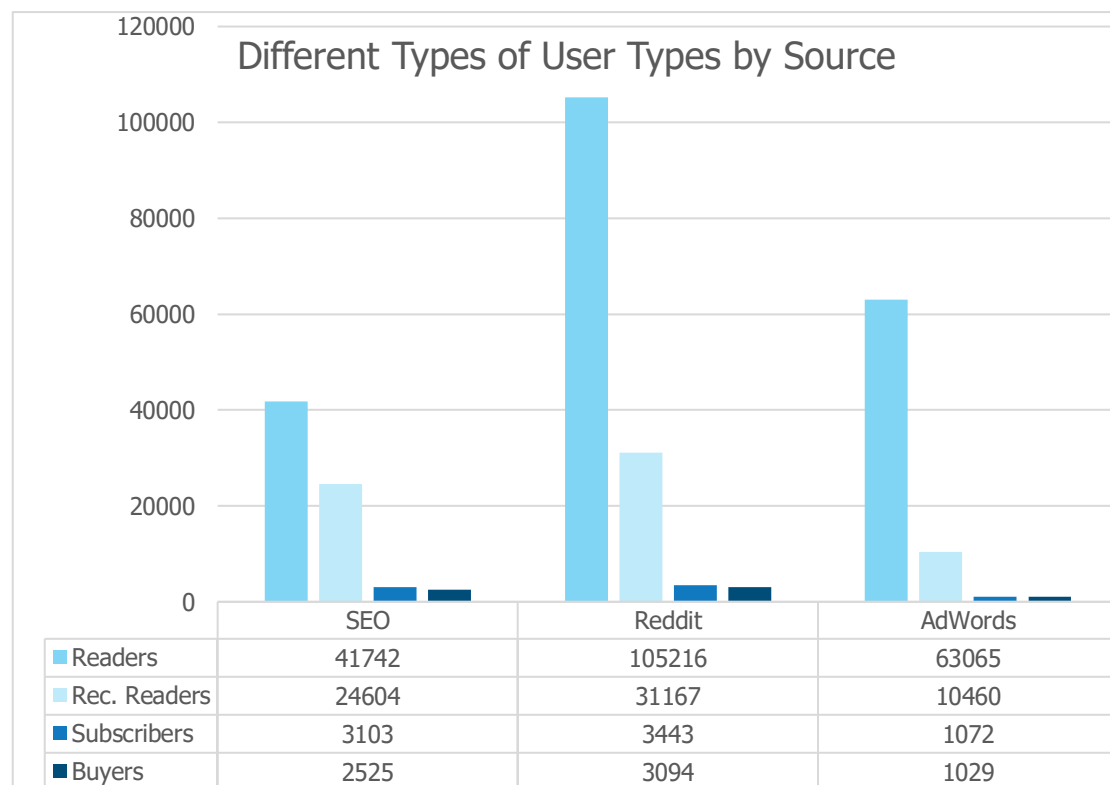


Compare to New Users and Subscribers buyers seems not to be the bottleneck of the user journey the number of buyers is in this periodical.

## SOURCE

Dilans travel Guide has 3 sources as user channels: Reddit, SEO, AdWords. The distribution between each type of users by sources is the following.

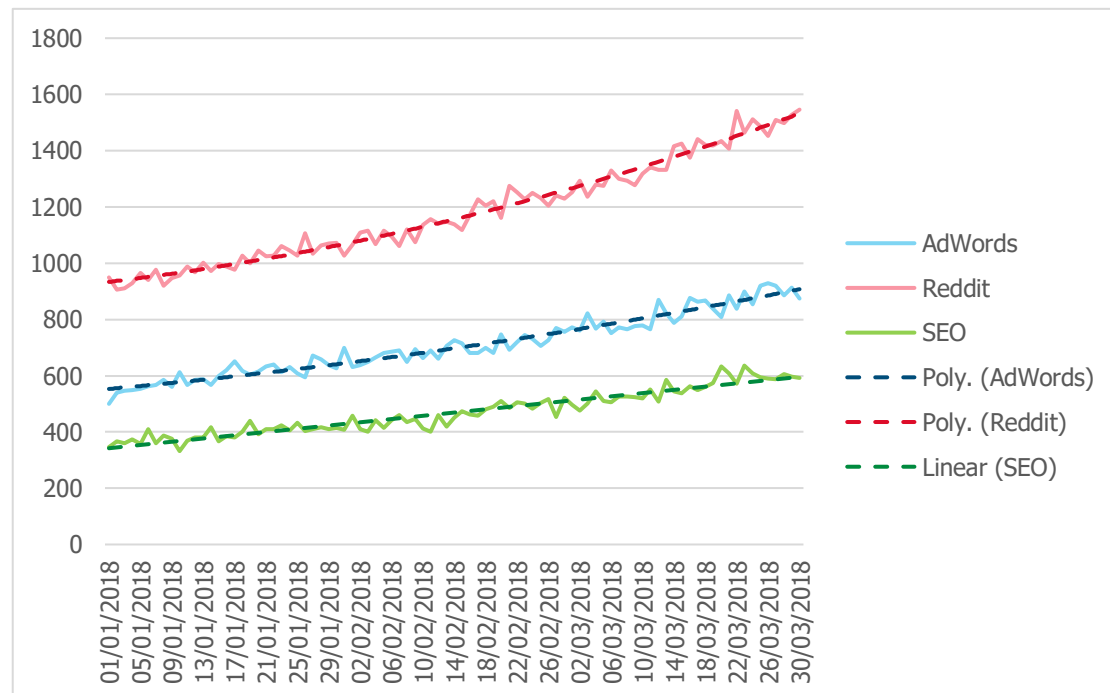
| New Readers   | Rec. Readers  | Subscribers  | Buyers       |
|---------------|---------------|--------------|--------------|
| 105216 Reddit | 31167 Reddit  | 3443 Reddit  | 3094 Reddit  |
| 63065 AdWords | 24604 SEO     | 3103 SEO     | 2525 SEO     |
| 41742 SEO     | 10460 AdWords | 1072 AdWords | 1029 AdWords |



For attracting all user types Reddit is the main source of channel. SEO is the second one although for new users AdWords is the second main source. AdWords is the least efficient source for recurring users, subscribers, and buyers.

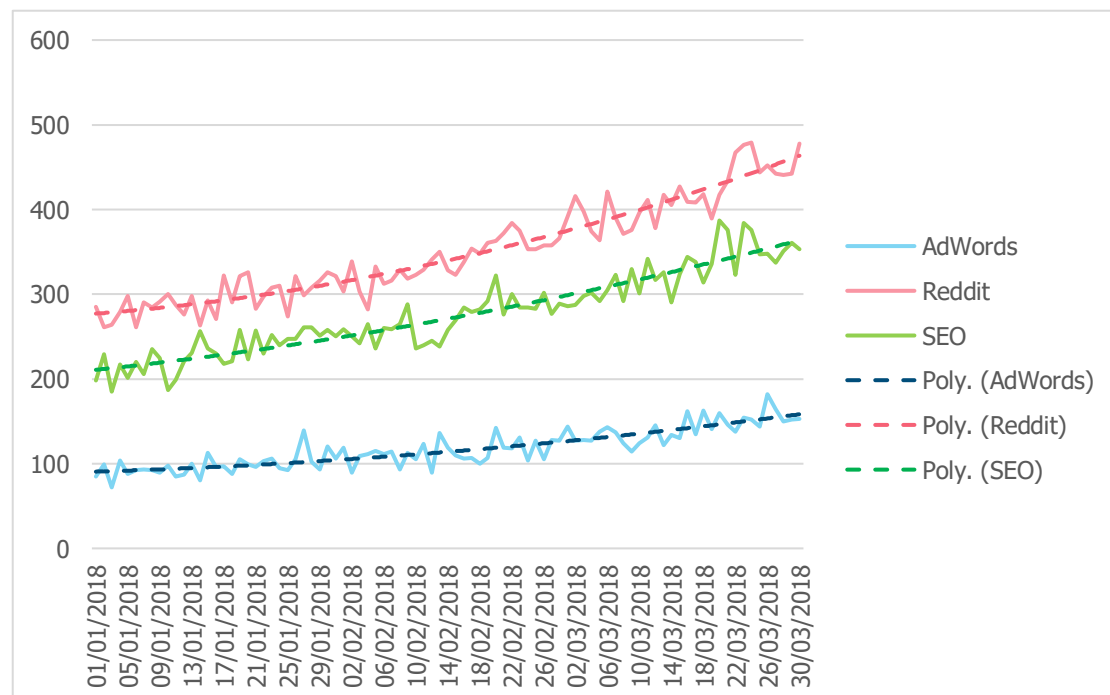


### Chronological analysis of new users by source:



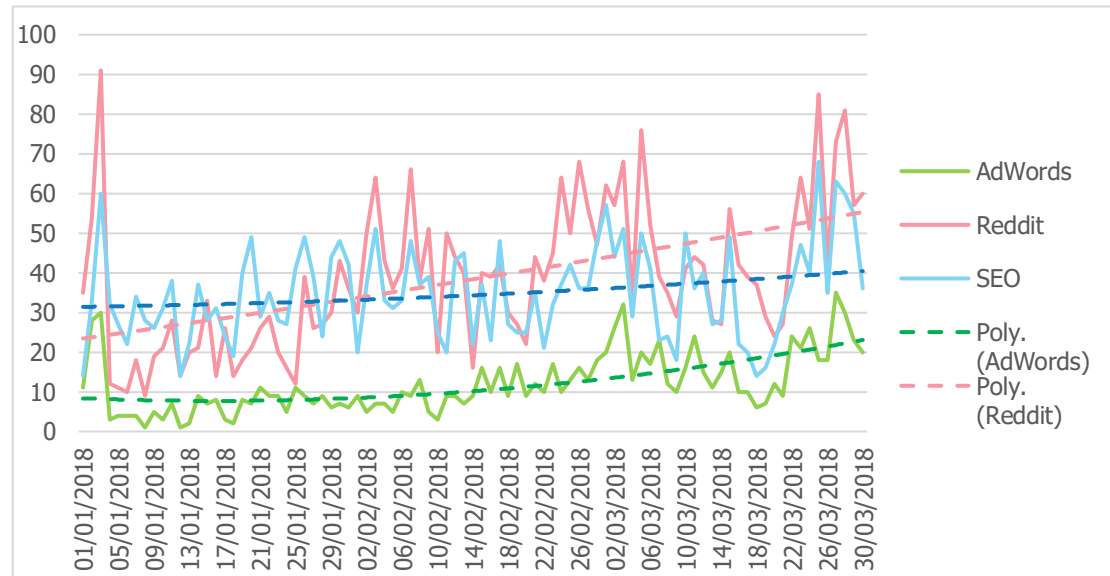
This is the base point of the user journey, all numbers are growing, Reddit is the leading source for new users.

### Chronological analysis of recurring users by source:



At the second stage of user journey SEO changed AdWords significantly

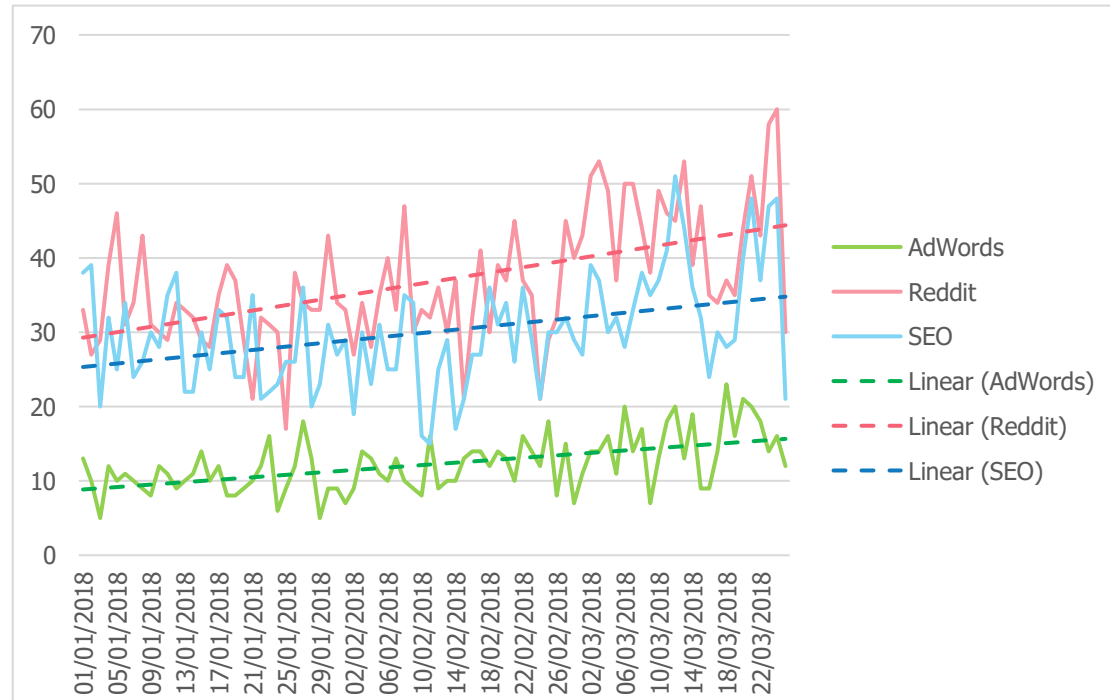
Chronological analysis of new users by source:



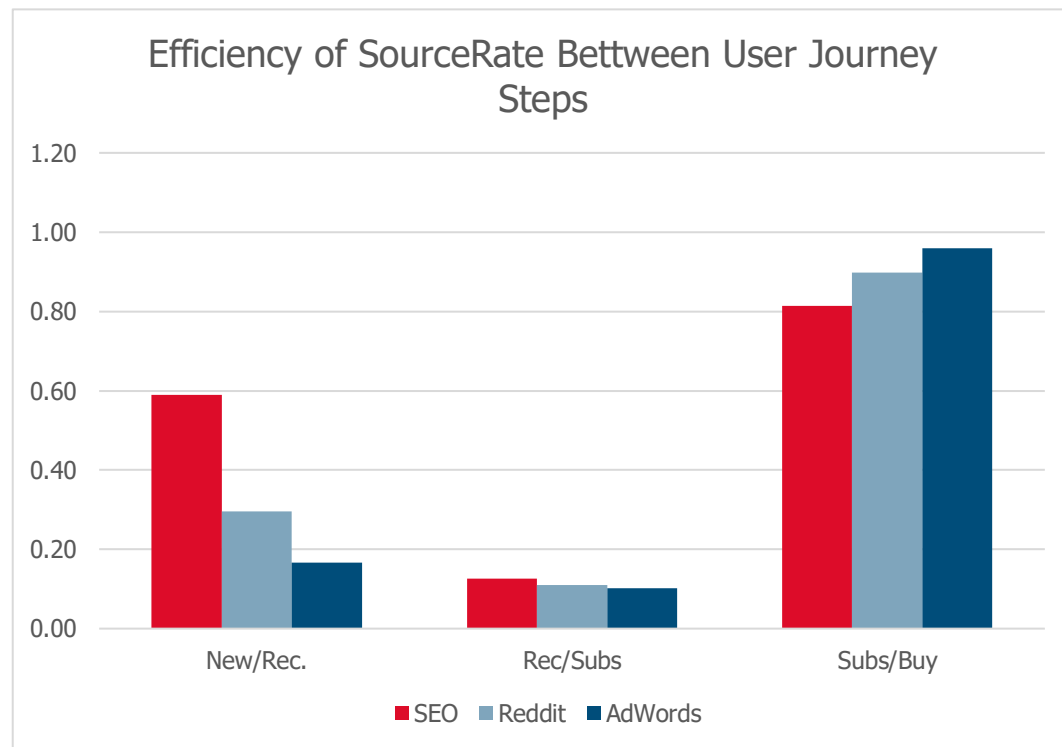
Main observation: SEO get stagnating with its position for some reason and lost it is potential. AdWords performs better.



Chronological analysis of new users by source:



The picture at this stage is the most important from revenue point of view. All index goes up in a balanced way.

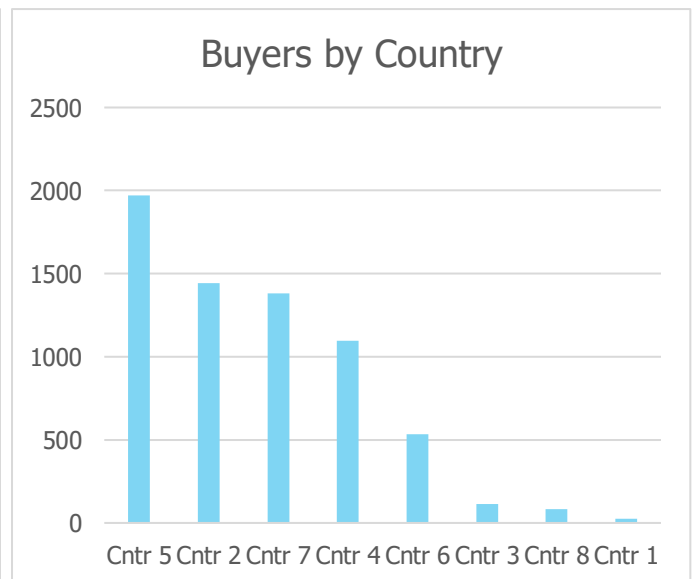
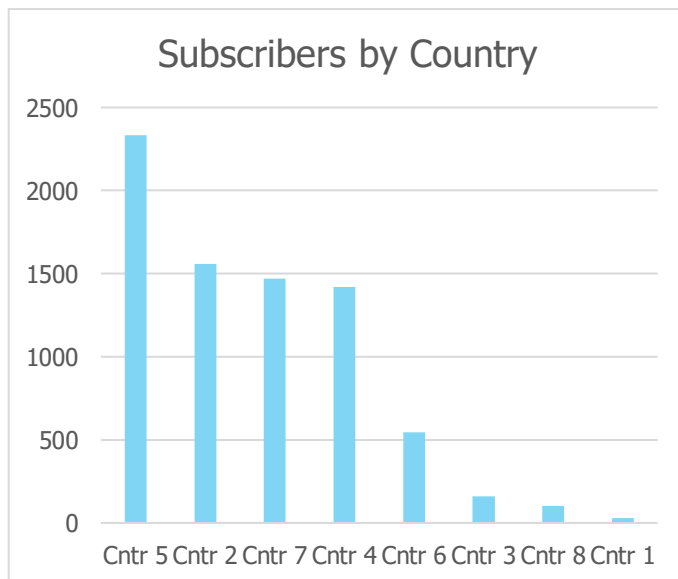
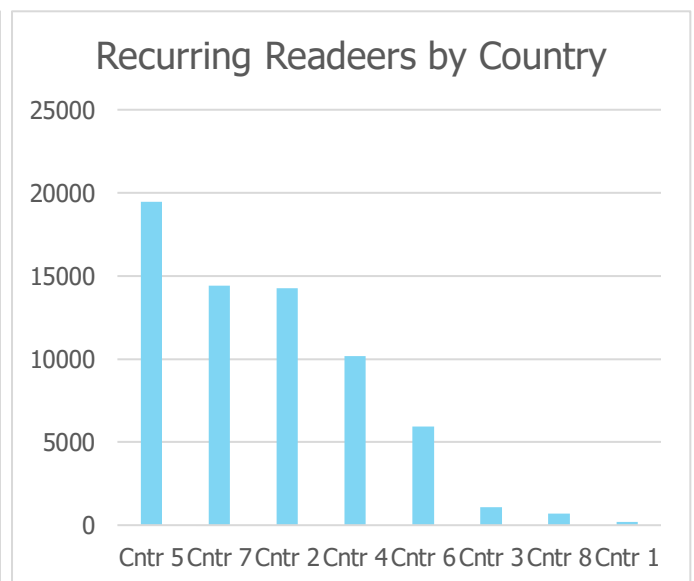
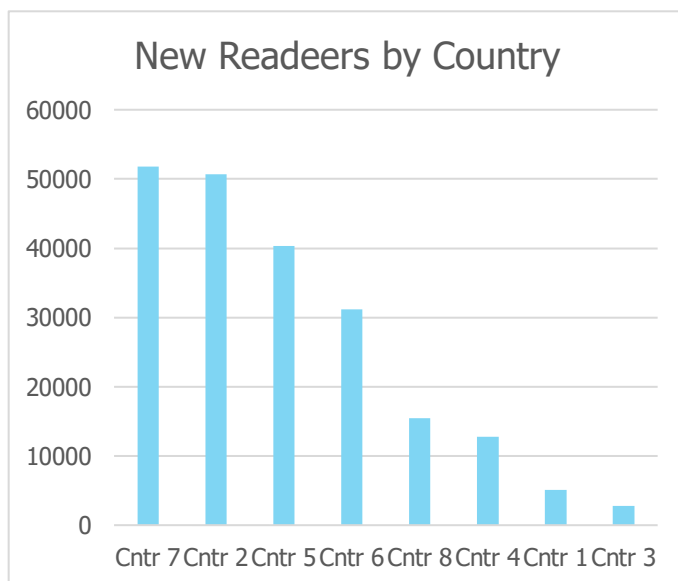


Based on the above chart we can see the retention of each user group based on the source they came from. According to our calculation between steps to be a new user to a recurring user, the most efficient source by far is SEO way far from the other two. This fact should be investigated for hidden business opportunities. The following the two steps are less unbalanced.



## REGIONAL DISTRIBUTION

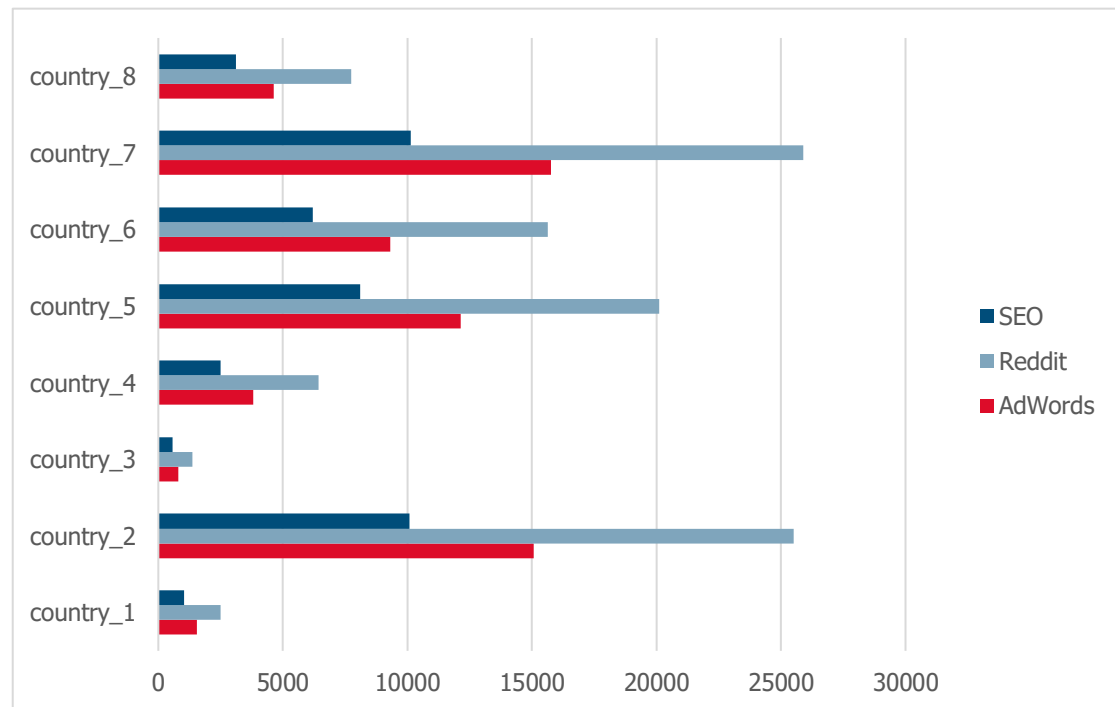
| Readers      |               | Rec. Readers |               | Subscribers |               | Buyers      |               |
|--------------|---------------|--------------|---------------|-------------|---------------|-------------|---------------|
| Users        | Country       | Users        | Country       | Users       | Country       | Users       | Country       |
| <b>51791</b> | <b>Cntr 7</b> | <b>19477</b> | <b>Cntr 5</b> | <b>2334</b> | <b>Cntr 5</b> | <b>1971</b> | <b>Cntr 5</b> |
| 50675        | Cntr 2        | 14417        | Cntr 7        | 1558        | Cntr 2        | 1442        | Cntr 2        |
| 40349        | Cntr 5        | 14269        | Cntr 2        | 1470        | Cntr 7        | 1381        | Cntr 7        |
| 31156        | Cntr 6        | 10167        | Cntr 4        | 1419        | Cntr 4        | 1096        | Cntr 4        |
| 15483        | Cntr 8        | 5930         | Cntr 6        | 546         | Cntr 6        | 535         | Cntr 6        |
| 12751        | Cntr 4        | 1082         | Cntr 3        | 160         | Cntr 3        | 112         | Cntr 3        |
| 5076         | Cntr 1        | 698          | Cntr 8        | 103         | Cntr 8        | 84          | Cntr 8        |
| 2742         | Cntr 3        | 191          | Cntr 1        | 28          | Cntr 1        | 25          | Cntr 1        |



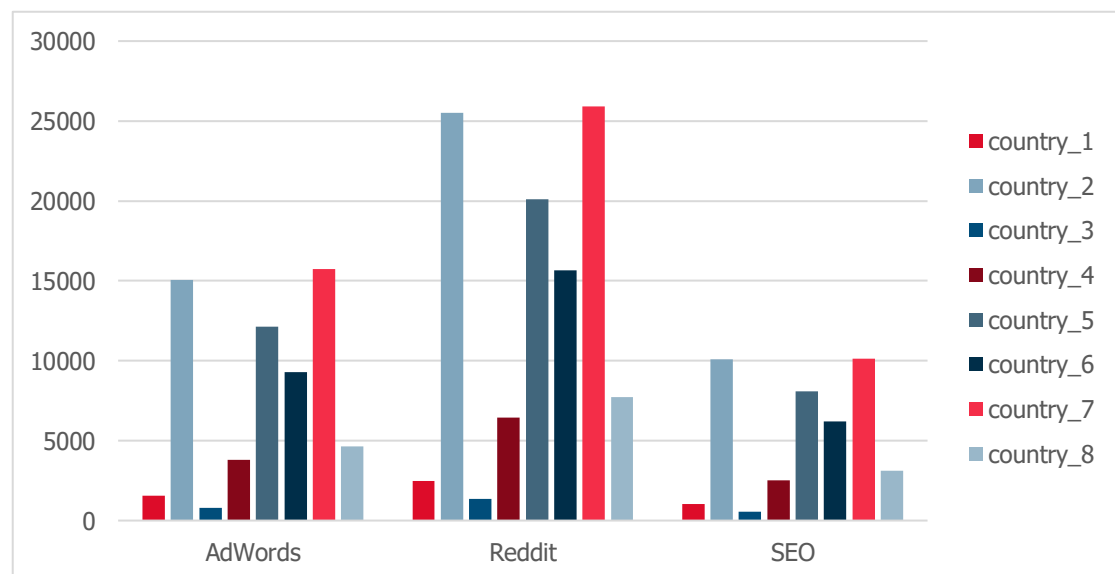
One interesting observation is that although Country\_7 leads the figures of new users, recurring users, subscribers and buyers mostly came from Country\_5.



## MICROSEGMENTATION #1



We couldn't miss the chance to do a cross-analysis between country and source data to get understand the characteristic of users in different countries from different sources. We get conclusion that the portion of the market is similar between each source at each country, therefore all country has the similar ratio between SEO, AdWords, and Reddit.



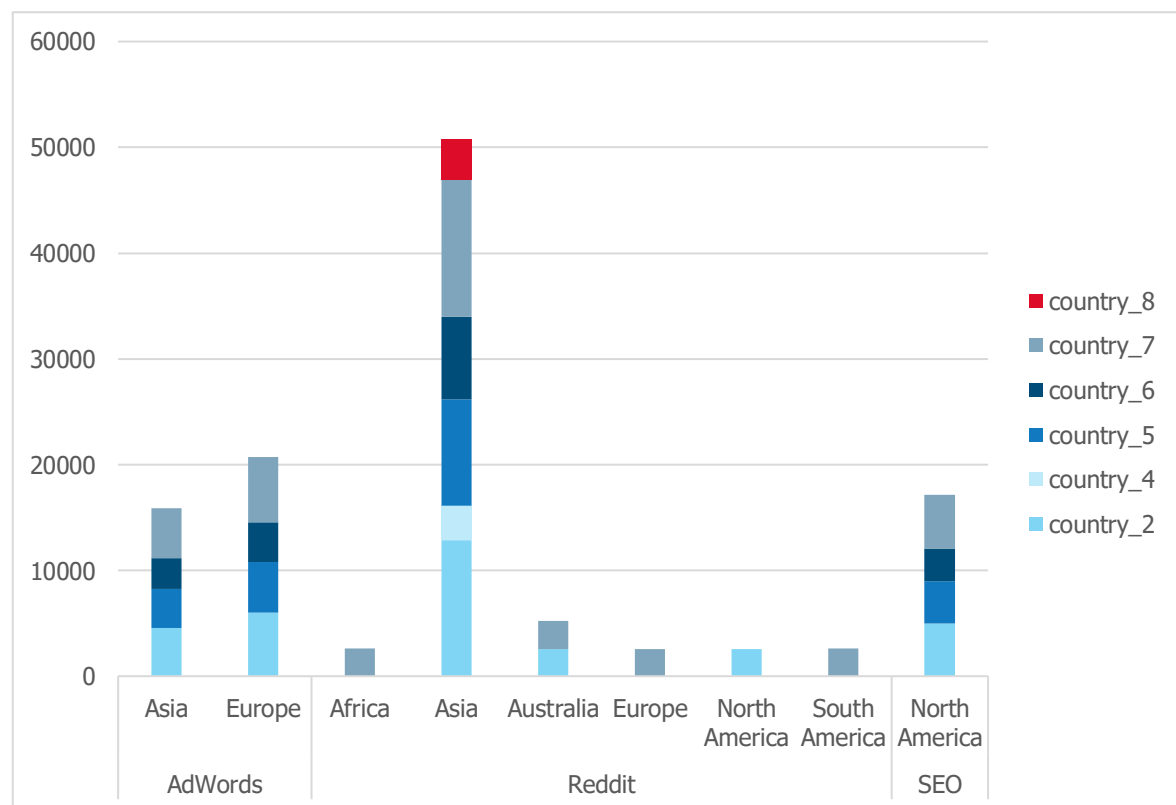
We became curious about what combination of the country and source brought the most users to the site. Here comes the list of top 5 combination:

| Source  | Country   | No of Users |
|---------|-----------|-------------|
| Reddit  | country_7 | 25900       |
| Reddit  | country_2 | 25519       |
| Reddit  | country_5 | 20120       |
| AdWords | country_7 | 15753       |
| Reddit  | country_6 | 15643       |

According to this the number one combination is from Country no. 7 from Reddit. *For getting deeper in this topic we should analyse demographic data to make a clear picture.*



## MICROSEGMENTATION #2



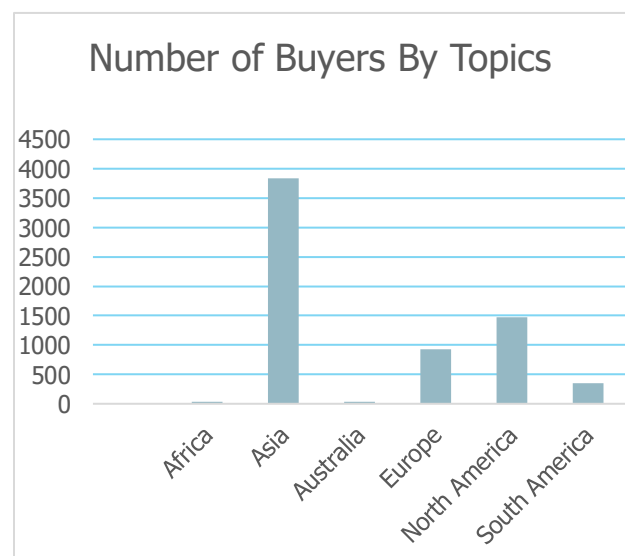
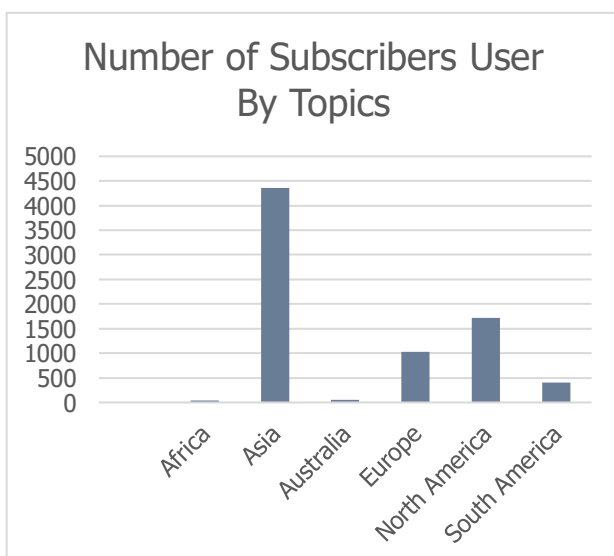
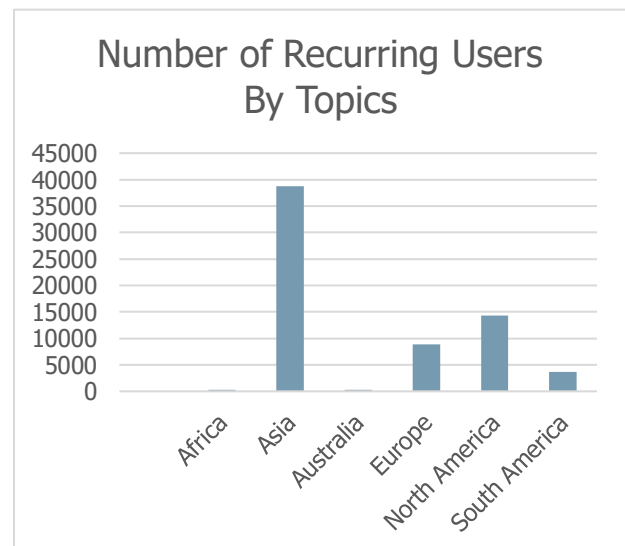
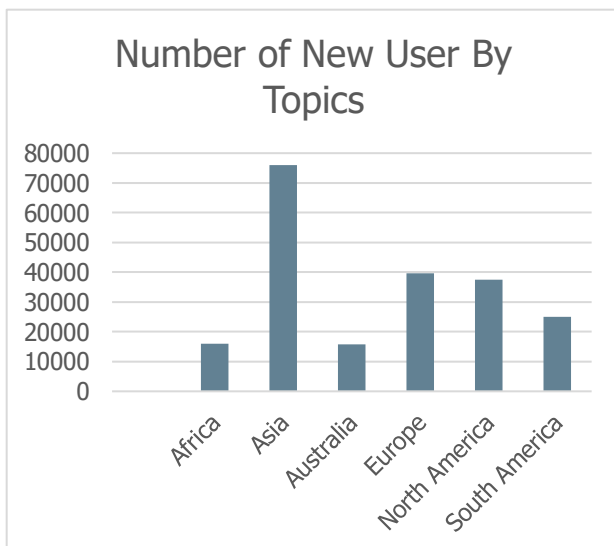
To make a deeper insight we asked data about what combination of country, topic and source cross brought the most users to the site? Here comes the list of top 5 combination:

| Source  | Country   | Topic  | No of Users |
|---------|-----------|--------|-------------|
| Reddit  | country_7 | Asia   | 12950       |
| Reddit  | country_2 | Asia   | 12857       |
| Reddit  | country_5 | Asia   | 10065       |
| Reddit  | country_6 | Asia   | 7774        |
| AdWords | country_7 | Europe | 6206        |

According to this the number one combination is from Country no. 7 from Reddit in the topic of Asia. *For getting deeper in this topic we should analyse demographic data to make a clear picture.*

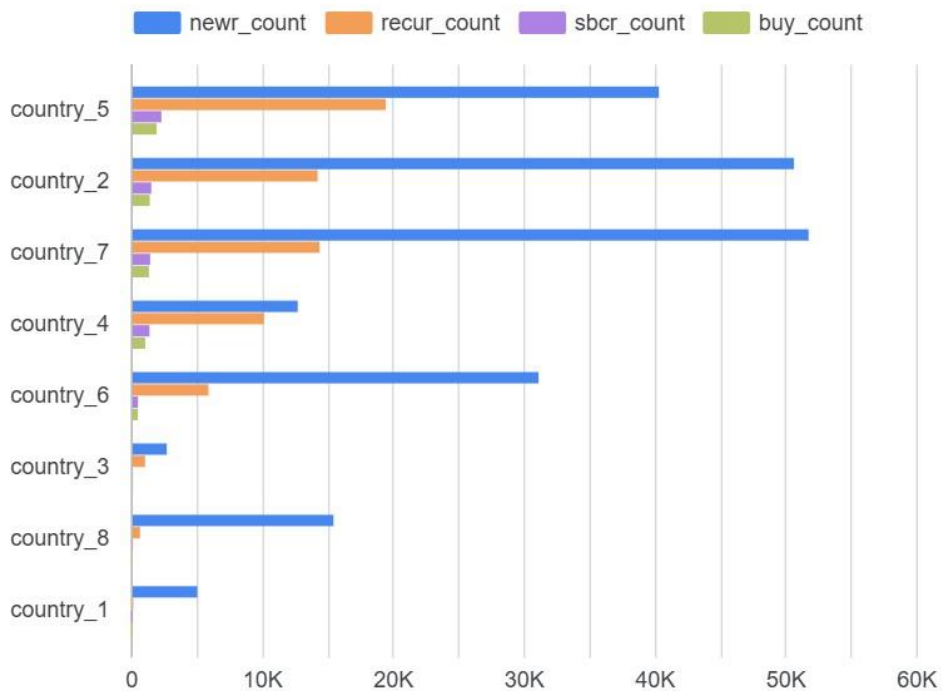
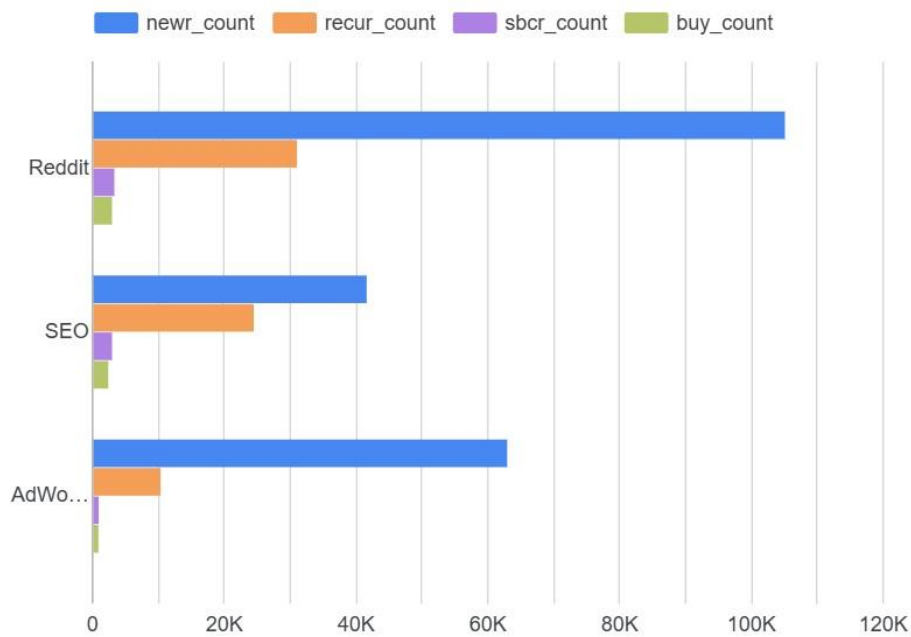


## TOPICS



The general observation is that Asia is the most read topic of all. The ratio between user types and topics are constant. Africa and Asia is insignificant part of the overall picture.

### **FUNNE ANALYSIS**



Based on the funnel analysis the following points came through the figures:

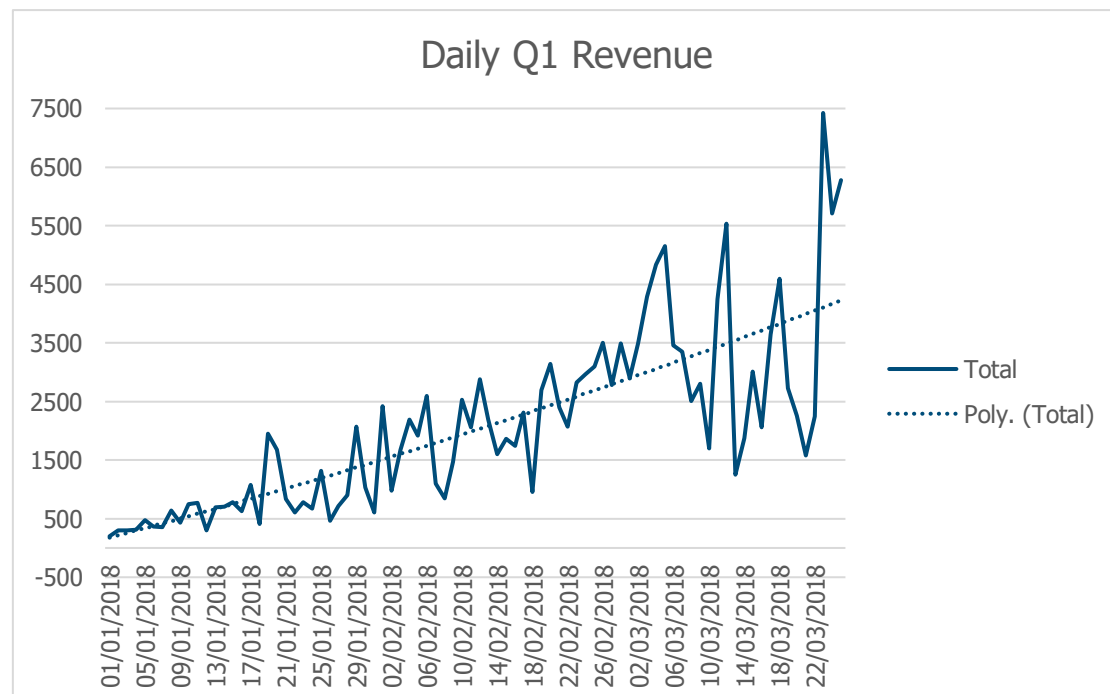
- The most conspicuous fact is that the funnel broke off after a user comes back to the site multiple time. It seems for some reason subscription process lose the most users by this chart.
- Between the first visit and the call for come back to the site AdWords lose the most users and SEO keeps the most compare to each other.
- Most new user came from country no. 7 and 2, but users from no. 5 came back, subscribe and most importantly purchase on the site.
- HIDDEN GEM – Users from country no. 4 are most likely come back to visit the site, they are the most loyal compared to any other country. One example: Country 4 has 80% of the recurring users compared to the 3 times bigger market (Country 7) **with the same purchasing power!!!**

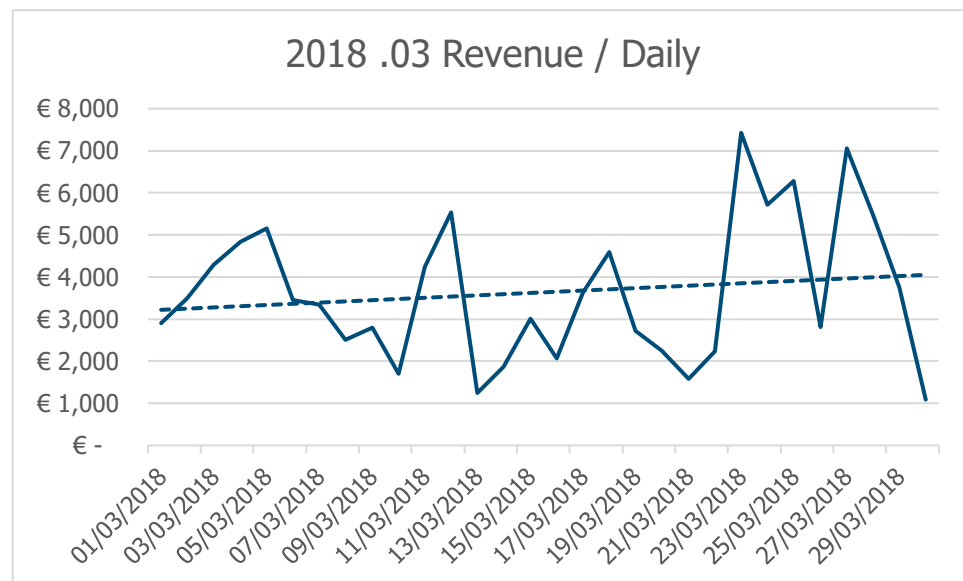


### **BUSINESS REVIEW**

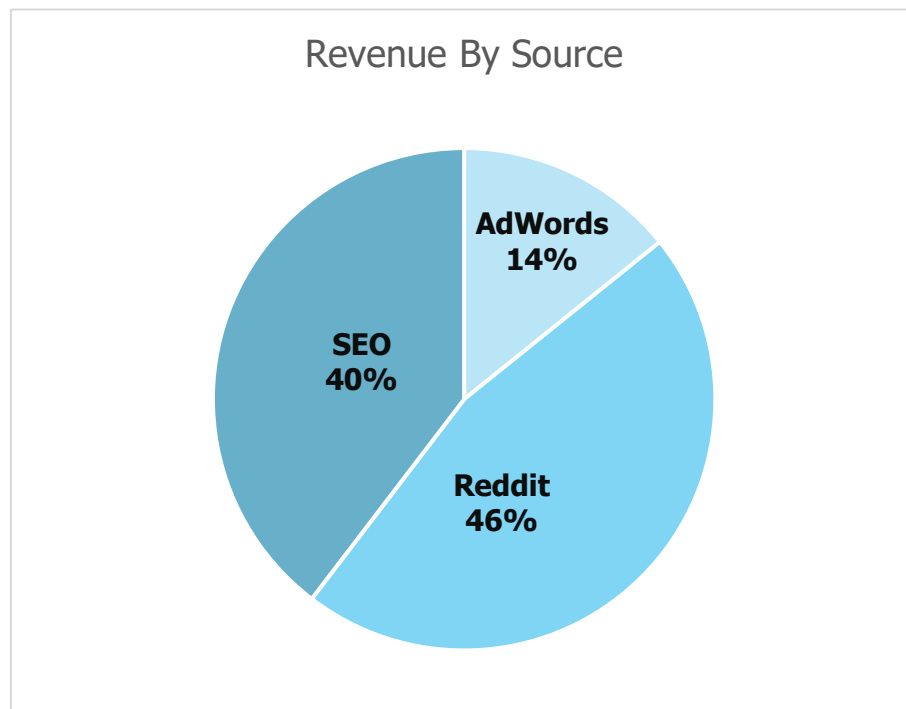
**All revenue for Q1**

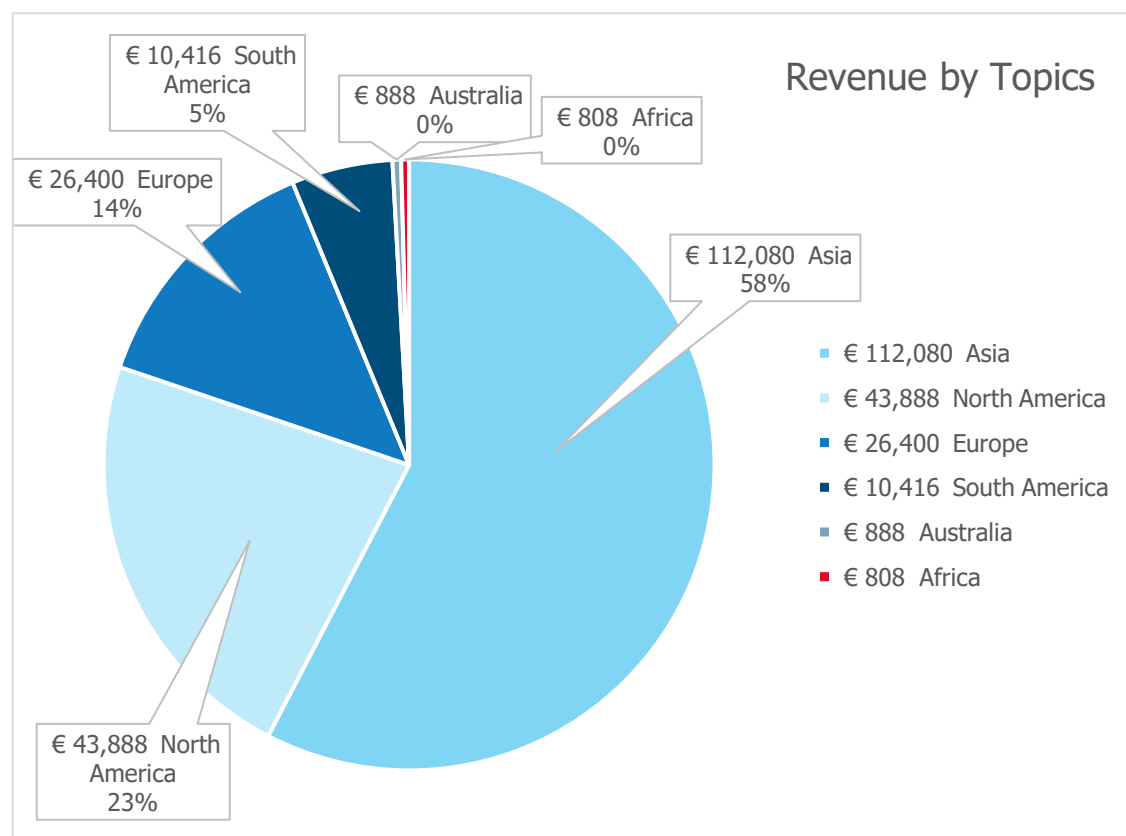
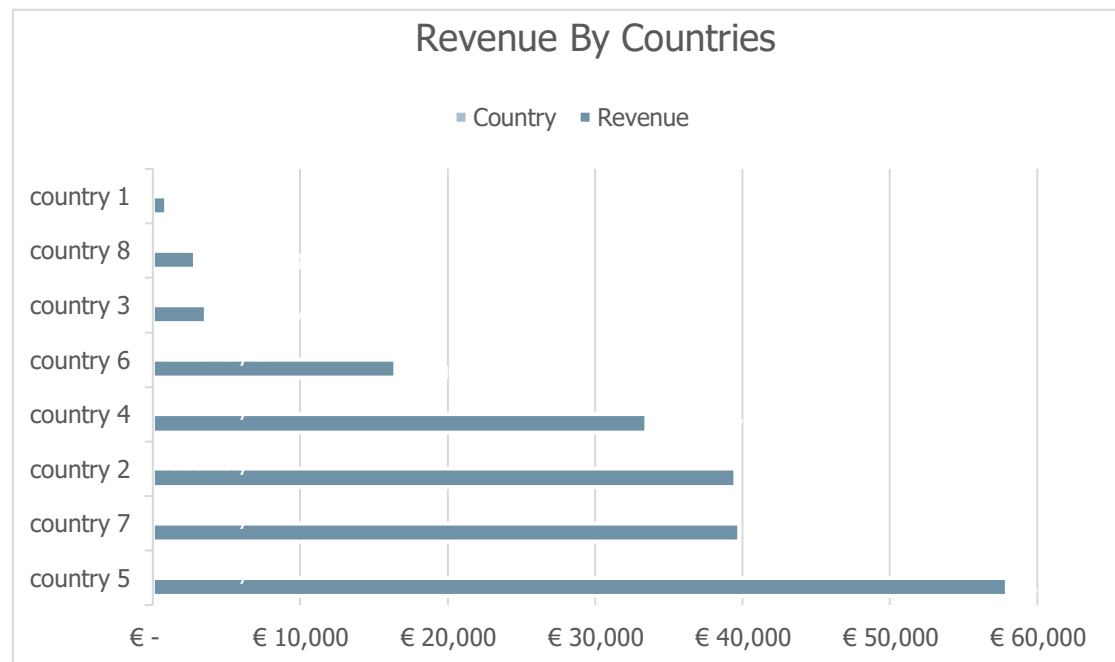
€ 194,480



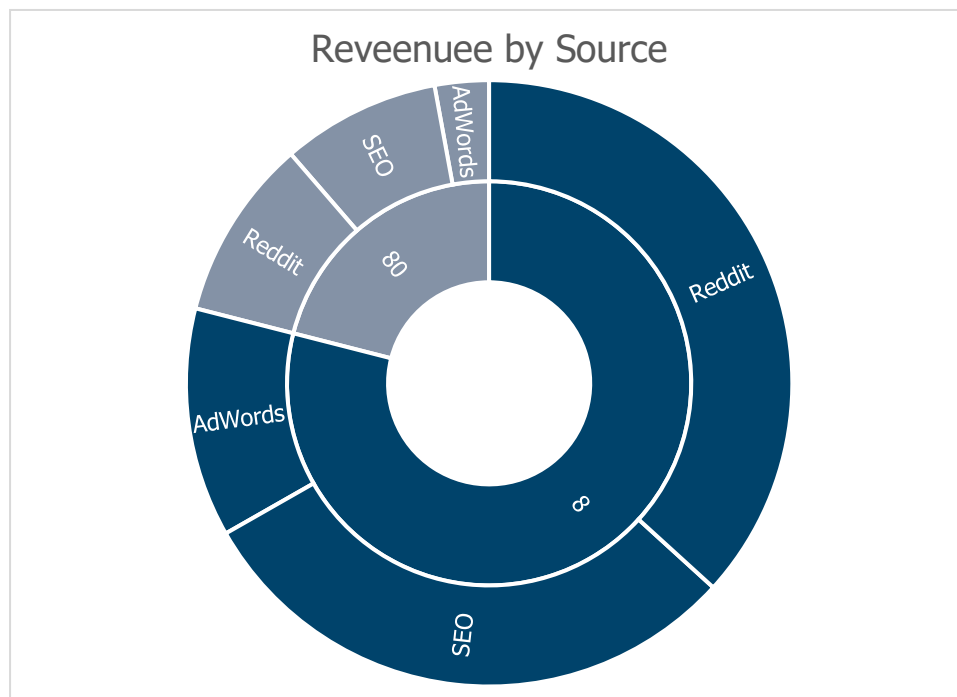


The trend in revenue is an organically growing line with ups and downs, although from end of February there are some raised volatility is observable in the amount, the trendline is stagnating compared to the previous months. Further investigation required. This fact should be investigated for hidden business opportunities.



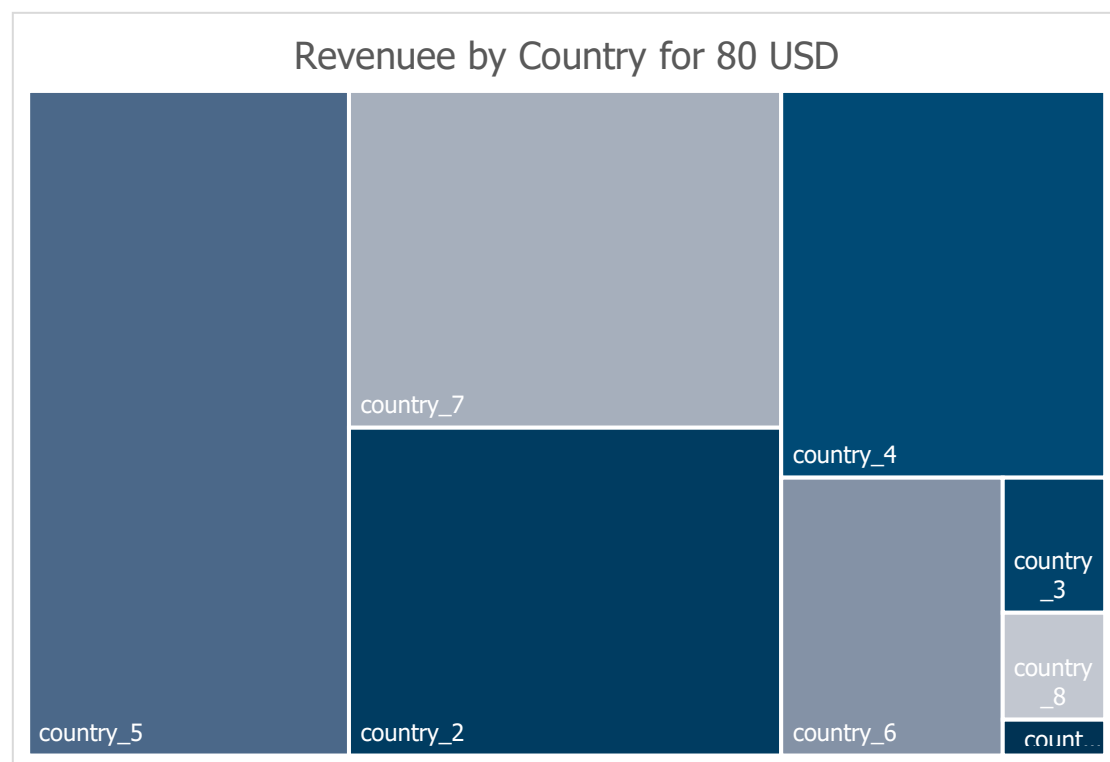
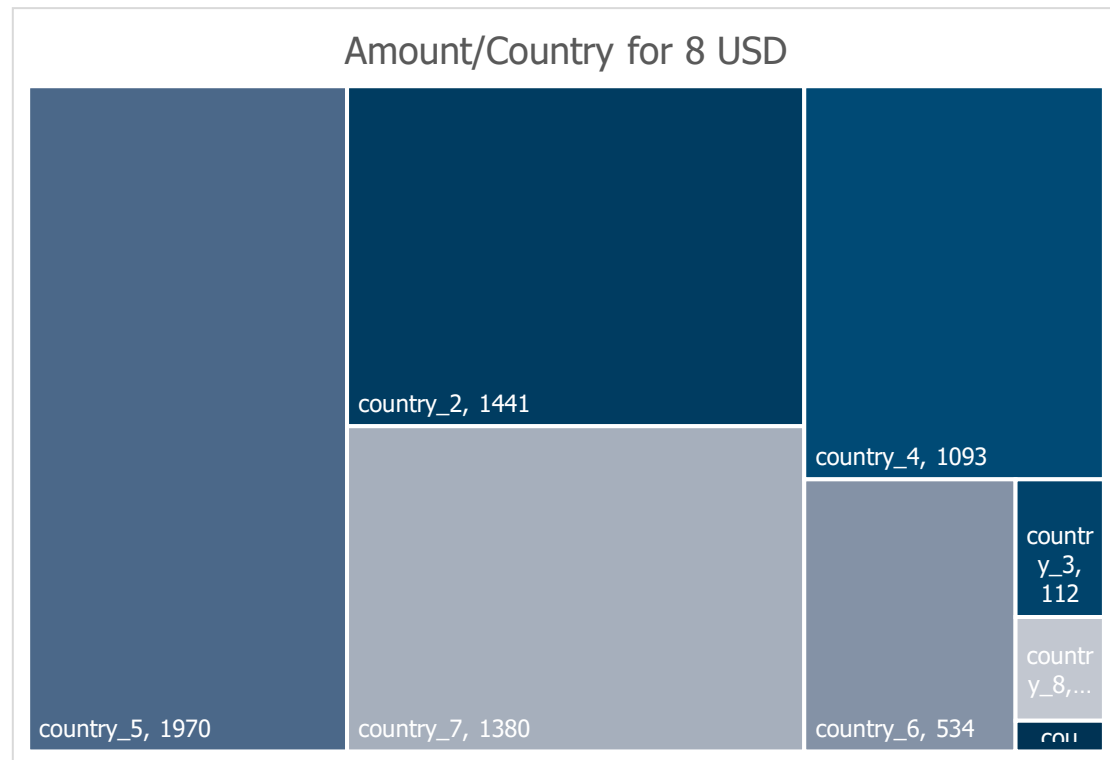


8€ AND 80€

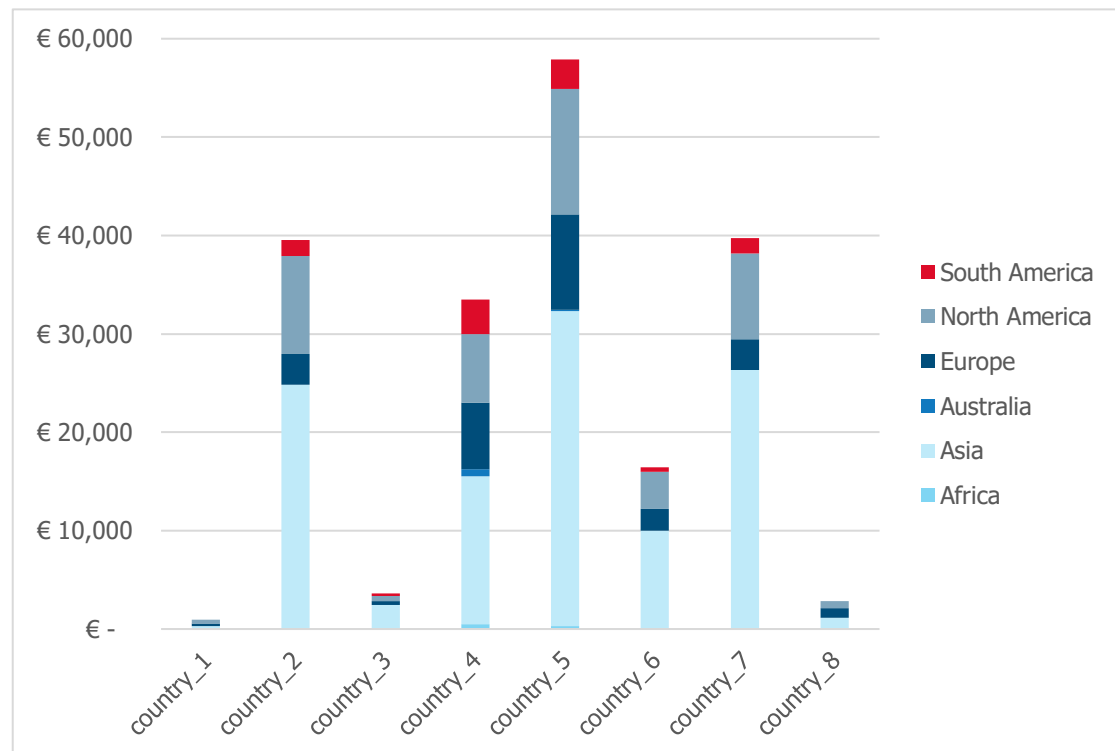


Reddit is leading the source for both 8€ and 80€ purchases. For both purchase type Country no. 5 generated the most revenue



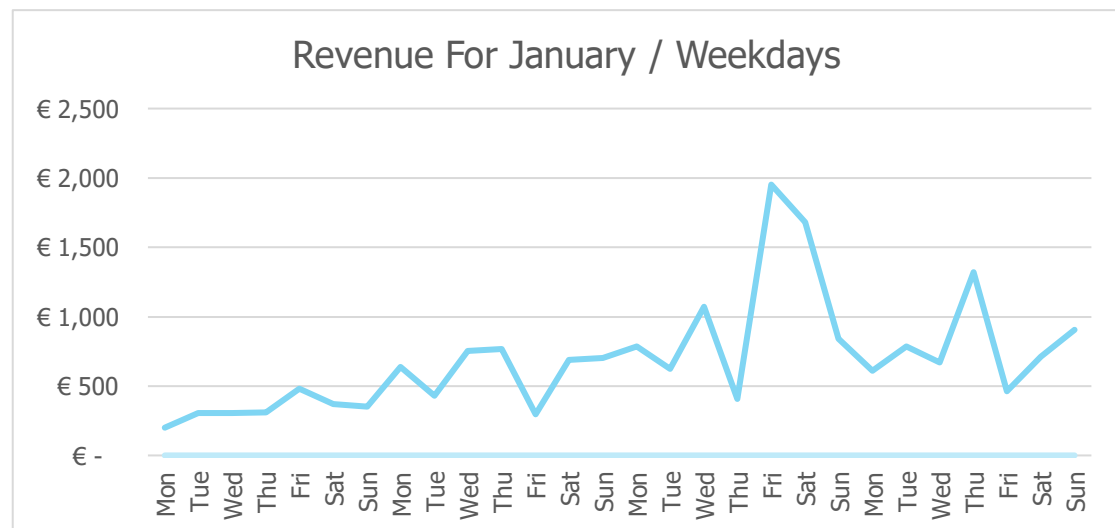


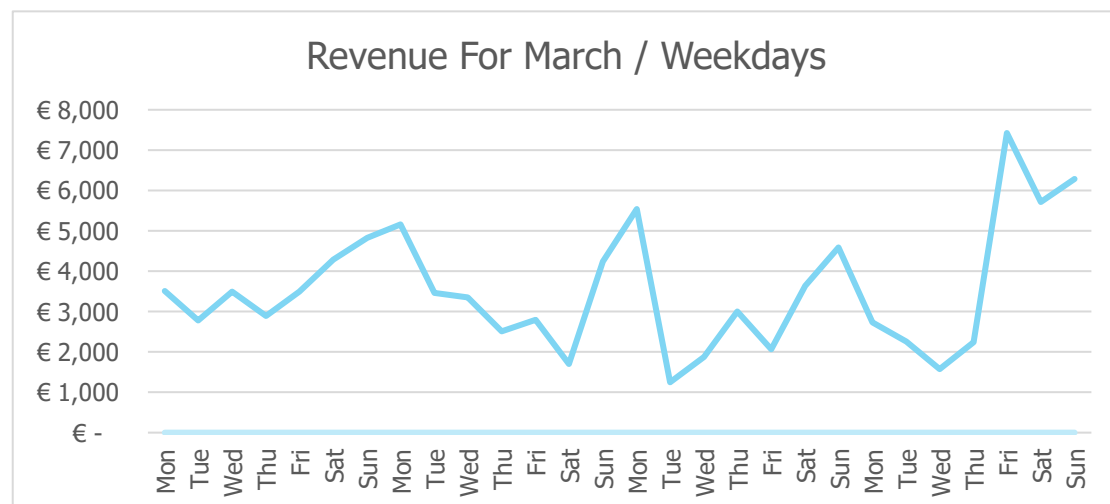
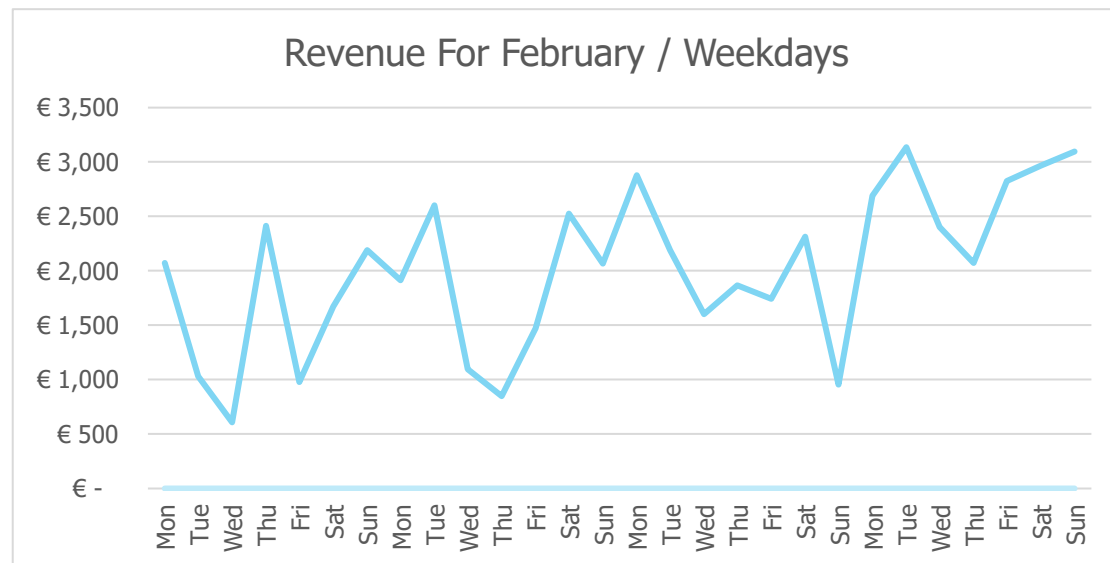
Division of purchases between countries has the same pattern for both 8€ and 80€. Leading country by revenue is Country no. 5 and the least relevant countries are no. 8, 7.



Another interesting comparison (segmentation) between Countries, Topics and Revenue.

#### AMOUNT OF PURCHASE / WEEKDAY

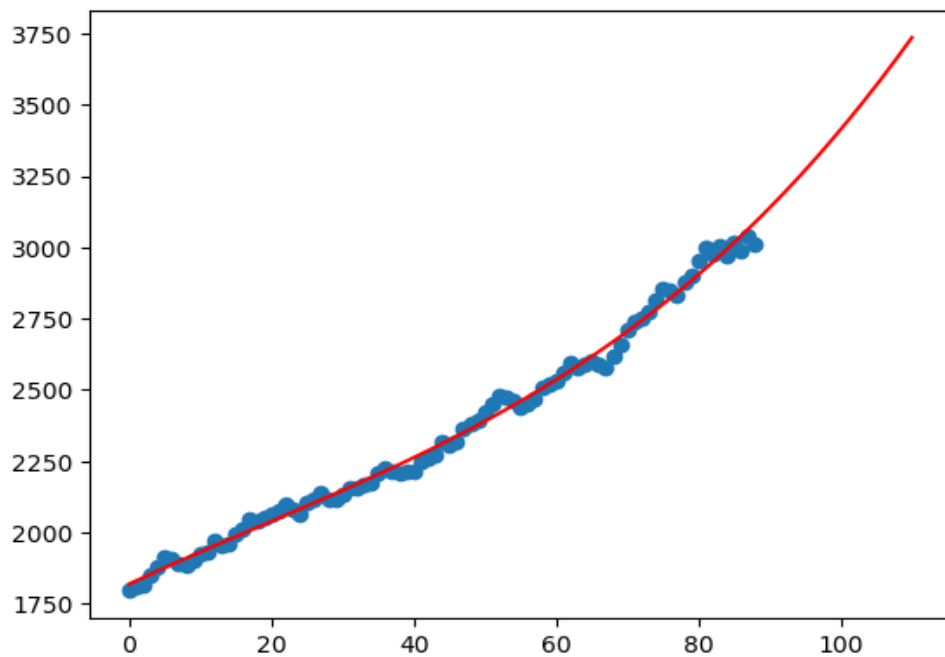




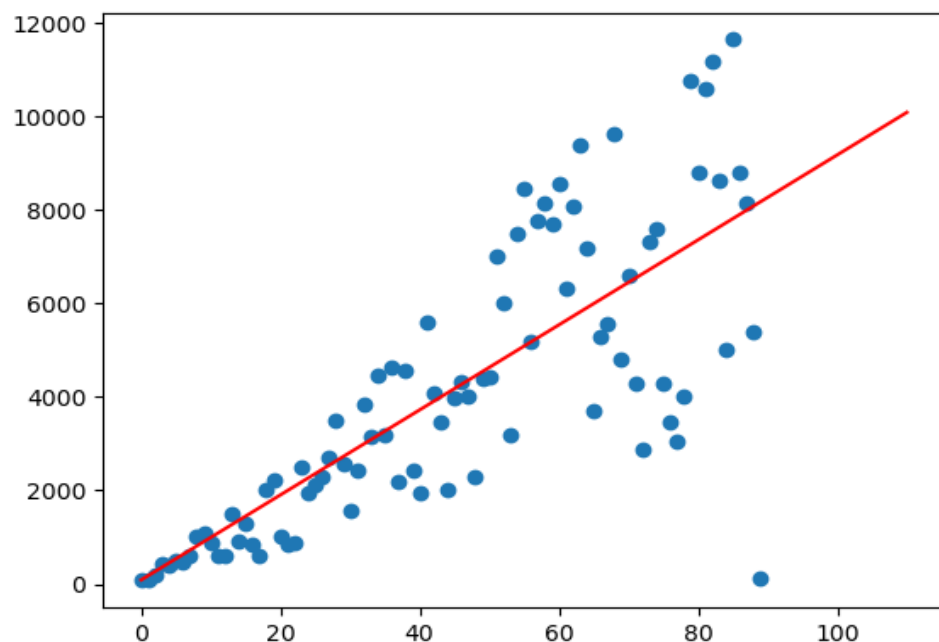
The general observation is that that weekly the Sunday-Saturday-Monday is the strongest from revenue perspective. This fact should be investigated for hidden business opportunities.



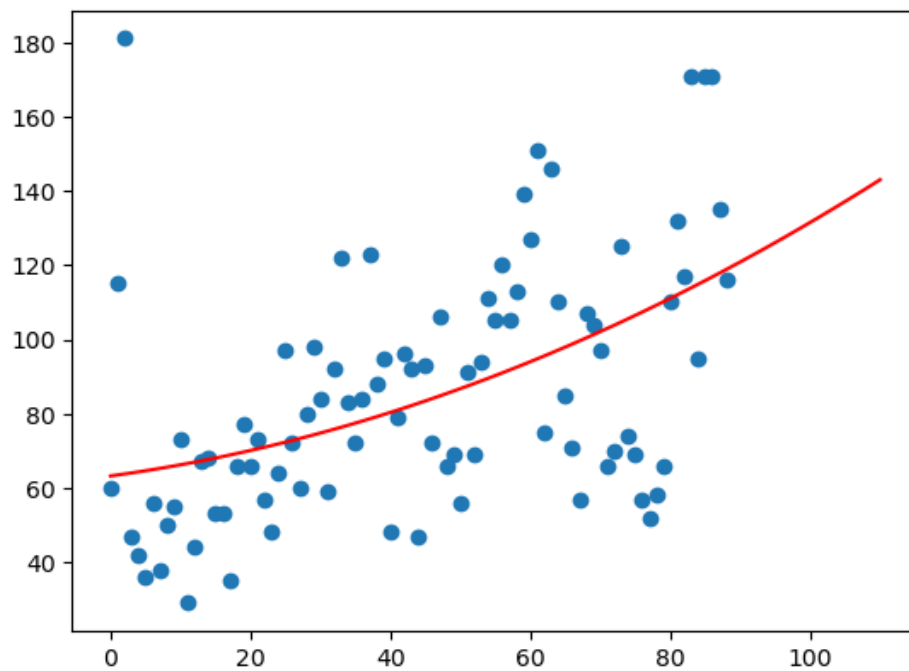
## **PREDICTIVE ANALYTICS**



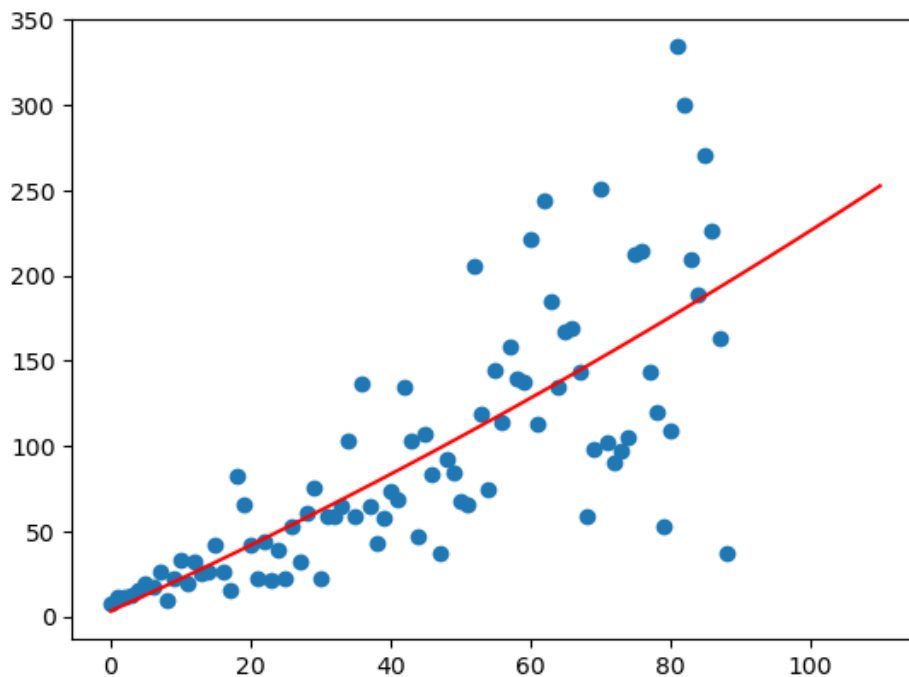
The number of new users growing in a steady, healthy way for the following one months.



Together with number of the new users, the number of visit of the recurring users grows the same way although the spread is getting wider by the amount of datapoints, but the tendency looks good for the following one months.



The number of subscribers are also growing although in a less steady way with a bigger spread, but the tendency looks good for the following one months. Need further analysis to find out the reason for the spread despite the good trend.



The number of purchases is Growing as well although compare to the amount of revenue further investigation required to find out what is behind of the growing number of purchases and the stagnating amount of revenue in the last month.





#### For KEY FIGURES:

Key figures looks good on the site, overall all figures growing

- It worth to investigate the reason of the stagnating number of Subscribers

#### For SOURCES:

The general rank of the sources: Reddit – SEO - AdWords

- Based on the Marketing Department have a chance to harmonize their online strategy according to this analysis
- To find the reason of the stagnating SEO before the subscription part could also be worth to investigate together with the inefficiency between recurring users and Subscribers.

#### For REGIONAL DISTRIBUTION

- It could be interesting to understand the success of Country nr. 5 and the lost opportunities at Country nr. 7 and 2 after the first visit of the site
- It's worth to digest both strategical and marketing decisions with the result of micro segmentation. It could be essential to find out the "Most Valuable" users and what Dilan's Travel Guide could do with them.

#### For FUNNEL ANALYSIS:

The most conspicuous fact is that the funnel broke off after a user comes back to the site multiple time. It seems for some reason subscription process lose the most users by this chart.

- Between the first visit and the call for come back to the site AdWords lose the most users and SEO keeps the most compare to each other.
- Most new user came from country no. 7 and 2, but users from no. 5 came back, subscribe and most importantly purchase on the site.
- HIDDEN GEM – Users from country no. 4 are most likely come back to visit the site, they are the most loyal compared to any other country. One example: Country 4 has 80% of the recurring users compared to the 3 times bigger market (Country 7) **with the same purchasing power!!!**

For BUSINESS REVIEW

- Further investigation required to find out the reasons of the decreasing amount of revenue in March.
- With user research tools it's worth to investigate the periodicity of purchase amount on different weekdays. That could reveal hidden opportunities and also could feed online marketing strategy.

For PREDICTIVE ANALYTICS

- The number of subscribers is also growing although in a less steady way with a bigger spread, but the tendency looks good for the following one months. Need further analysis to find out the reason for the spread despite the good trend.
- The number of purchases is Growing as well although compared to the amount of revenue further investigation required to find out what is behind of the growing number of purchases and the stagnating amount of revenue in the last month.

Thank You,  
Berkó Bence

