Финальный проект

Исполнитель:

Репин Кирилл

Материалы:

- 1) View в BigQuery с SQL запросом;
- 2) Визуализация в Power BI (приложена вместе с настоящим файлом в кабинете Google Classroom).

Ответы на вопросы к финальному проекту:

1) Влияет ли использование любого промокода в первом заказе на retention и LTV?

В таблице ниже приведены средние значения Retention для когорт с численностью 50 и более человек (с соответствующими фильтрами):

Использованные фильтры	0 месяц	1 месяц	2 месяц	3 месяц	4 месяц	5 месяц	6 месяц
Дата установки: 2022-01-01 Промо-статус: 0	100%	49%	57%	42%	33%	29%	8%
Дата установки: 2022-01-01 Промо-статус: 1	100%	47%	49%	41%	31%	27%	6%
Дата установки: 2022-02-01 Промо-статус: 0	100%	64%	42%	32%	27%	7%	
Дата установки: 2022-02-01 Промо-статус: 1	100%	56%	37%	27%	23%	5%	
Дата установки: 2022-03-01 Промо-статус: 0	100%	50%	35%	29%	7%		
Дата установки: 2022-03-01 Промо-статус: 1	100%	49%	32%	26%	6%		

Вывод: пользователи, которые использовали промокод при первом заказе, имеют более низкий показатель retention на всей рассматриваемой временной шкале.

В таблице ниже приведены средние значения LTV по доходу и прибыли для когорт с численностью 50 и более человек (с соответствующими фильтрами):

Использованные фильтры	Средний LTV по доходу, руб.	Средний LTV по прибыли, руб.
Дата установки: 2022-01-01 Промо-статус: 0	17 573	7 902
Дата установки: 2022-01-01 Промо-статус: 1	17 236	7 790
Дата установки: 2022-02-01 Промо-статус: 0	15 099	6 790
Дата установки: 2022-02-01 Промо-статус: 1	13 270	6 006
Дата установки: 2022-03-01 Промо-статус: 0	11 627	5 267
Дата установки: 2022-03-01 Промо-статус: 1	10 498	4 710

Вывод: пользователи, которые использовали промокод при первом заказе, имеют более низкий показатель LTV как по доходу, так и по прибыли.

2) Как скоро пользователь, пришедший с платного трафика, окупается?

Об успешной окупаемости инвестиций в пользователя, привлеченного платно, можно говорить тогда, когда показатель ROI достигнет 100%. Рассмотрим когорты с численностью 50 и более человек с фильтром, исключающим органических пользователей. Получаем таблицу средних значений ROI когорт по месяцам установки:

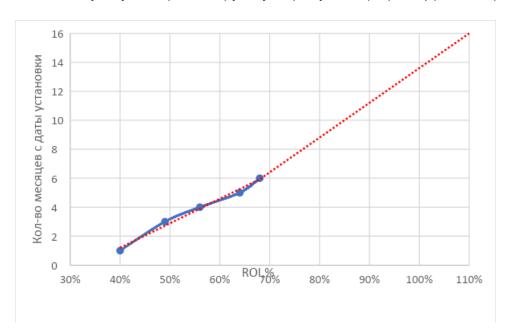
Месяц установки	Средний ROI когорт	Количество месяцев с даты установки
2022-01-01	68%	6
2022-02-01	64%	5
2022-03-01	56%	4
2022-04-01	49%	3
2022-05-01	63%	2

2022-06-01	40%	1

Выводы:

- 1) В среднем ни одна из когорт пользователей, привлеченных платно, не окупается в течение первых 6 месяцев с момента установки приложения.
- 2) Когорты с месяцем установки 2022-05-01 имеют ROI превышающий линейную картину других месяцев установки. Можно предположить, что это связано с майскими праздниками и началом дачного периода пользователей. Также можно предположить, что в 2023 году майский период повторится аналогичным образом, что означает возможность хорошего старта для маркетинговых кампаний по привлечению аудитории в этот период. Необходимо внимательно следить за LTV и геtention когорт с месяцем установки 2022-05-01, чтобы сформировать облик этого периода и учитывать его в дальнейшей работе.

Разместим наблюдаемую динамику на графике (синяя кривая), где по оси X укажем ROI, по оси Y количество месяцев с даты установки приложения. Точку, соответствующую периоду установки 2022-05-01 и ROI 63%, исключим как выброс. Построим соответствующую аппроксимирующую прямую на графике (красная прямая).



Вывод: при имеющихся условиях по стоимости доставки товаров пользователям и средней маржинальности заказа средний срок окупаемости вложений в аудиторию, привлекаемую платно, в лучшем случае составляет **11 месяцев**.

Какой источник обладает наибольшей окупаемостью и какой стоит масштабировать?

Рассмотрим когорты с численностью 50 и более человек. Наивысшее значение ROI для таких когорт достигает 89%, поэтому для ответа на вопрос рассмотрим когорты для которых показатель ROI больше 70%:

Название когорты	Размер когорты	Медиа-источник	ROI

2022-01-01_adtiming_int_android_0			1	
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2022-06-01_organic_android_1	1 261		80%
2022-02-01_organic_android_1	1 660		79%
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2022-06-01_popup test	71		84%
salad_android_1		popup test salad	
2022-05-01_popup test	59		82%
salad_android_1			
2022-06-01_popup test	60		89%
vege_android_1		popup test vege	
2022-05-01_popup test	51	popup test vege	86%
vege_android_1			
Итого по группе	924		

Выводы:

- 1) Самый мощный источник organic, больше половины когорт с высокой окупаемостью промокодные. Необходимо увеличивать количество партнерских программ с блоггерами, но учитывать при этом, что retention и LTV промокодных когорт ниже, чем у непромокодных.
- 2) Следующая по мощности группа источников plashka big, plashka, plash big. У многих когорт этой группы источников окупаемость достигает 80% уже на второй-третий месяц с момента установки приложения. Обязательна к дальнейшему масштабированию.
- 3) Еще одна интересная группа источников pop-up small, popup test carrot, popup test salad, popup test vege. Большая часть пользователей этих когорт показывает высокую окупаемость уже на втором-третьем месяце использования приложения. С учетом малого количества привлеченных пользователей (924) обязательна к масштабированию.
- 4) Когорты источника moyperekrestok показывают хорошие ROI, в некоторых случаях, на второй-третий месяц после установки приложения, однако количество пользователей в когортах невелико. С учетом малого количества привлеченных пользователей (738) обязателен к масштабированию.
- 5) Другие источники, показавшие хорошие ROI: pjaterochka, mediasurfer_int, infinity_int, bidmatrix_int, ascendad_int, Apple Search Ads, adtiming_int. Обязательны к масштабированию, но имеют меньший приоритет.
- 6) В ходе исследования у когорт ряда медиа-источников:
 - appnext_int
 - bidmotion_int
 - clawads int
 - minoads int
 - mobyoung_int
 - msales_int
 - practicads_int
 - pubmint int
 - sheromobi int
 - targetmedia_int

наблюдается относительно высокий ROI (около 50% в первые два-три месяца после установки приложения). Необходимо следить за этими источниками с целью возможного дальнейшего масштабирования, однако учитывать, что часть когорт этих источников приходится на майские праздники и начало дачного периода пользователей, что может увеличивать показатели окупаемости в этот период.