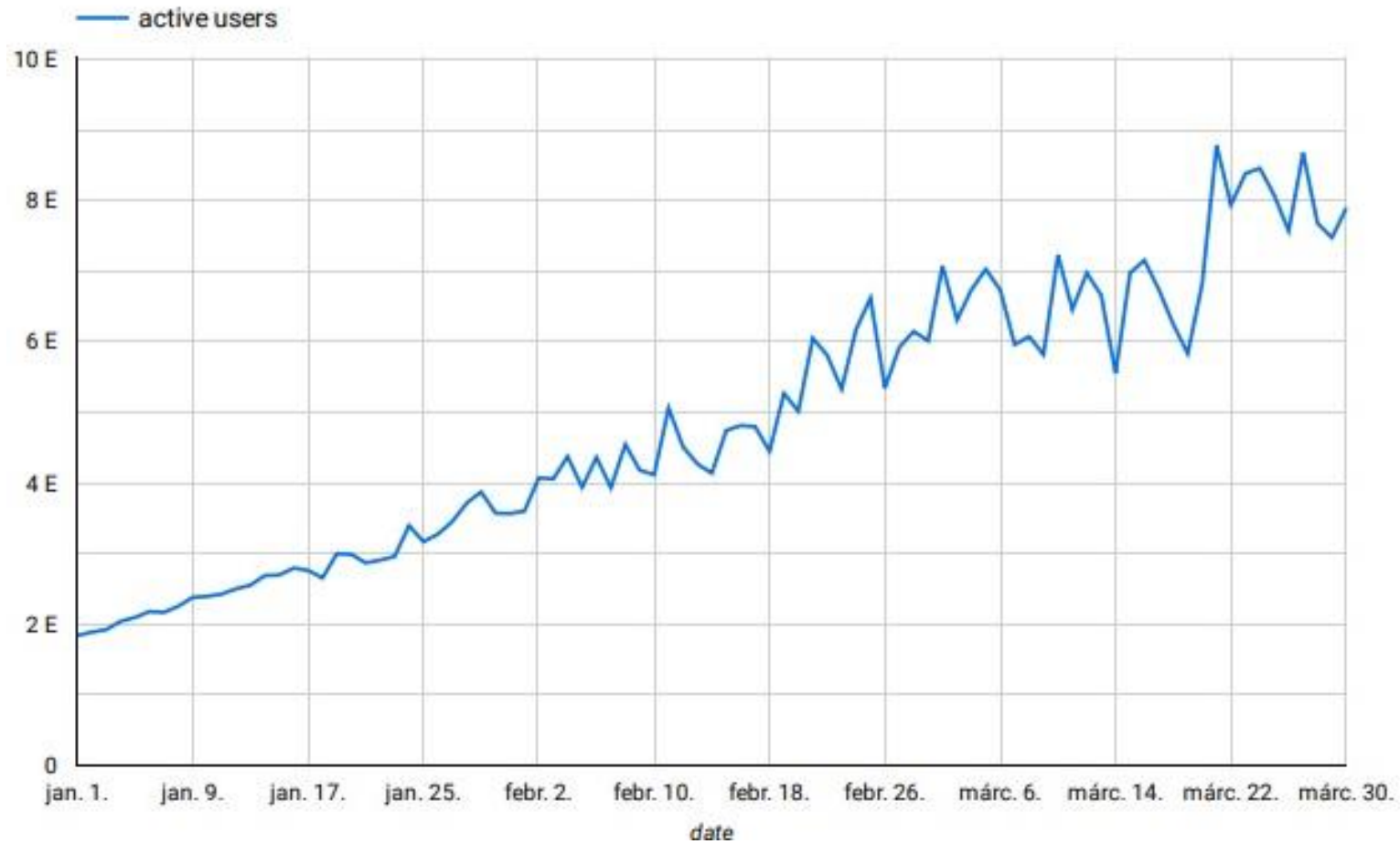# DILAN'S TRAVEL GUIDE

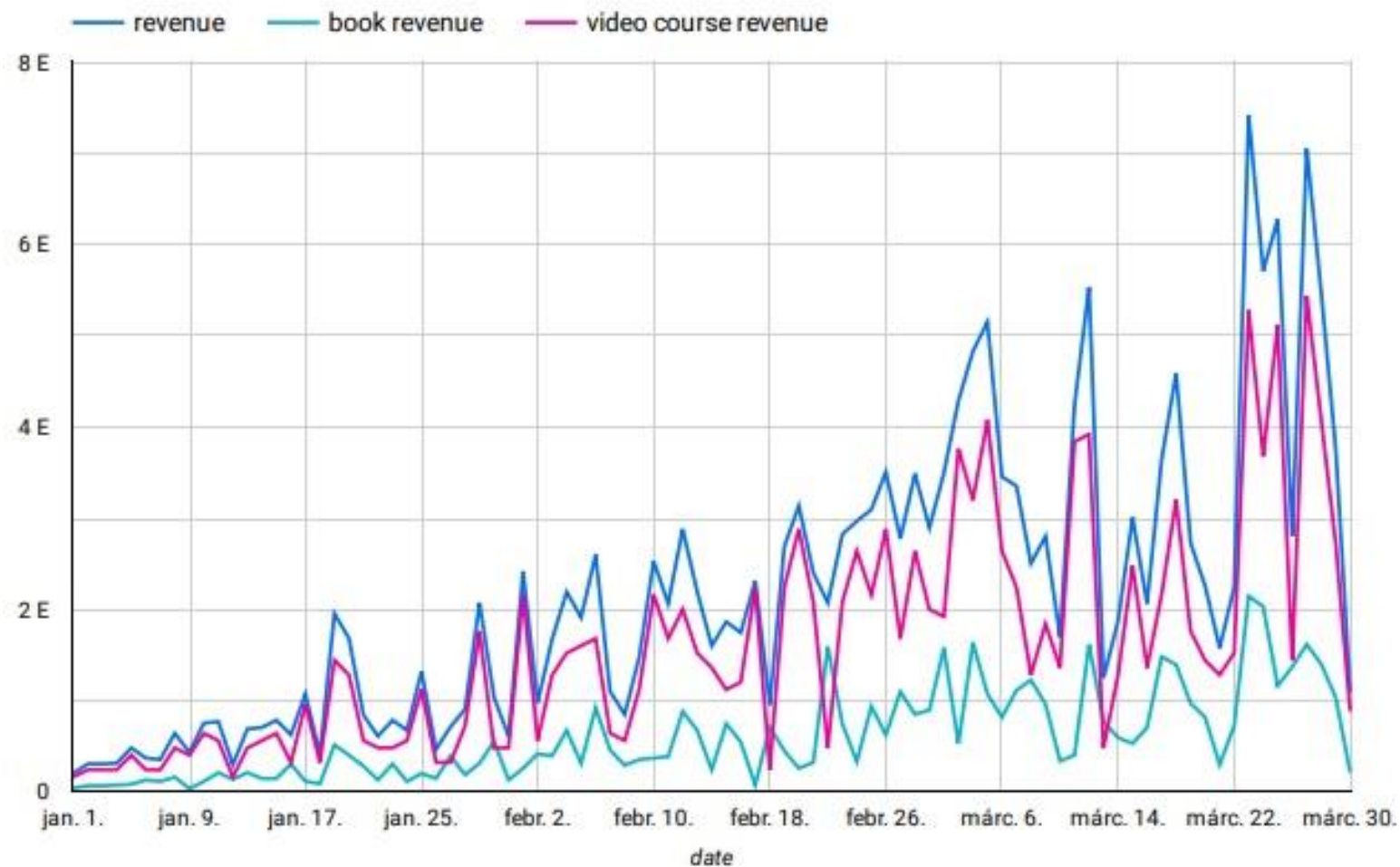## Daily active users
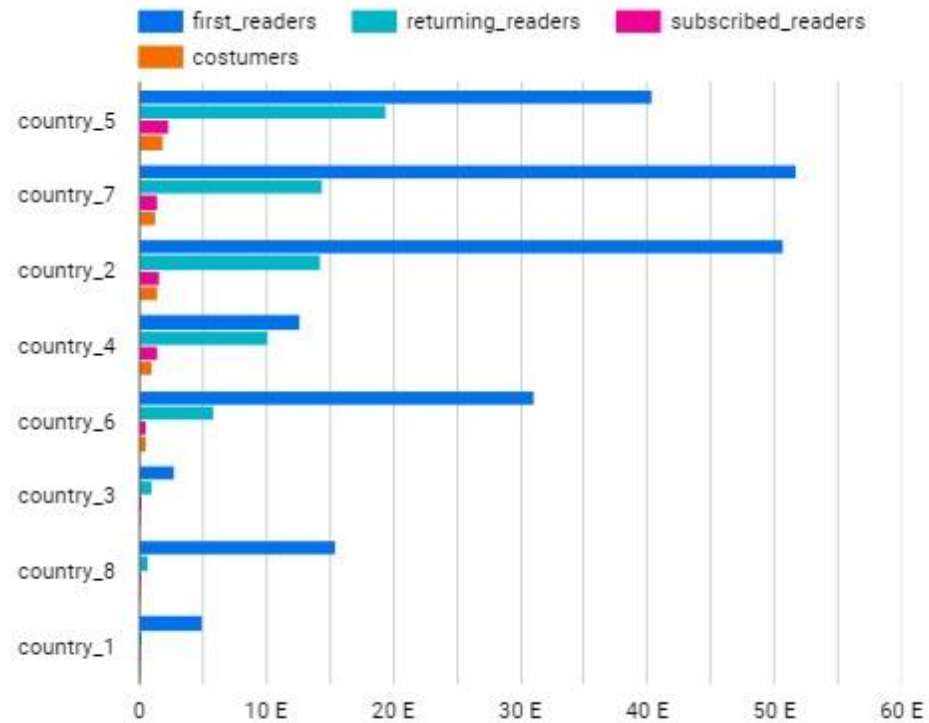

The older the blog and the more content is uploaded, the **more people** read it.

Daily revenue

Legend: revenue — book revenue — video course revenue
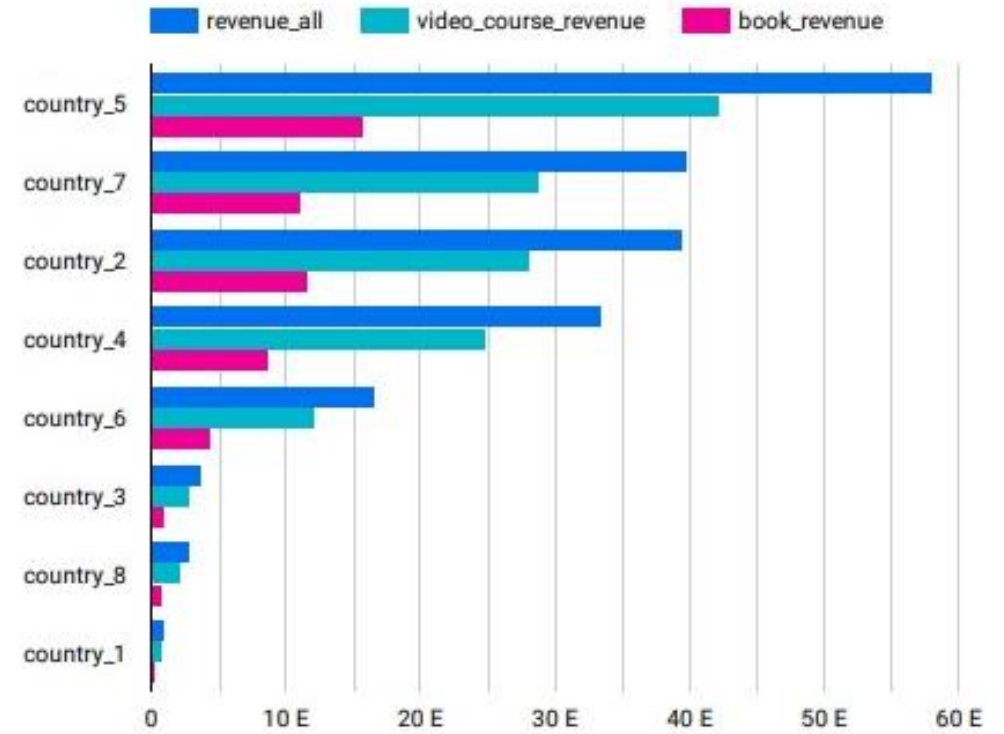
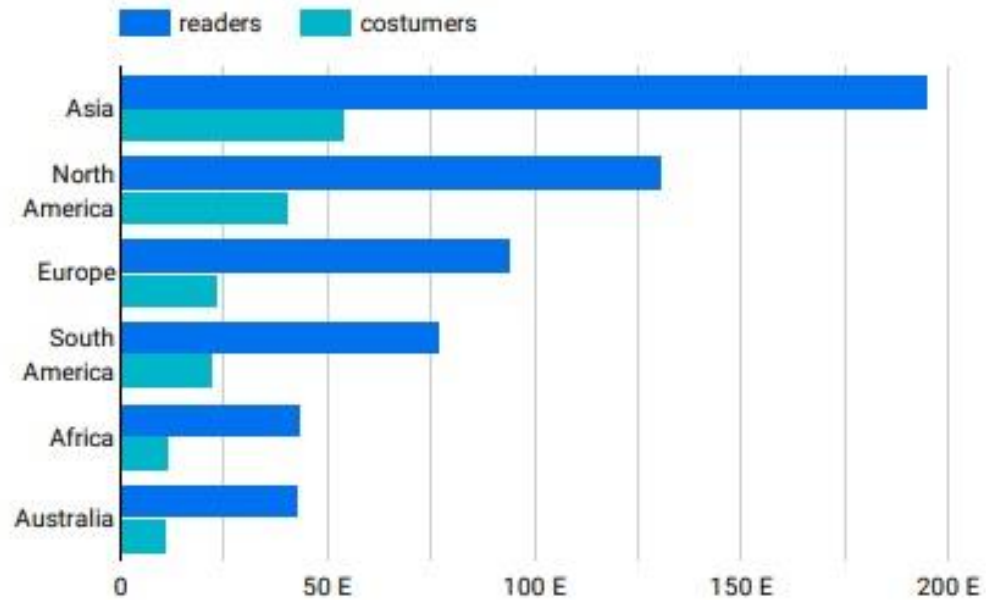**Video course** sales give us most of the revenue.

Country analysis

While the most people from **countries 7** and **2** find the site, the number of **subscribers** and **buyers** is the largest from **country 5**.
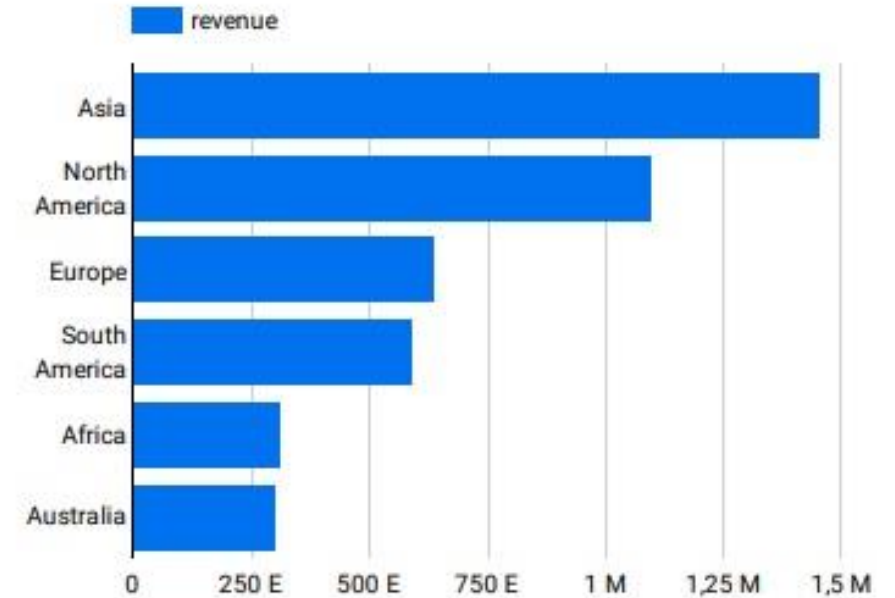
The higher revenue from **country 5** reflects the higher number of buyers observed from this country.
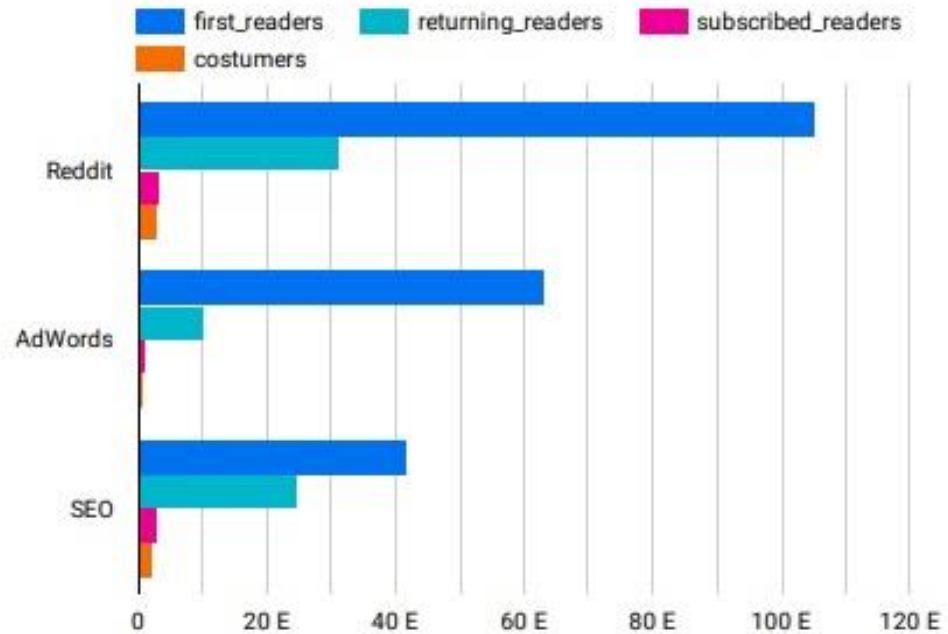
Topic analysis

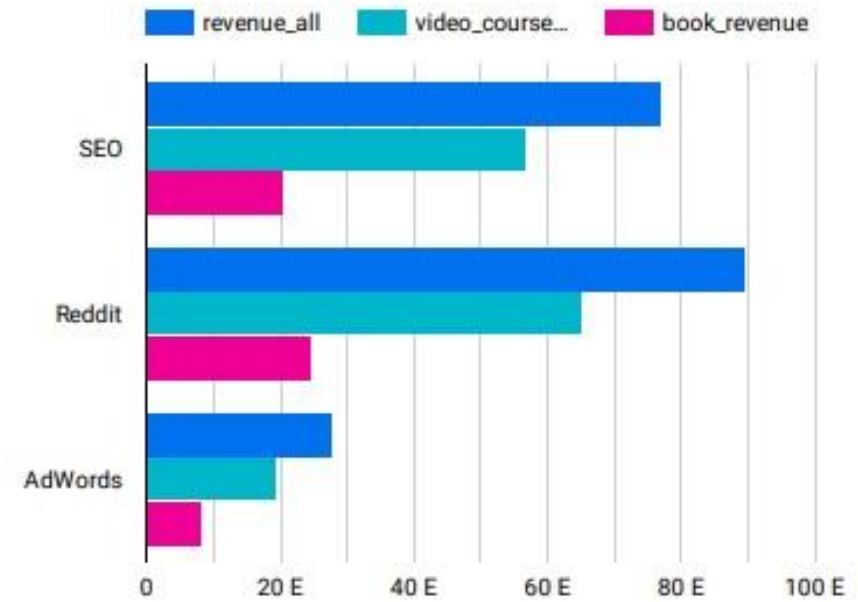Asia is the most read topic, while not many people read about **Australia**.

Accordingly, customers reading the **Asia** topic generate the greatest benefit.

Source analysis

Reddit attracts the most readers and customers and is the source of the most revenue. Should allocate more budget to this source.

SEO has the highest conversion rate from readers to costumers.

Segmentation

	source / revenue		
country	Reddit	SEO	AdWords
country_1	-	920	-
country_8	-	2 832	8
country_3	1 848	1 520	248
country_6	7 536	8 200	696
country_4	15 032	9 096	9 336
country_2	18 688	17 552	3 288
country_7	18 600	16 752	4 408
country_5	28 056	20 184	9 680

Reddit doing great in revenue analysis in most of the countries.
SEO is the only source that generates revenue in every country.
AdWords doing poorly in revenue analysis.

   -> should allocate more budge to **Reddit** and **SEO**

TOP 3 segments:
- **Country_5/Reddit**
- **Country_5/SEO**
- **Country_2/Reddit**

Conclusion:

- **Video course** sales give most ot the revenue.

- **Asia** is the most read and profitable topic.

- **SEO** and **Reddit** ads brings most of the buying readers.

- Country 5 brings most of the costumers.

Should allocate more money for video courses about Asia and for advertising via SEO and Reddit.

Should prioretise the efforts in Country 5.