Analyzing Dilan's travel blog data

Analysis of a Dataset of Over 600,000 Rows
Using Postgres SQL, Python, and Bash.

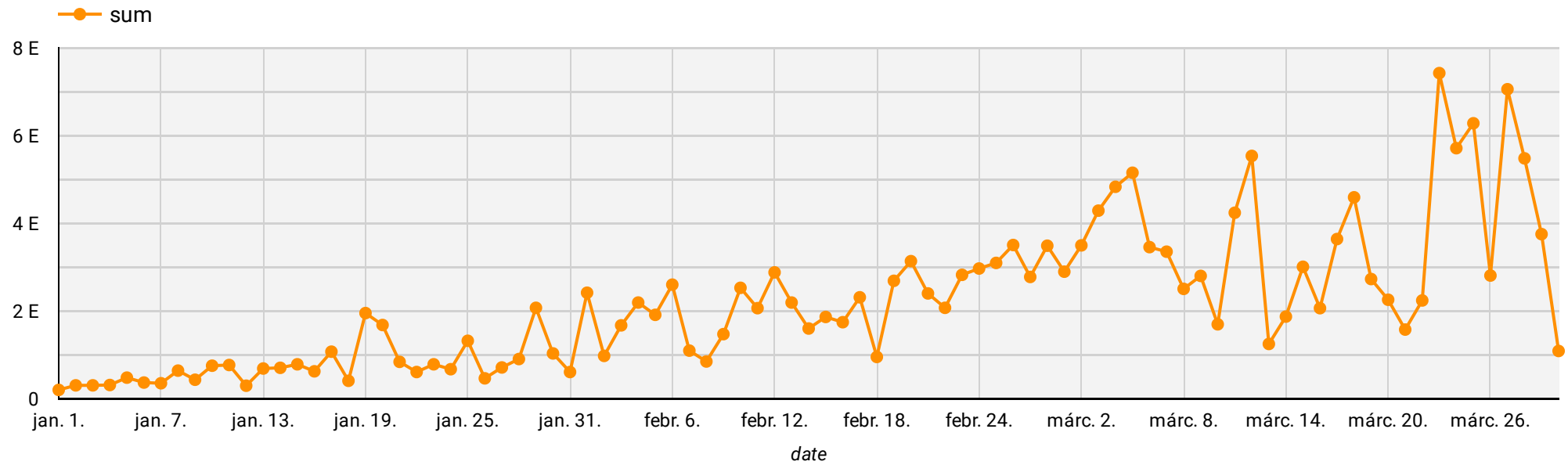Data analysis and interpretation
By Daniel Kovacs

Analysis Objective:

1. In which country should Dilan prioritize his efforts and why?

2. How to be smart with his investments based on the data from the last 3 months?
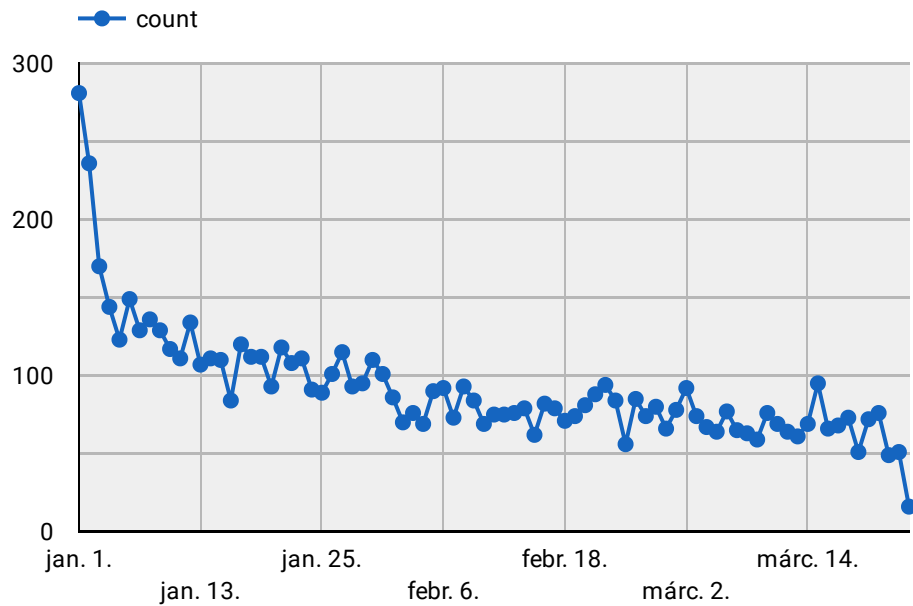

Let's see what the data shows us...
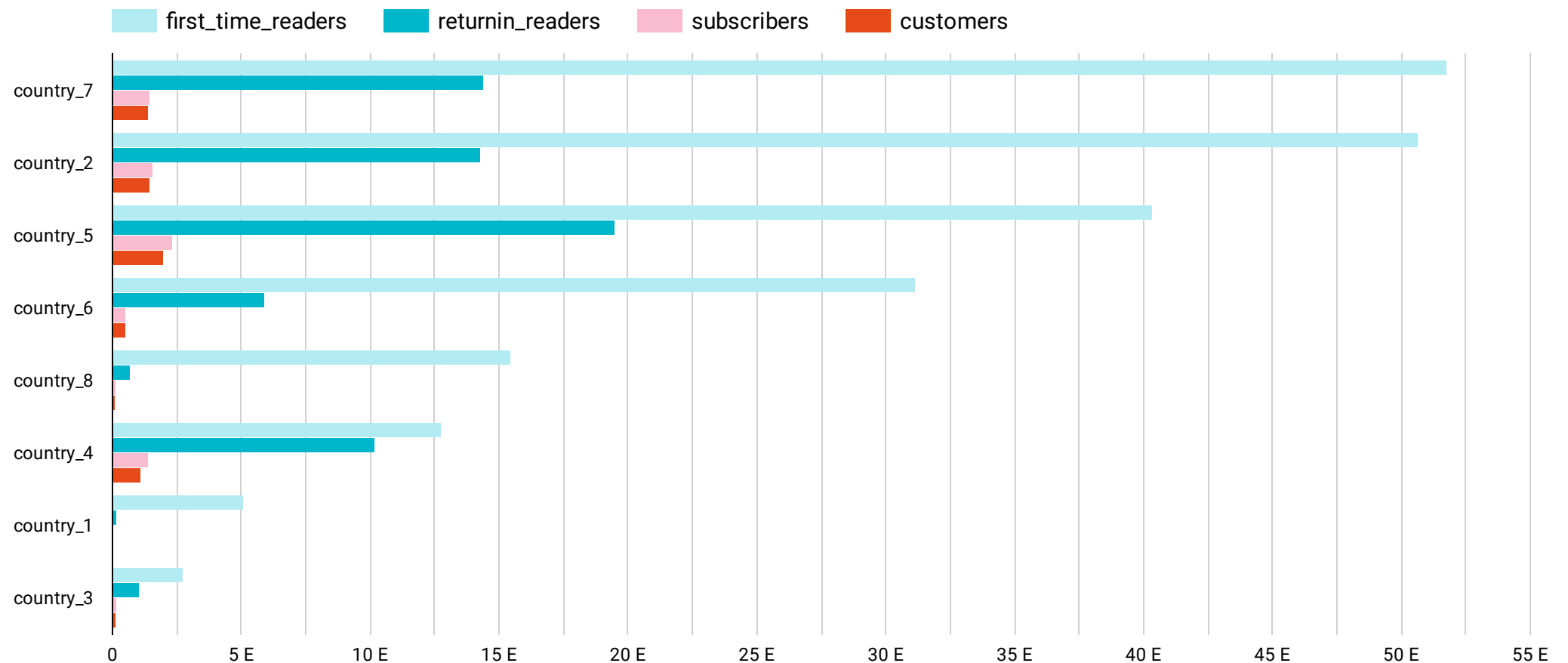
Daily income

Subscribers count

Based on the data, it appears that the daily revenue is currently on an upward trend, despite a significant decrease in subscriber count.

From which country do my customers come from?

Grouping our funnel analysis by country, we can see that the majority of our readers come from country_7, but the highest rate of returning readers and digital service buyers are from country_5. The highest number of buyers are from country_5 with 1,971 customers, followed by country_2 with 1,443 customers and country_2 with 1,381 customers.
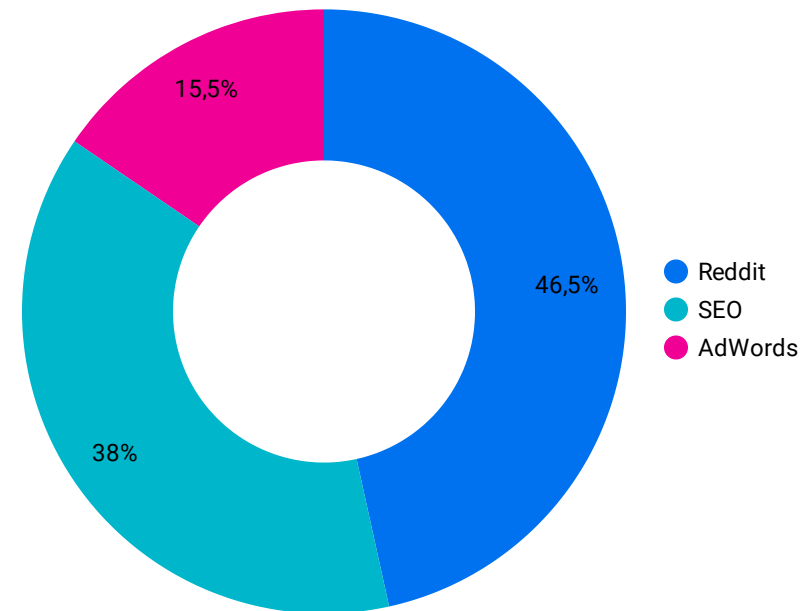
What is the topic that attracts the first readers?
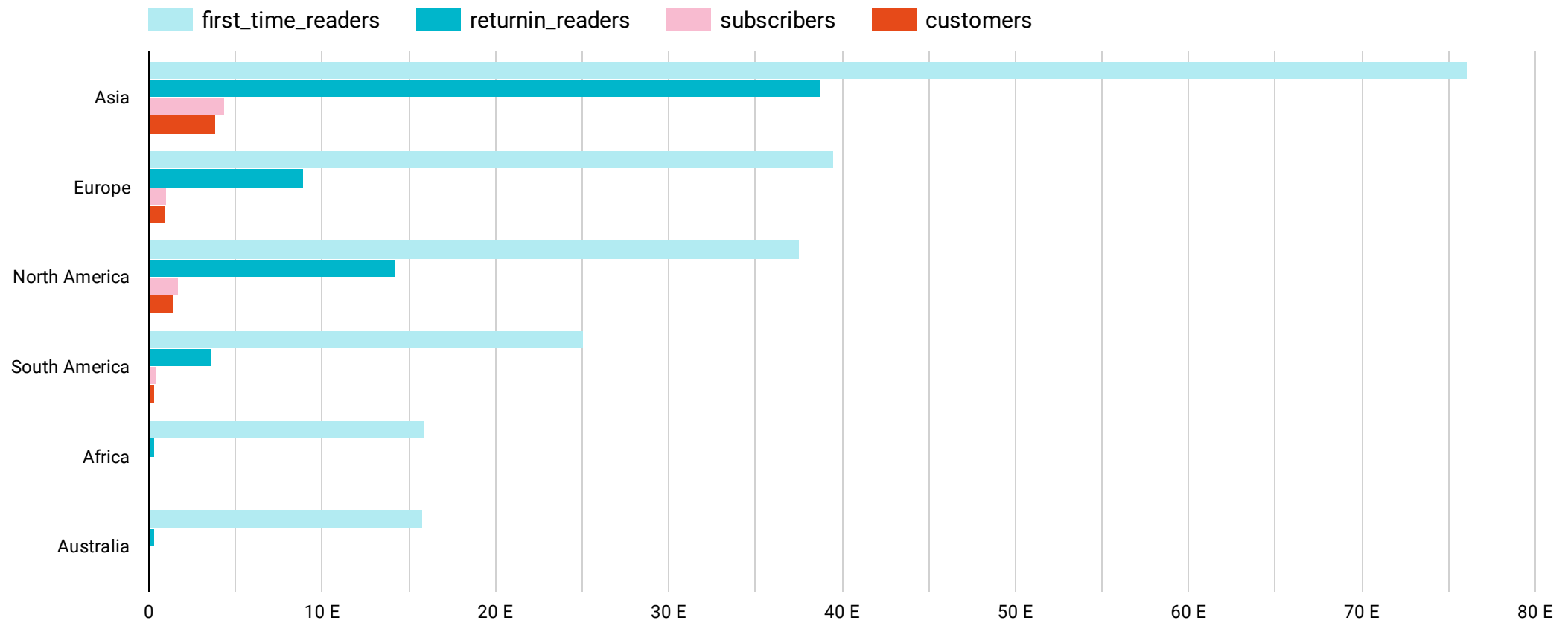
Grouping our funnel analysis by blog topics, it is evident that the majority of first readers are attracted to the Asia topic, and it outperforms all other metrics. The highest number of buyers were from the group of Asian article readers, with 3,835 customers.
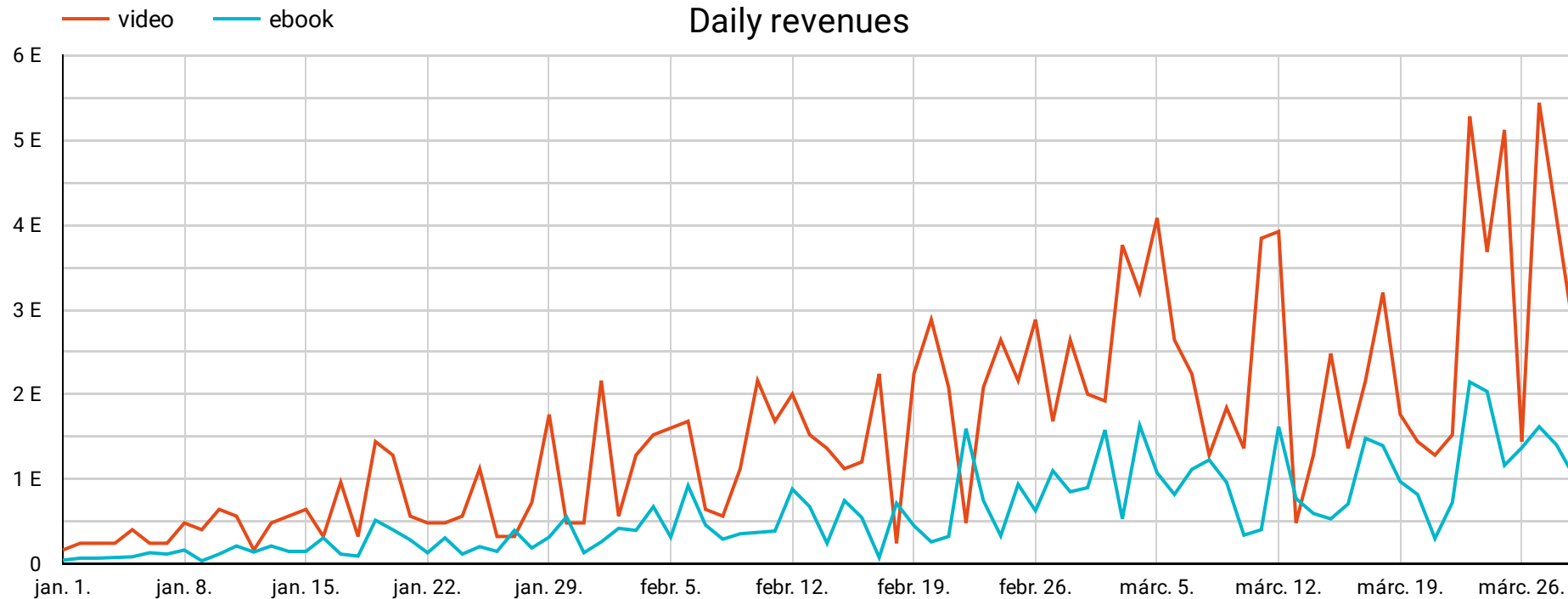
# From which source do the readers come from?
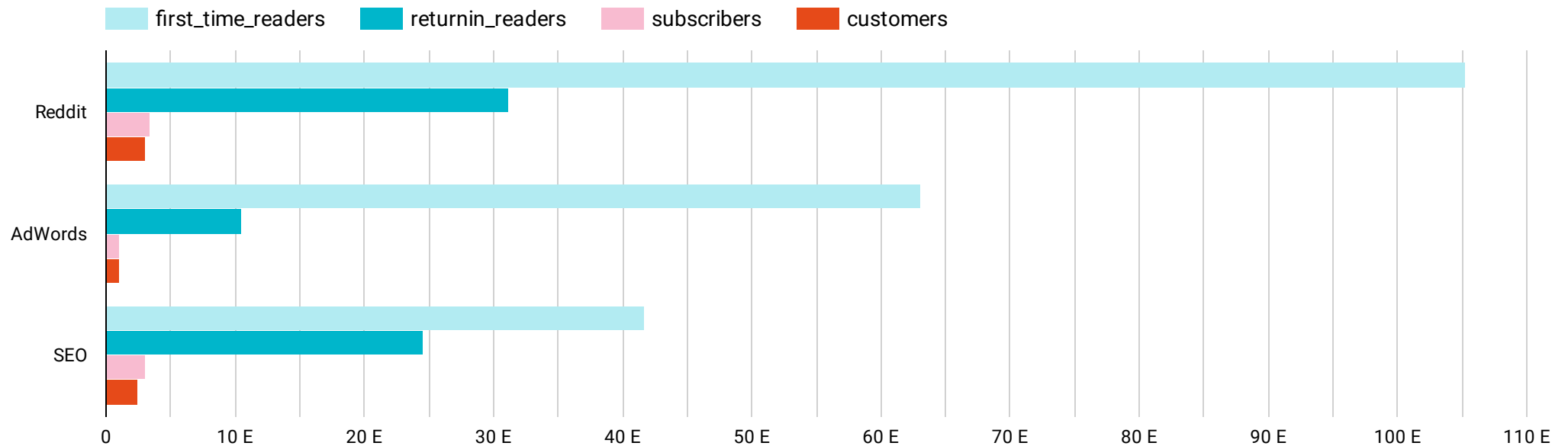
Grouping our funnel analysis by sources, we can observe that Reddit and SEO are dominant. In numbers: customers from Reddit are 3,094, from SEO are 2,525, and from AdWords are 1,029. It is interesting to note that the readers from 'AdWords' are mostly one-time visitors.

Video course or ebook?

Daily revenues

— video — ebook

6 E

5 E

4 E

3 E

2 E

1 E

0

jan. 1. jan. 8. jan. 15. jan. 22. jan. 29. febr. 5. febr. 12. febr. 19. febr. 26. márc. 5. márc. 12. márc. 19. márc. 26.

Three quarters of the revenue comes from selling videos. However, almost without exception, the purchase of an ebook product precedes the purchase of a video course. Out of 1767 video course customers, only 8 did not purchase an ebook. Therefore, there are 4881 customers who only purchase ebooks.
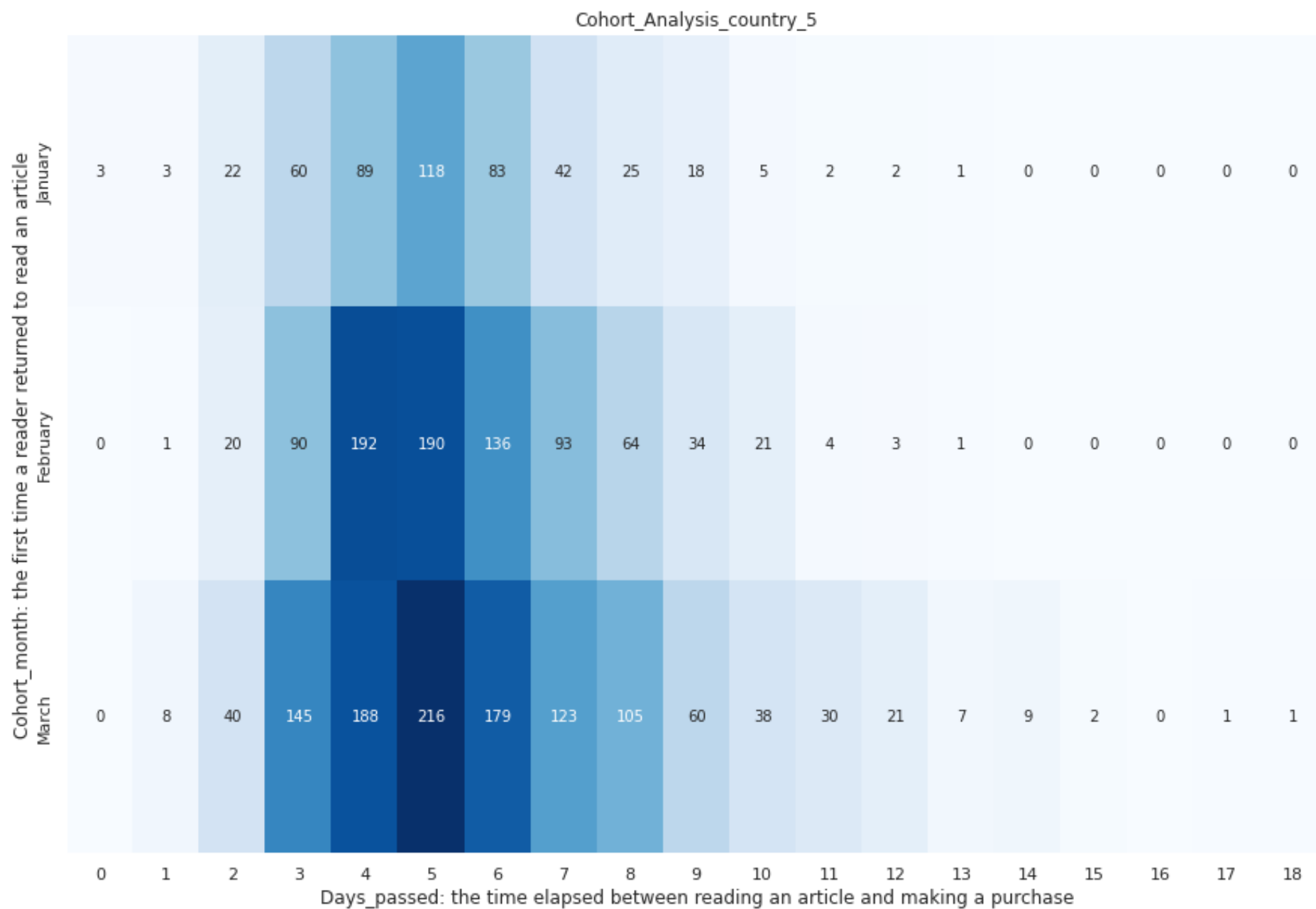
Amount paid by customer

26,5%

73,4%

- 8
- 88
- 80
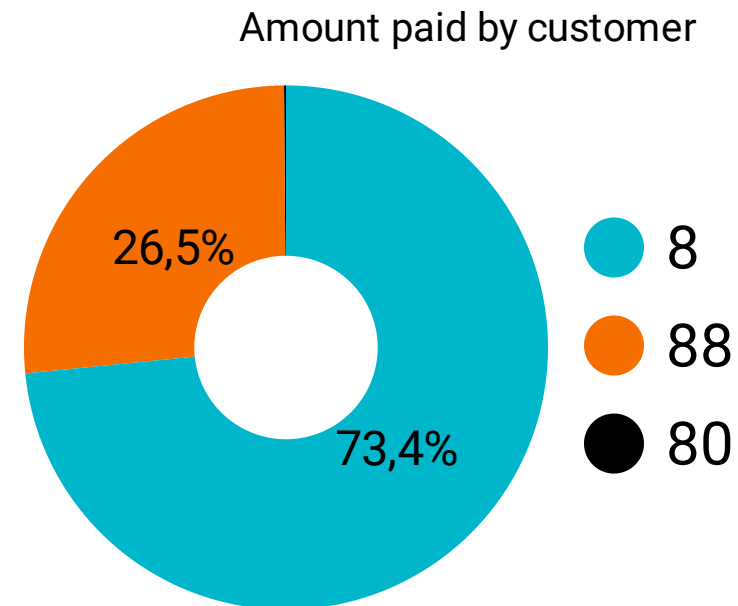
The purchasing behavior of readers from country_5

In daily breakdown

Cohort_Analysis_country_5
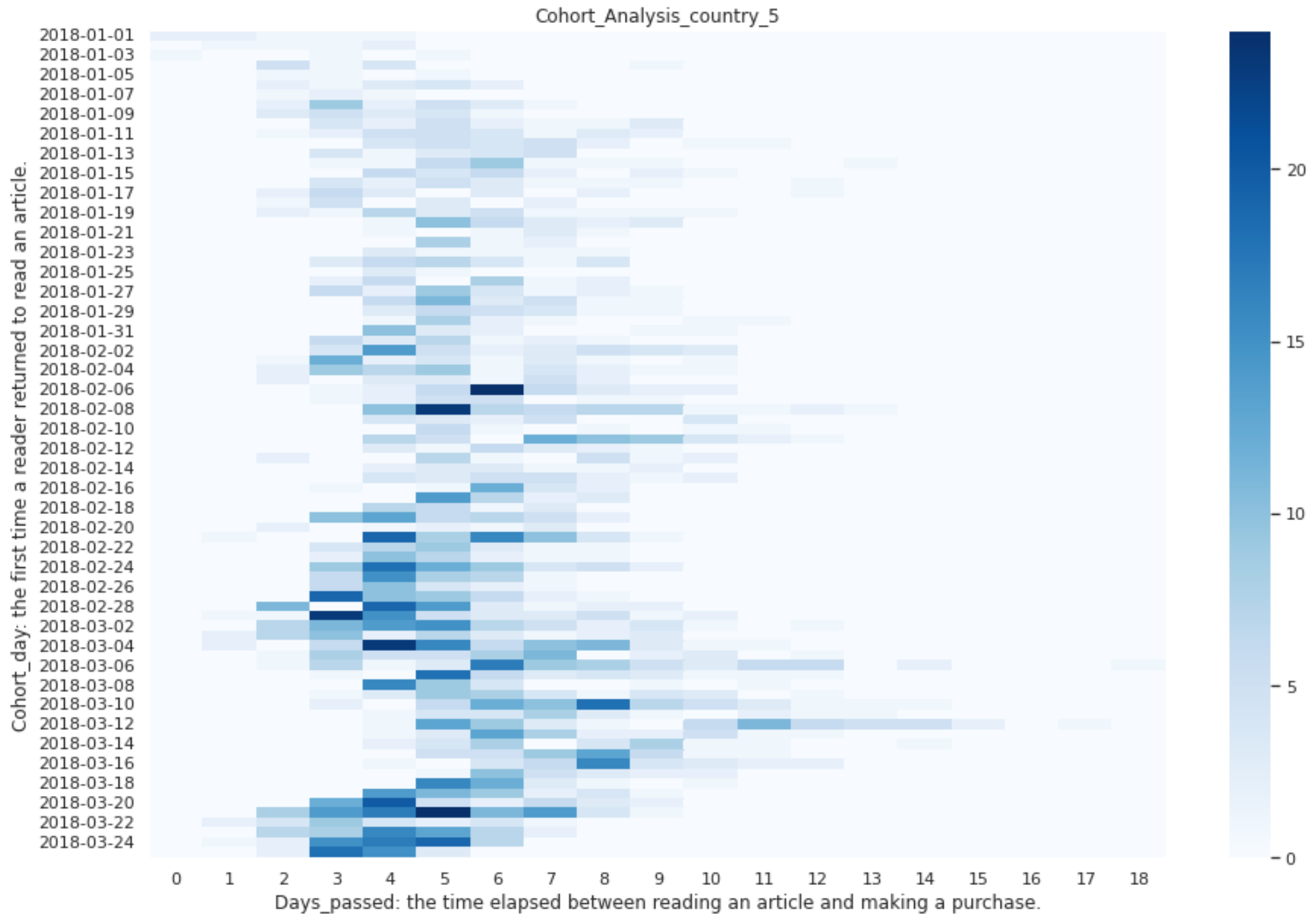
The purchasing behavior of readers from country_5

In monthly breakdown

Cohort_Analysis_country_5

Cohort_month	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
January	3	3	22	60	89	118	83	42	25	18	5	2	2	1	0	0	0	0	0
February	0	1	20	90	192	190	136	93	64	34	21	4	3	1	0	0	0	0	0
March	0	8	40	145	188	216	179	123	105	60	38	30	21	7	9	2	0	1	1

Cohort_month: the first time a reader returned to read an article

Days_passed: the time elapsed between reading an article and making a purchase

Summary:

- The focus should be on country_5 because it has the highest number of returning readers and digital service buyers. Reasons for this include:
    - The highest number of buyers are from country_5
    - Majority of first readers are from country_7, but the highest rate of returning readers and digital service buyers are from country_5.

- Customers from Reddit and SEO are dominant sources of traffic, and readers from AdWords are mostly one-time visitors.

- The Asia topic outperforms all other topics.

- Based on cohort analysis, it is recommended to offer incentives for those who have not yet made a purchase, and those who have only purchased ebooks, starting from the 10th day after their first return.

Thank you for listening, goodbye.