

Data Analytics Internship

Assignment

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Task 1: Review the article “Why is the Tower of God Show So Popular?” and imagine it has user data such as page views, average time spent, and bounce rate. Analyse these metrics and create visualizations (bar graphs, pie charts) to identify engagement trends.

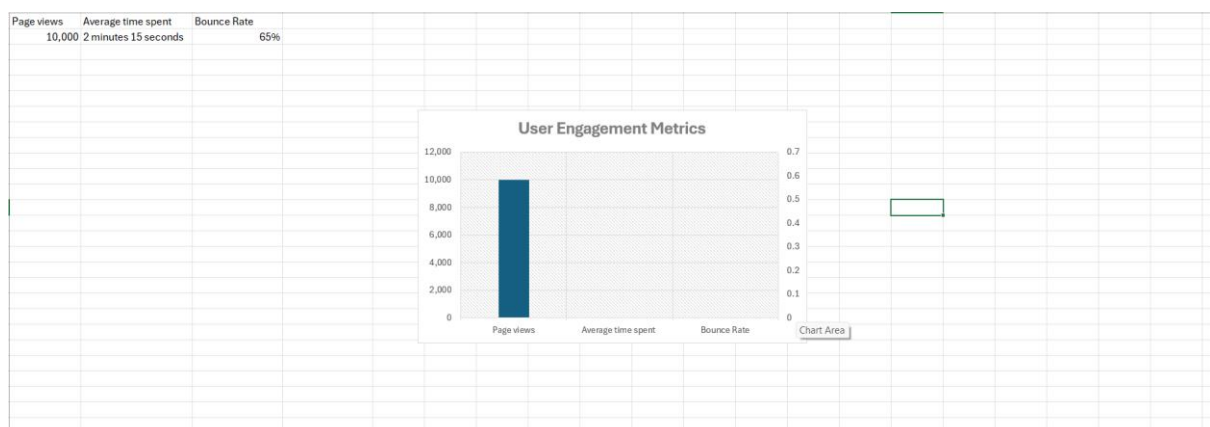
Suggest two strategies to increase the average time spent on the page based on your analysis.

Solution:

To analyse user metrics for "Why is the Tower of God Show So Popular?", we can see on engagement trends using hypothetical metrics like:

Metric	Value
Page Views	10,000
Average time spent	2 minutes 15 seconds
Bounce Rate	65%

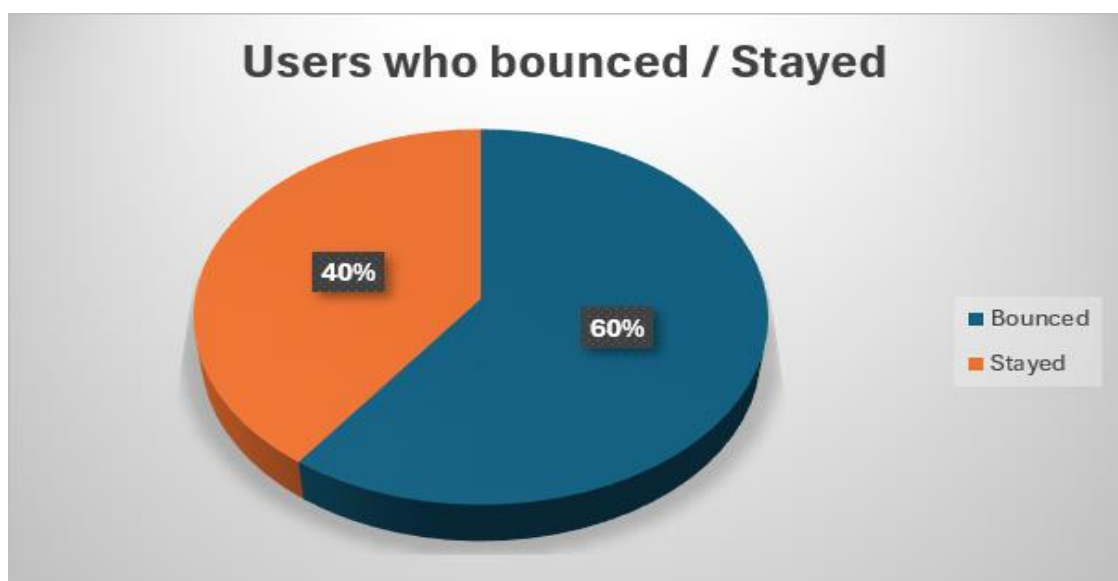
Visualization:



Hypothetical values of the users who Bounced and Stayed:

- Total Users: 1000.
- Bounce Rate: 60% (meaning 60% left without interaction).
- Stayed: 40% (meaning 40% continued engaging).

User Interaction	Count
Bounced	600
Stayed	400



Analyze Trends:

- **Page Views:** High page views (10,000 in our case) might indicate that the article is popular or has a strong click-through rate.
- **Average Time Spent:** If users spend only 2 minutes and 15 seconds, it may suggest that while the article attracts attention, it may not be holding users' interest for long.
- **Bounce Rate:** A bounce rate of 65% means that a large proportion of visitors are leaving the article without further interaction, indicating that the content might not be engaging enough or there's an issue with page layout or content structure.

Strategies to Increase Average Time Spent:

Based on the analysis of the data, I can suggest two strategies to increase the average time users spend on the page:

Strategy 1: Add More Interactive or Multimedia Elements:

- Incorporate videos, images, or infographics within the article to break up the text and make the page more engaging.
- Example: Embed a video interview with the show's creators or fan reactions to "Tower of God." Interactive elements like quizzes or polls can also help retain users' attention.

Strategy 2: Improve Content Structure:

- Enhance readability by using subheadings, bullet points, or sections to make the article easier to scan and digest. This allows users to focus on specific points of interest without being overwhelmed by long blocks of text.
- Example: Create sections that summarize key plot points or discuss fan theories to keep users engaged and encourage longer reading sessions.

Task2: Analyze user interaction data for “Refund High School Chapter 22-30: The New Arc of Mook” and propose an A/B testing strategy. Recommend content changes to test (e.g., different headlines, visuals) that may improve user retention and reduce bounce rate.

Solution: To improve user retention and reduce bounce rates for “Refund High School Chapter 22-30: The New Arc of Mook,” consider the following content changes:

Headlines:

❖ **A/B Test:**

A: "Dive into the New Arc of Refund High School!"

B: "Uncover the Secrets of Aru and Gunn!"

Visuals:

- **Image Variations:**

A: Use an action-packed scene to captivate readers.

B: Feature a close-up of key characters to build connection.

Call-to-Action (CTA):

Experiment with different CTAs like "Read More" vs. "Join the Adventure!"

Task 3: Use "11 Best Solo Leveling Arcs in the Manhwa to Read Now" as a case study. Develop a report that outlines user segmentation based on demographics or behavior (e.g., age group, returning vs. new visitors) and suggest ways to tailor content for these segments.

Solution:

User Segmentation Analysis:

- **Demographics:**

Age Groups:

- 13-18 years: Likely to engage due to interest in manga/anime.
- 19-25 years: May seek deeper storylines and character development.

Gender:

- Male users may prefer action-oriented arcs.
- Female users may appreciate character relationships and emotional depth.

- **Behaviour:**

- New Visitors: May require introductory content or summaries.
- Returning Visitors: Might seek detailed analyses or character insights.

Tailoring Content for Segments:

- For Younger Users (13-18):
 - Content: Use engaging visuals, simplified summaries, and character-focused discussions.
 - Engagement: Incorporate polls or quizzes related to the arcs to boost interaction.
- For Older Users (19-25):
 - Content: Provide in-depth analyses of character development and plot intricacies.
 - Engagement: Offer recommendations for related content or discussions in comments.
- For New Visitors:
 - Content: Create introductory guides to "Solo Leveling" to provide context.
 - Engagement: Use FAQs to address common questions about the series.
- For Returning Visitors:
 - Content: Highlight new arcs, character developments, or fan theories.
 - Engagement: Facilitate community discussions or forums for deeper engagement.