



DILAN'S TRAVEL GUIDE

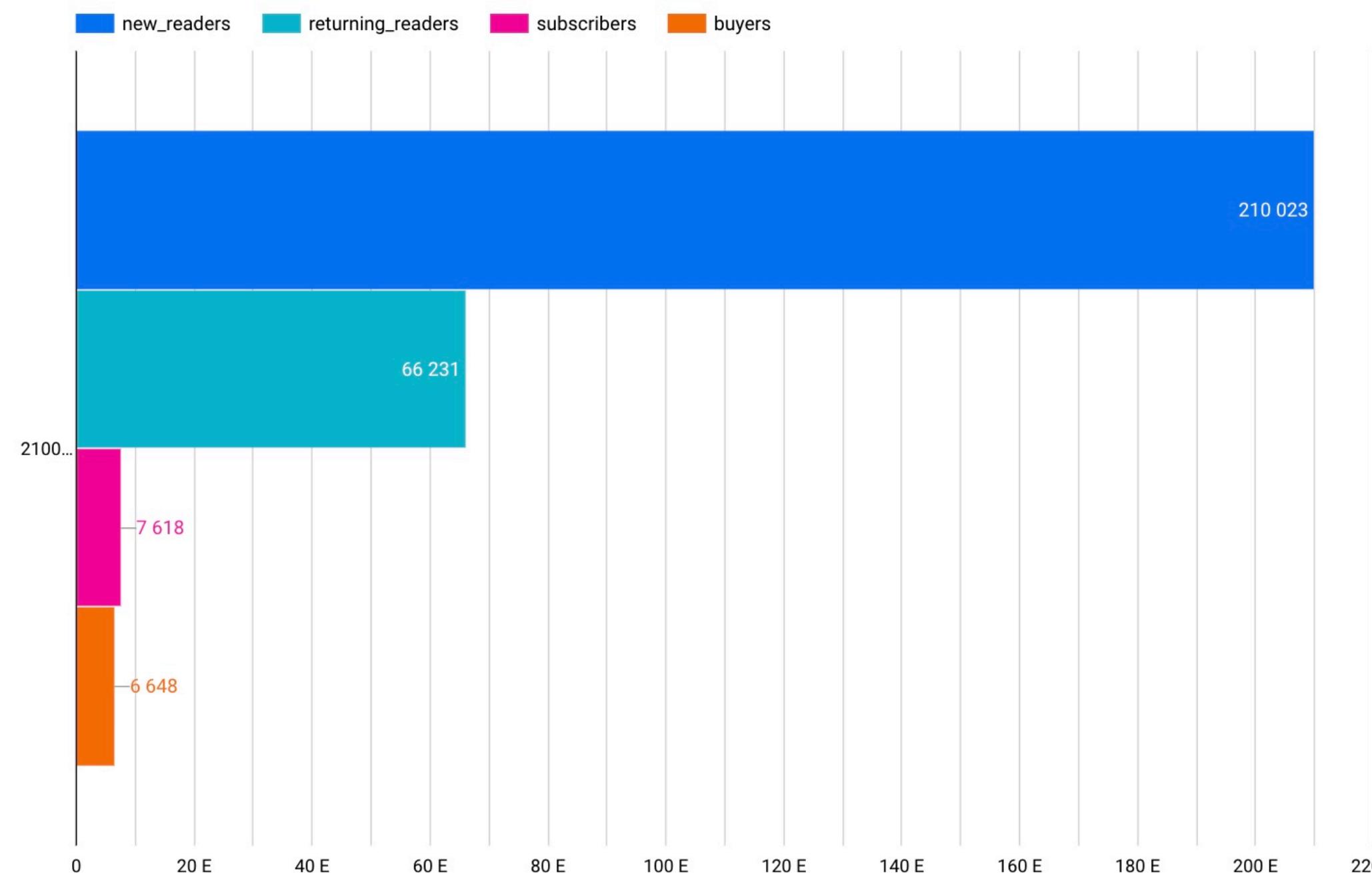
HOW TO BE BETTER?

WHAT THE NUMBERS SAY?

DILAN'S TRAVEL GUIDE

START WITH SOME FUNNEL!

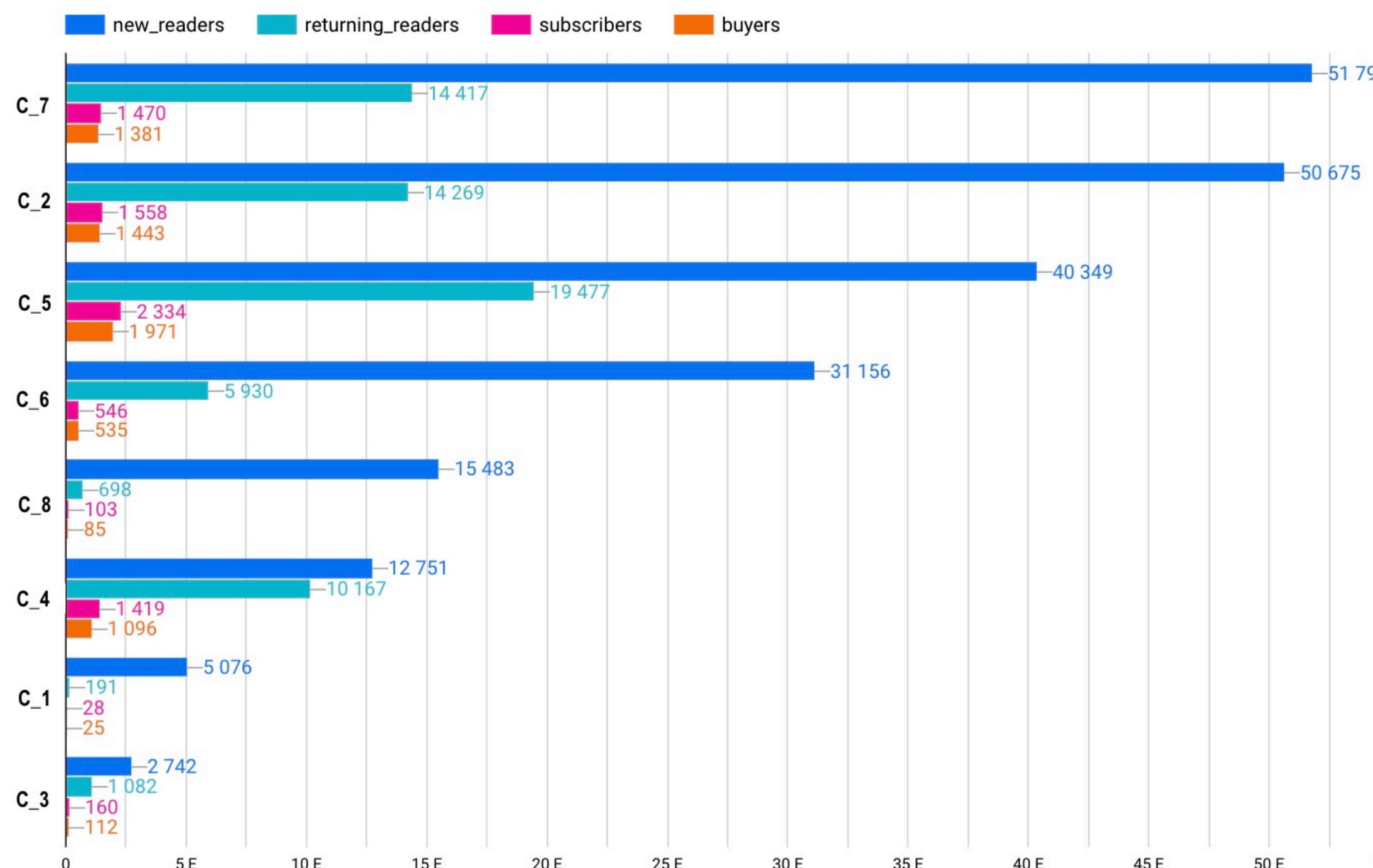
FUNNEL ANALYSIS



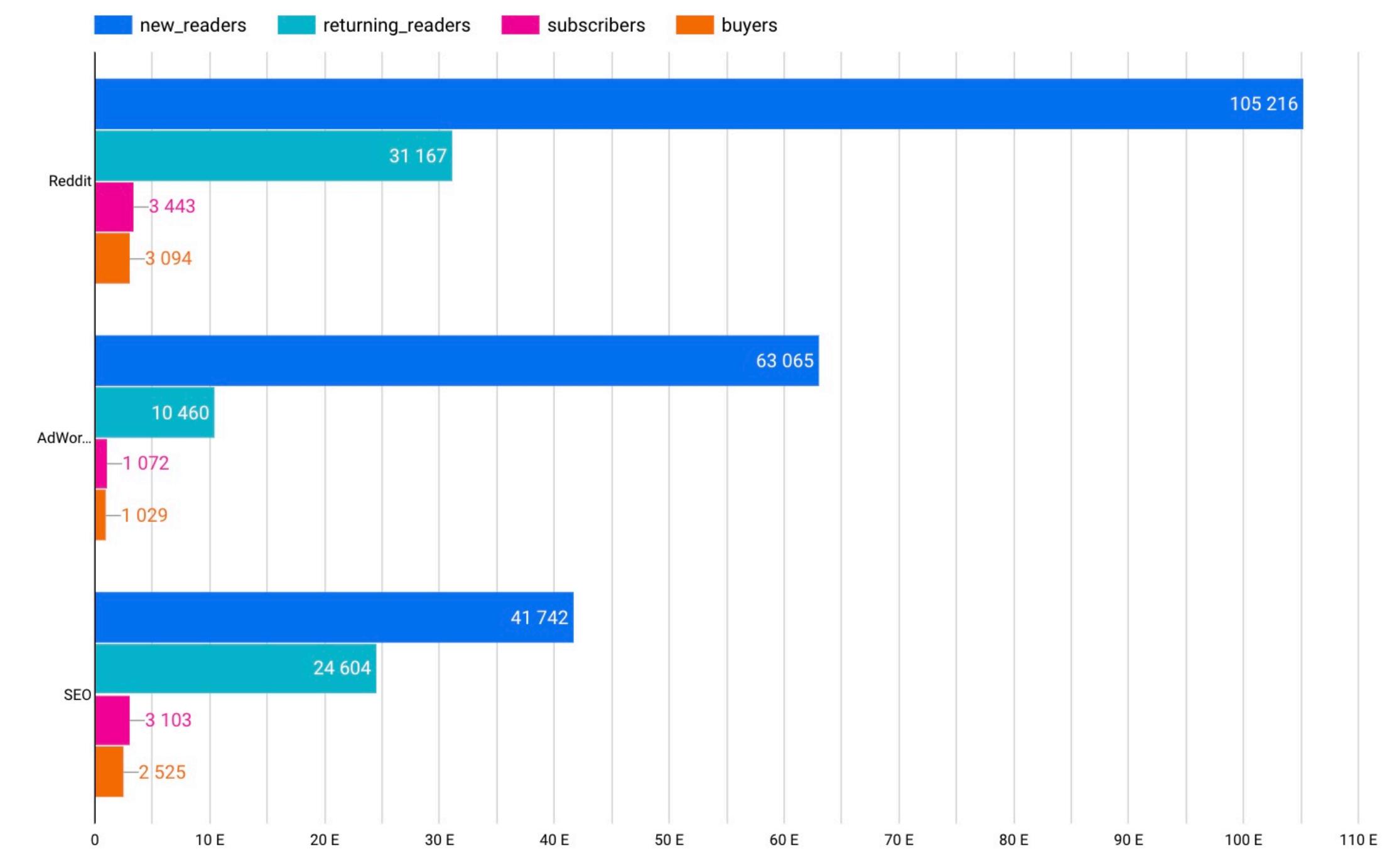
DILAN'S TRAVEL GUIDE

START WITH SOME FUNNEL!

FUNNEL ANALYSIS BY LOCATION



FUNNEL ANALYSIS BY SOURCE



START WITH SOME FUNNEL!



country_5



country_7



country_2



Reddit



SEO

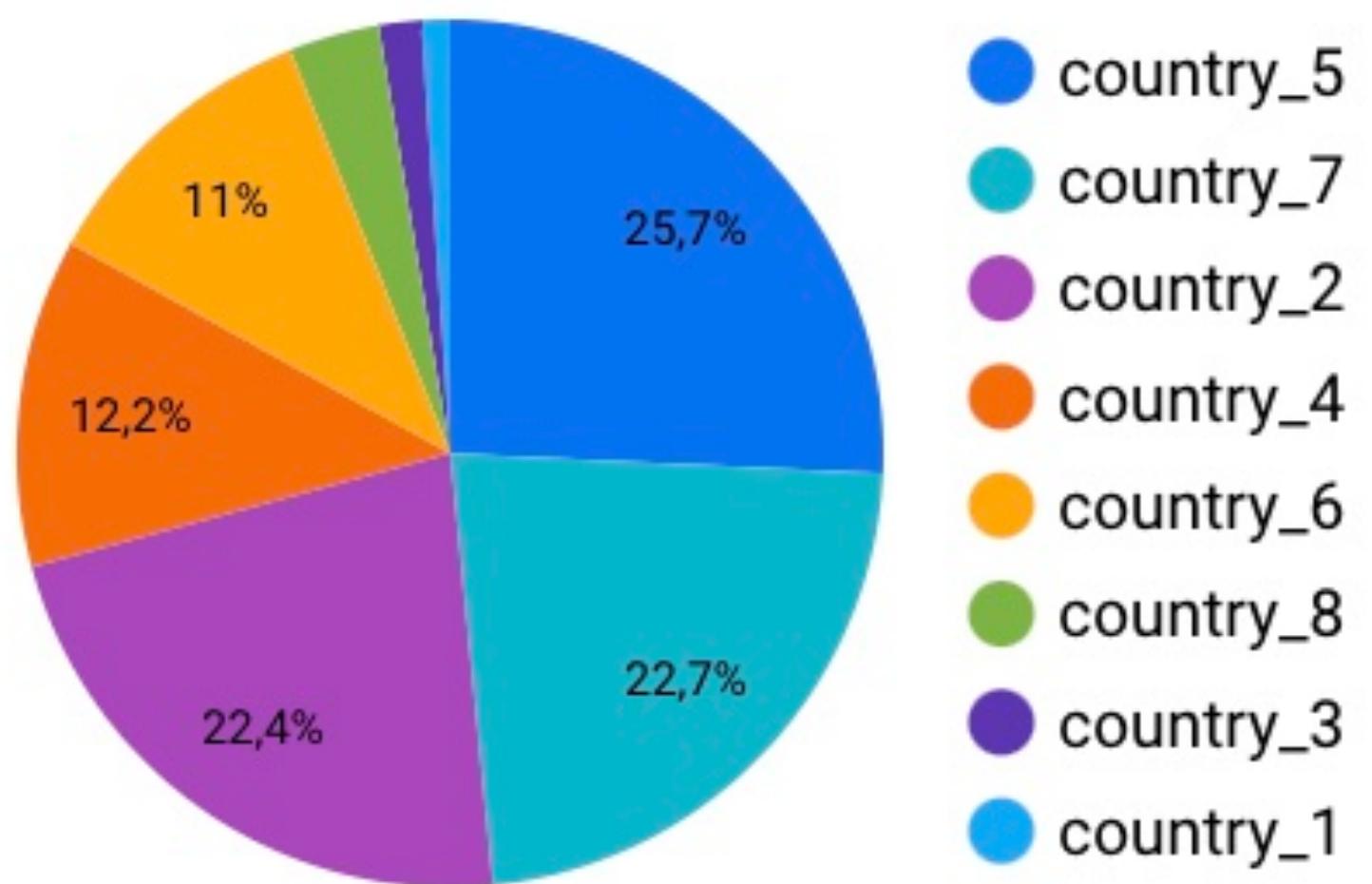


Google Ads

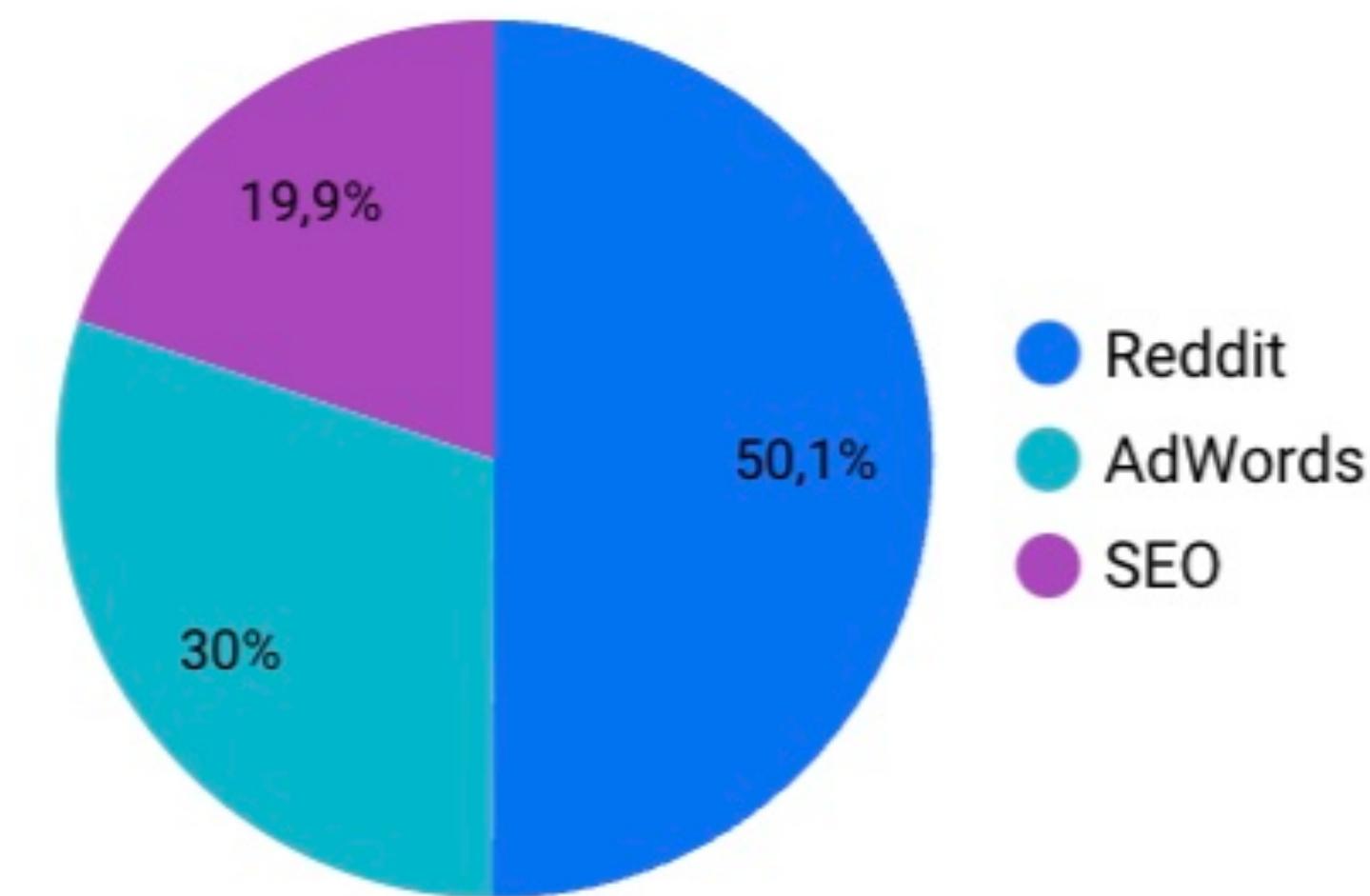
AdWords

WHAT DO WE KNOW ABOUT READERS?

READERS BY LOCATION



READERS BY SOURCE



WHAT DO WE KNOW ABOUT READERS?



country_5



country_7



country_2



Reddit



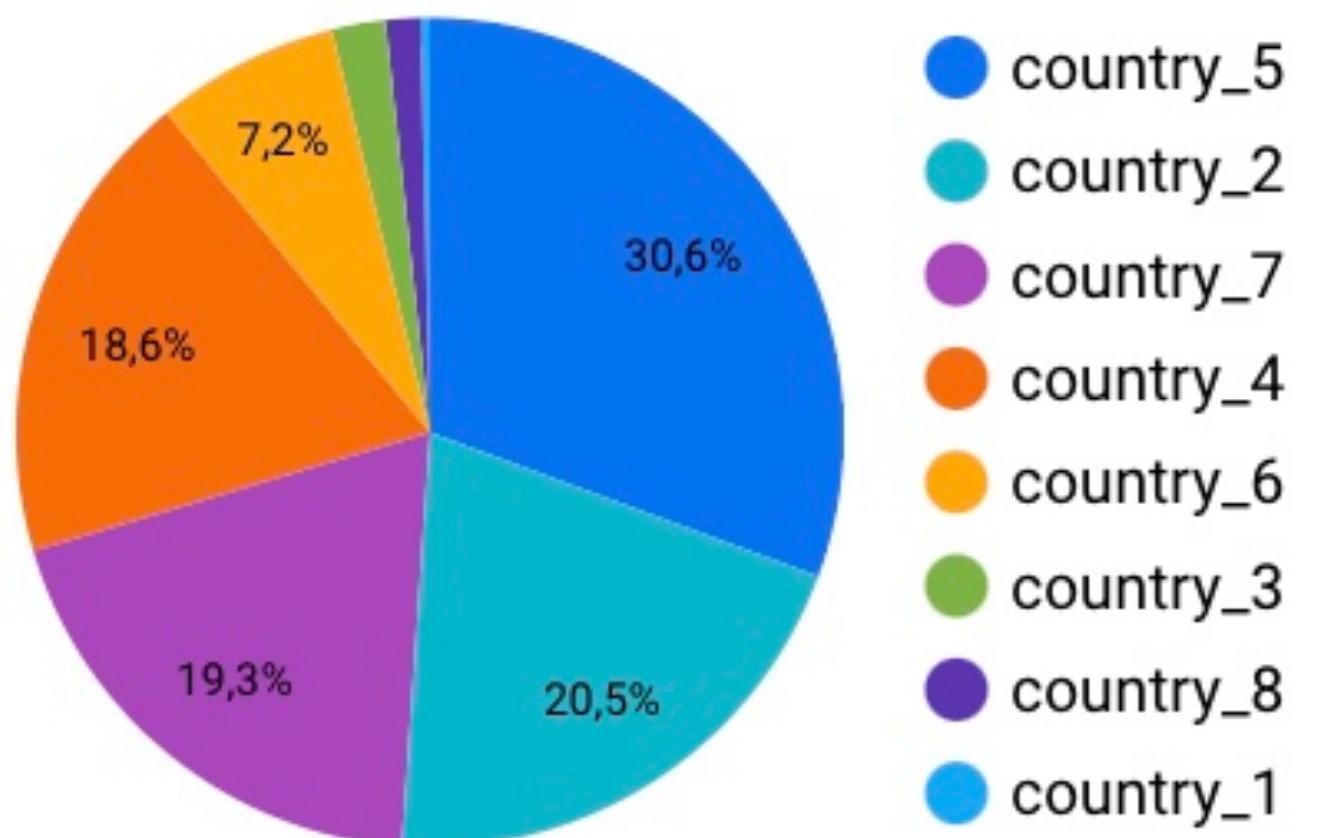
AdWords



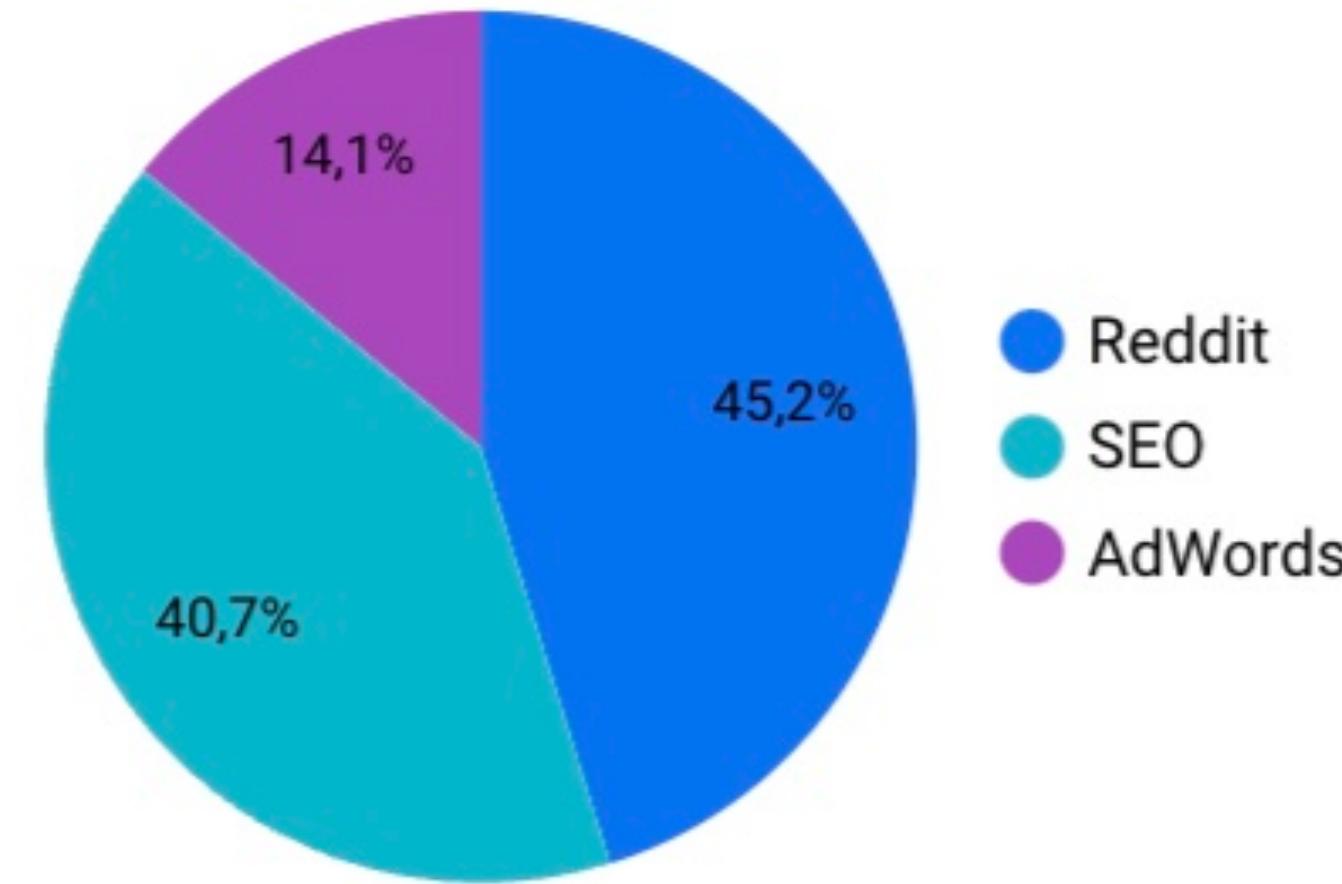
SEO

WHAT DO WE KNOW ABOUT SUBSCRIBERS?

SUBSCRIBERS BY LOCATION



SUBSCRIBERS BY SOURCE



WHAT DO WE KNOW ABOUT SUBSCRIBERS?



country_5



country_2 !



country_7



Reddit



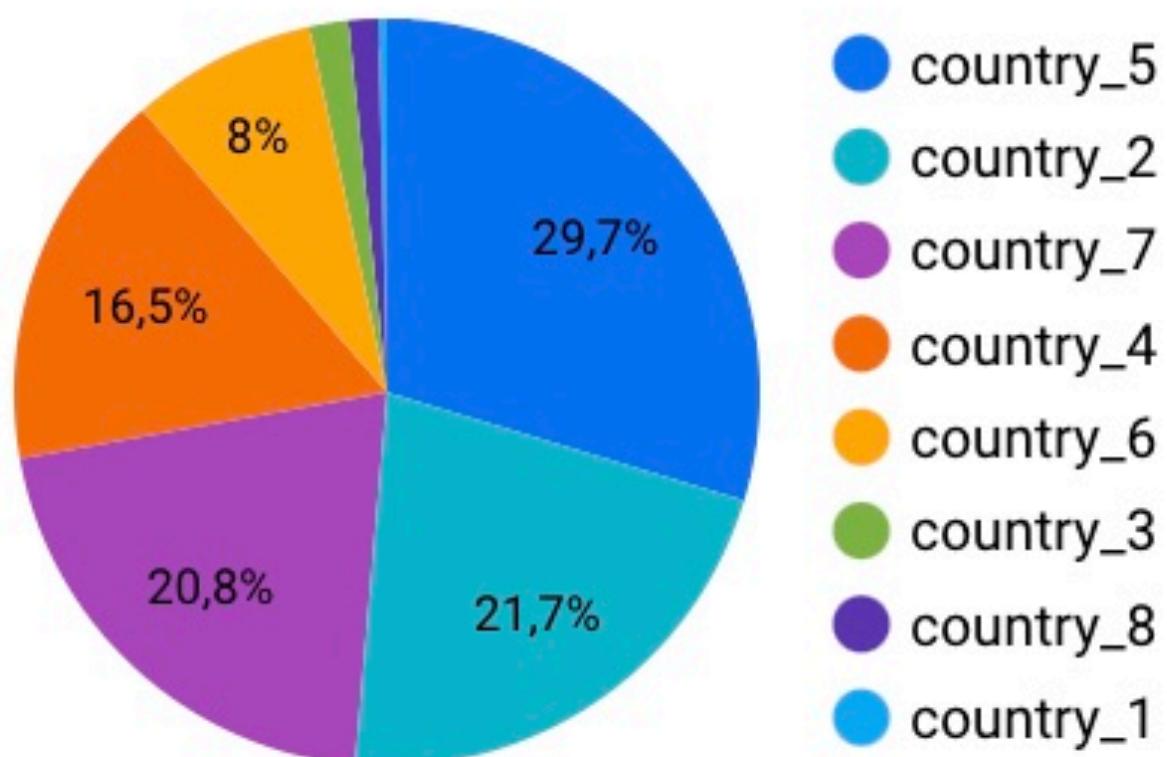
SEO !



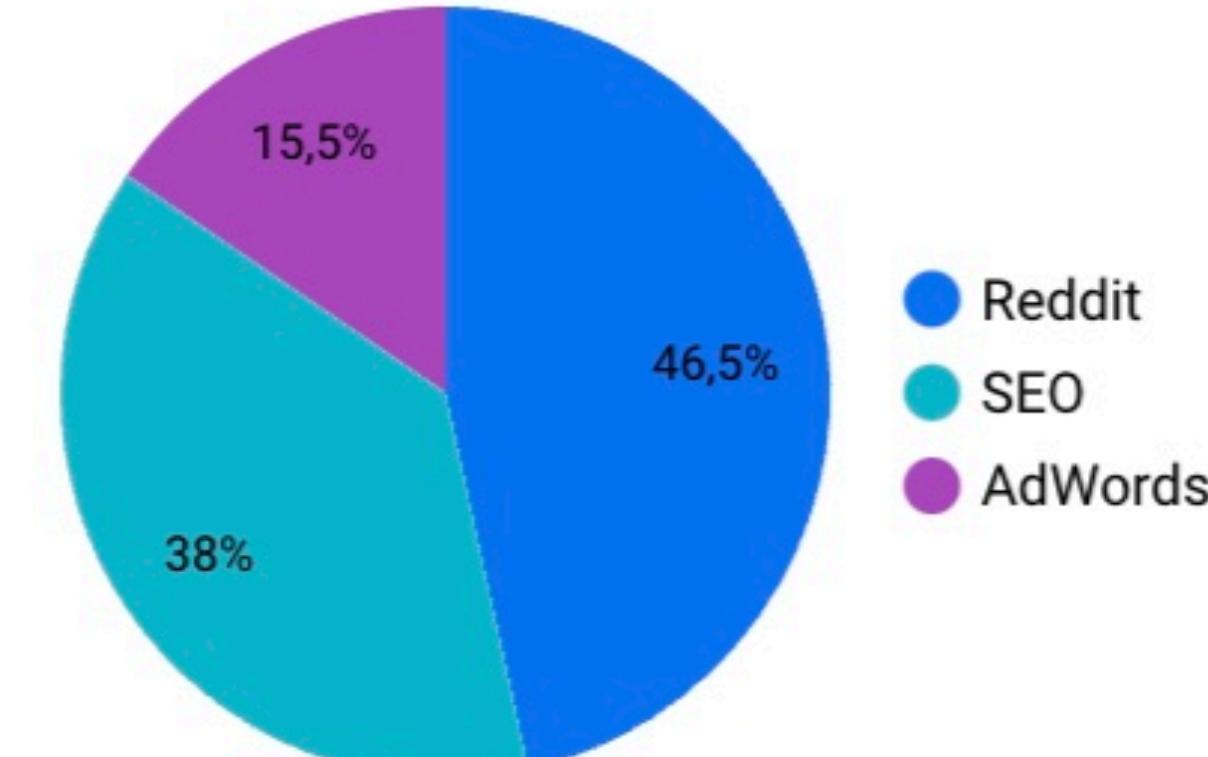
AdWords

WHAT DO WE KNOW ABOUT CUSTOMERS?

EBOOK PURCHASES
BY LOCATION

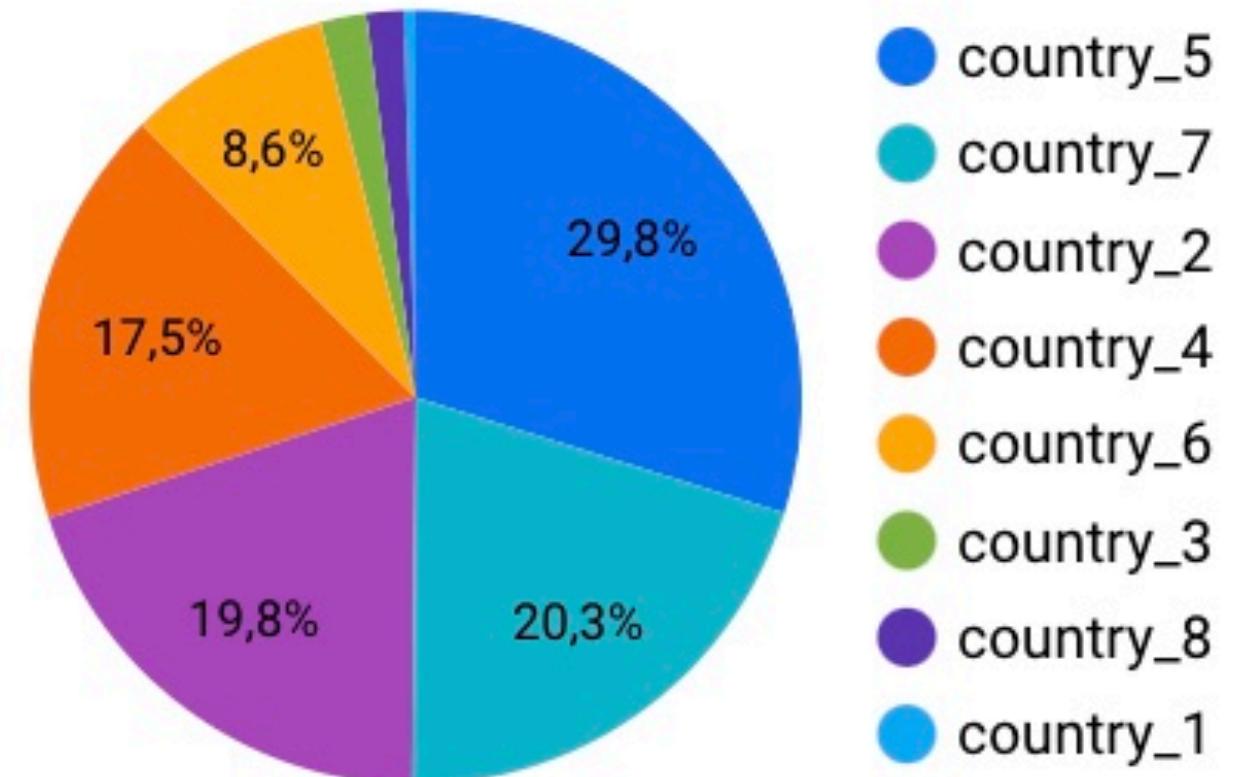


EBOOK PURCHASES
BY SOURCE

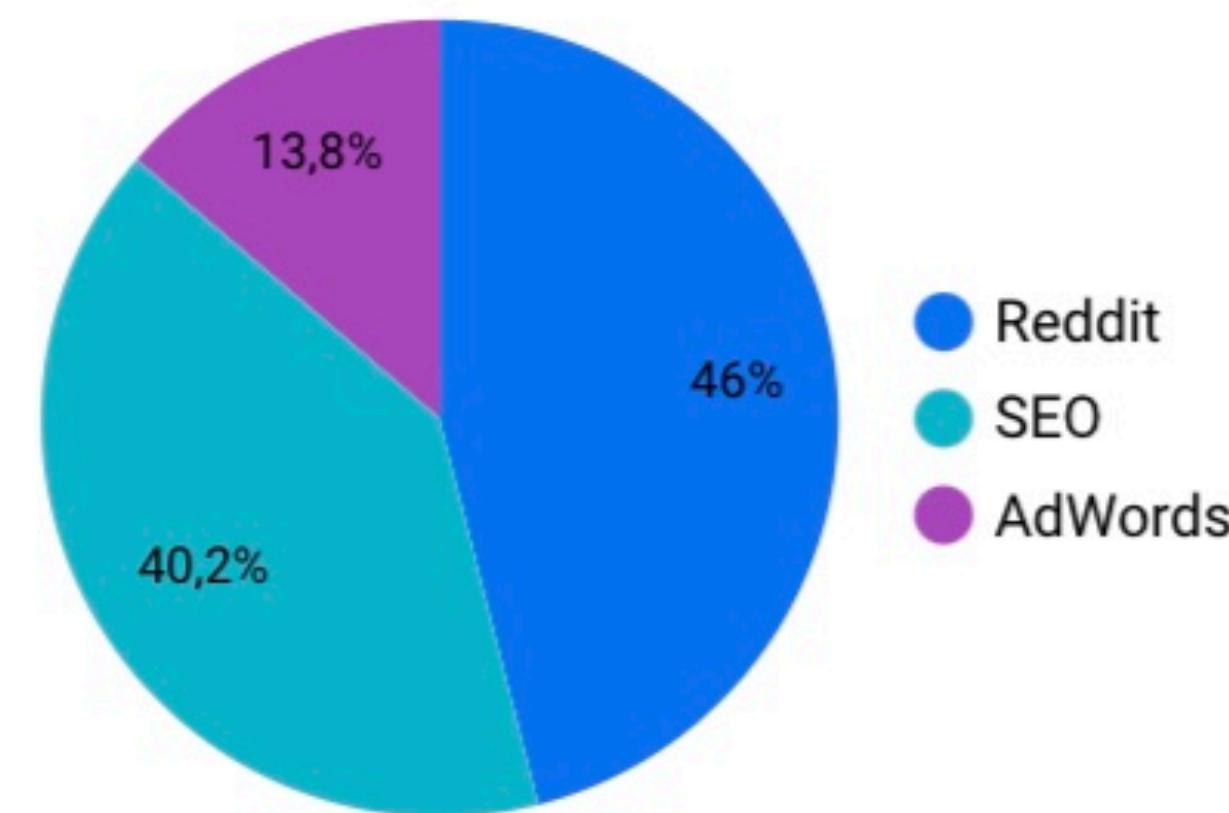


WHAT DO WE KNOW ABOUT CUSTOMERS?

VIDEO COURSE PURCHASES BY LOCATION



VIDEO COURSE PURCHASES BY SOURCE



WHAT DO WE KNOW ABOUT CUSTOMERS?



country_5



Reddit



country_2 !



SEO !



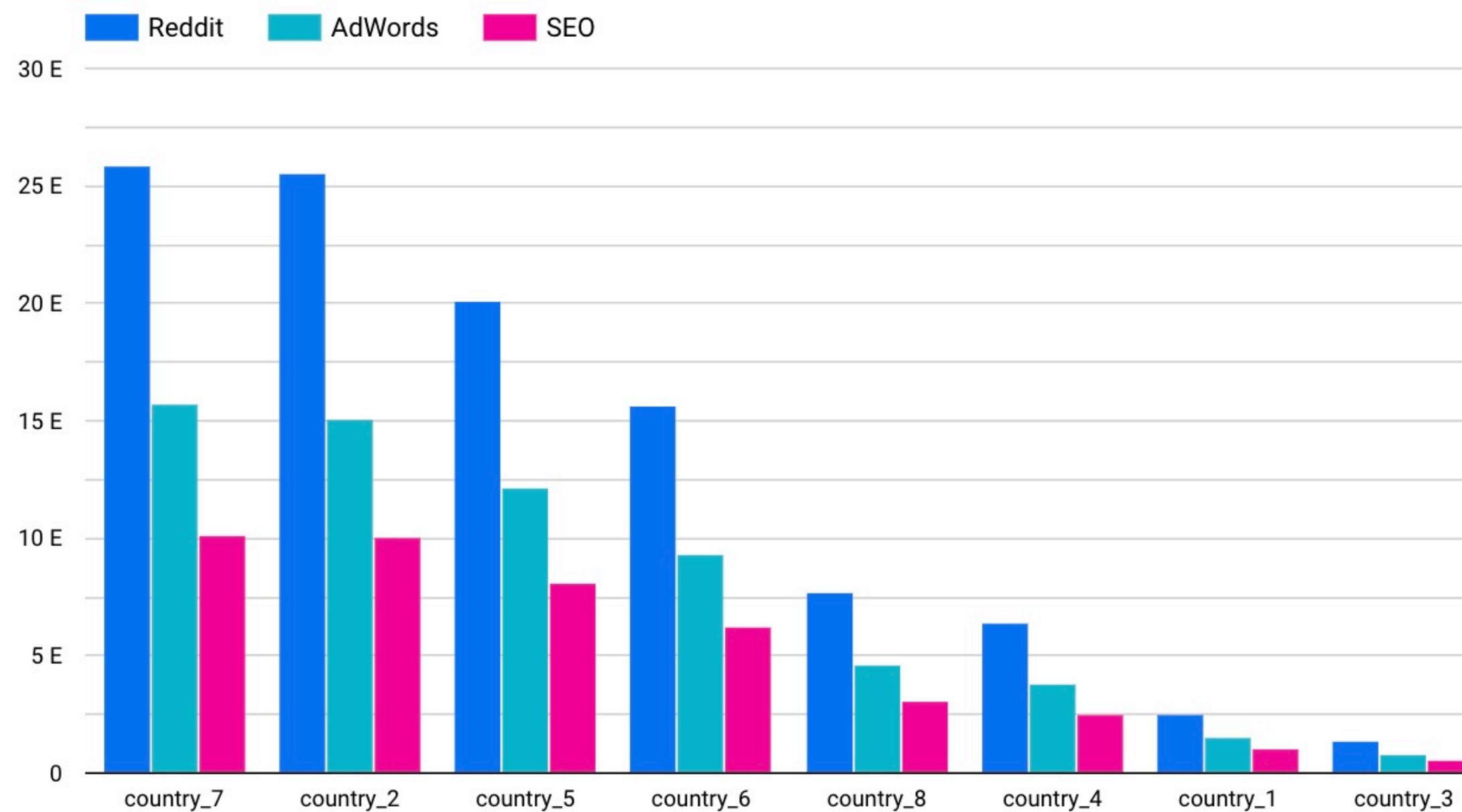
country_7



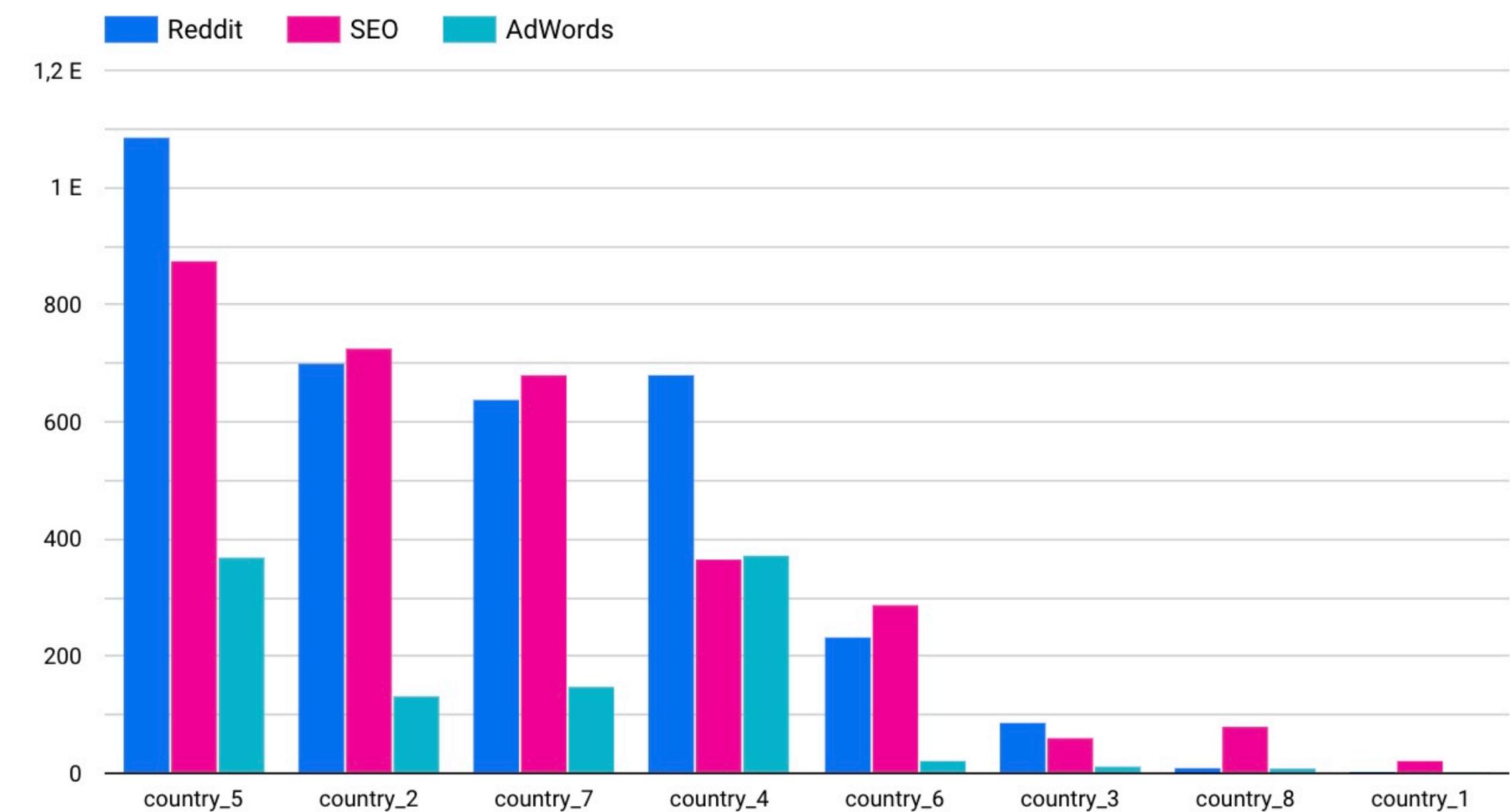
AdWords

WHAT ABOUT SEGMENTATIONS? LOCATION & SOURCE

FIRST READ USERS BY LOCATION & SOURCE

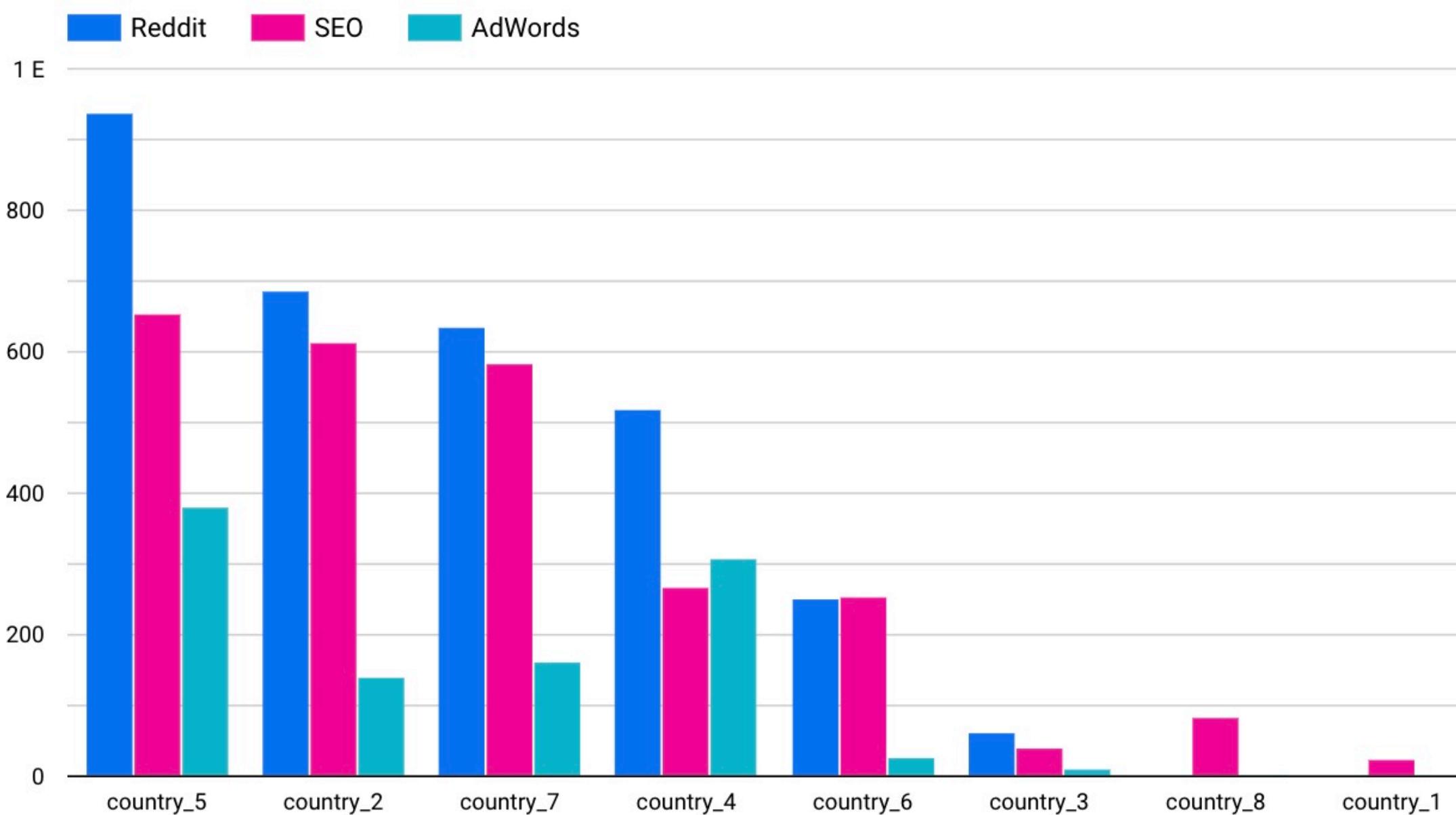


SUBSCRIBED USERS BY LOCATION & SOURCE

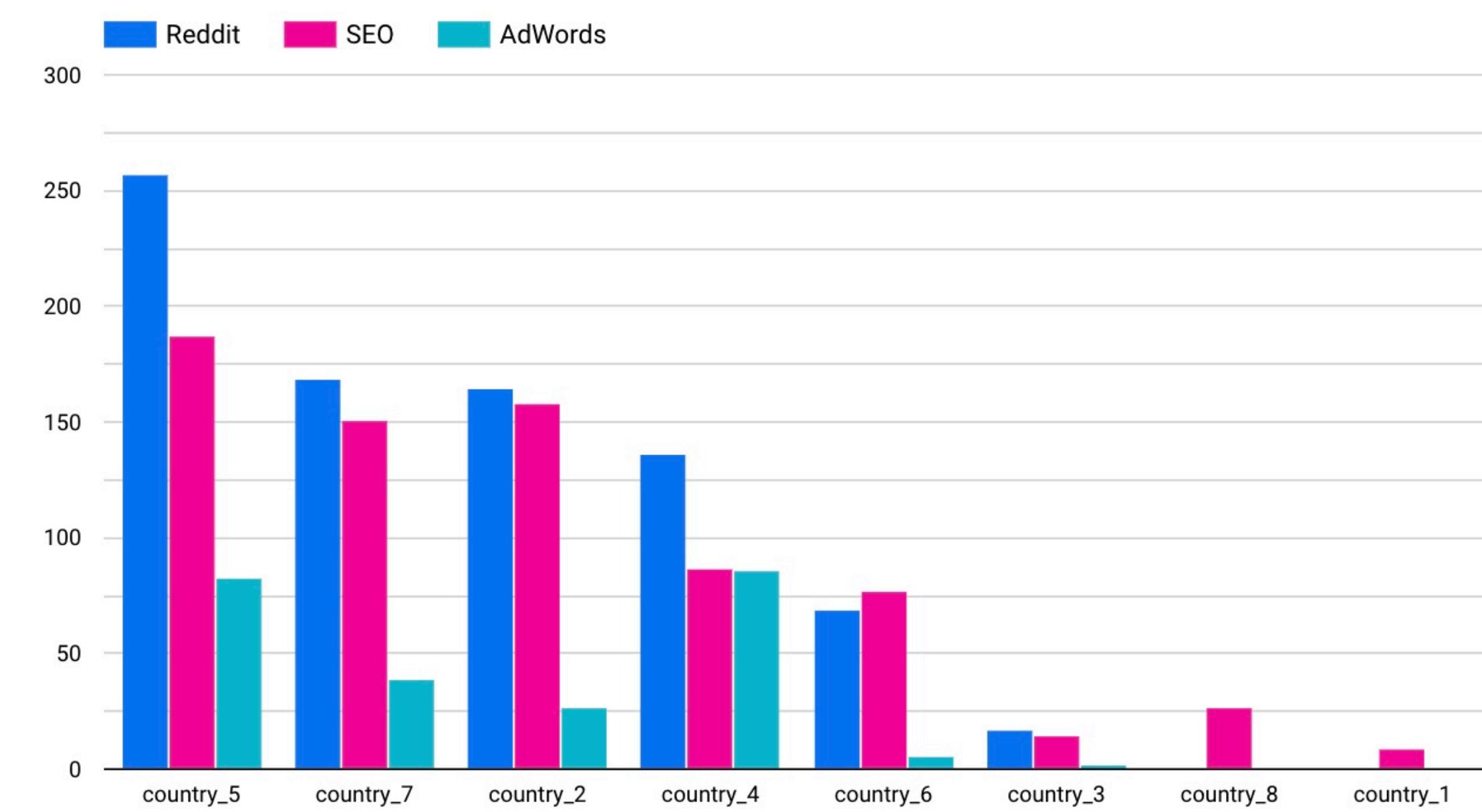


WHAT ABOUT SEGMENTATIONS? LOCATION & SOURCE

EBOOK BUYERS BY LOCATION & SOURCE



VIDEO COURSE BUYERS BY LOCATION & SOURCE



WHAT ABOUT SEGMENTATIONS? LOCATION & SOURCE



COUNTRY_5



country_2



country_7



REDDIT



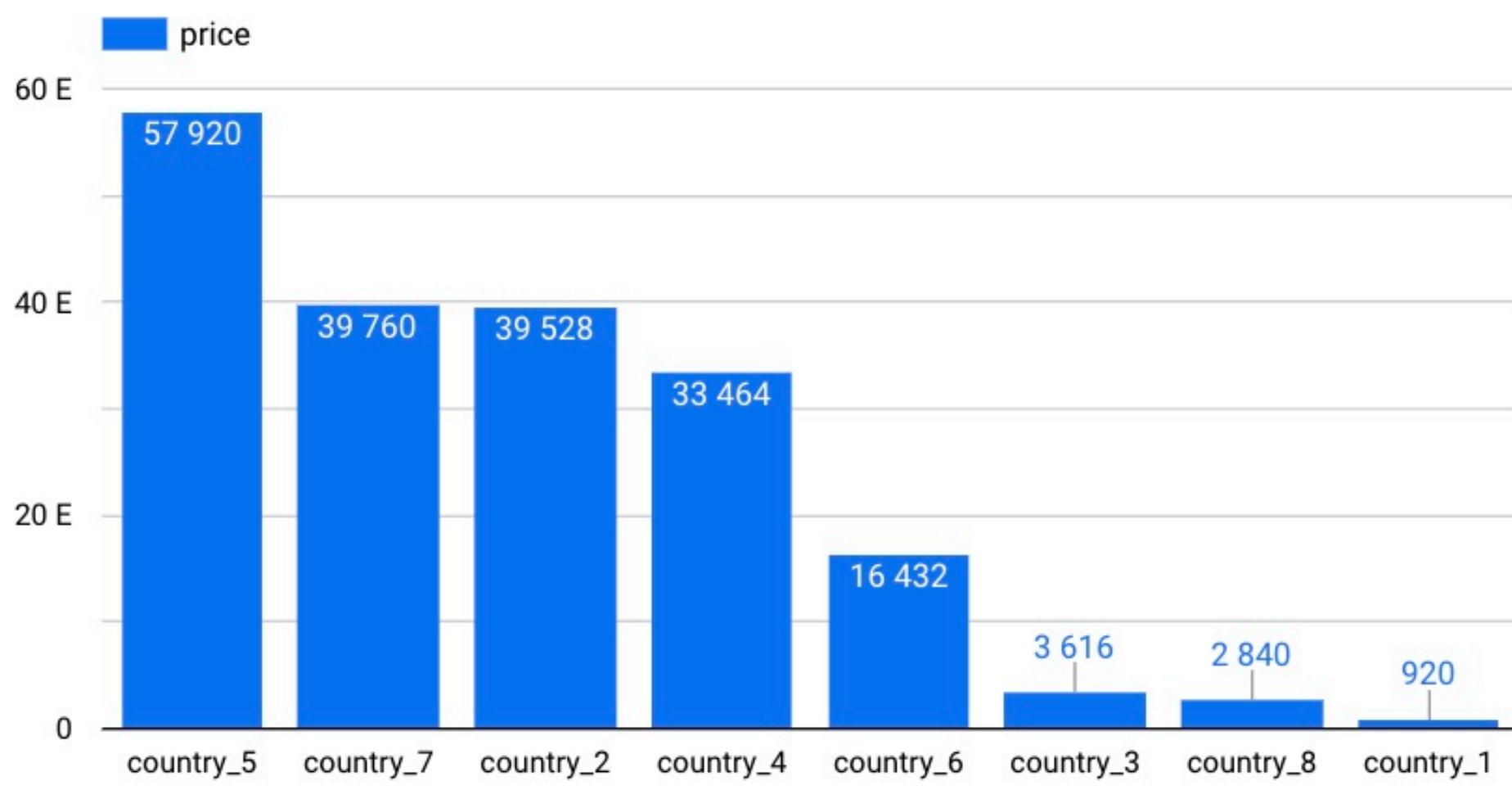
SEO



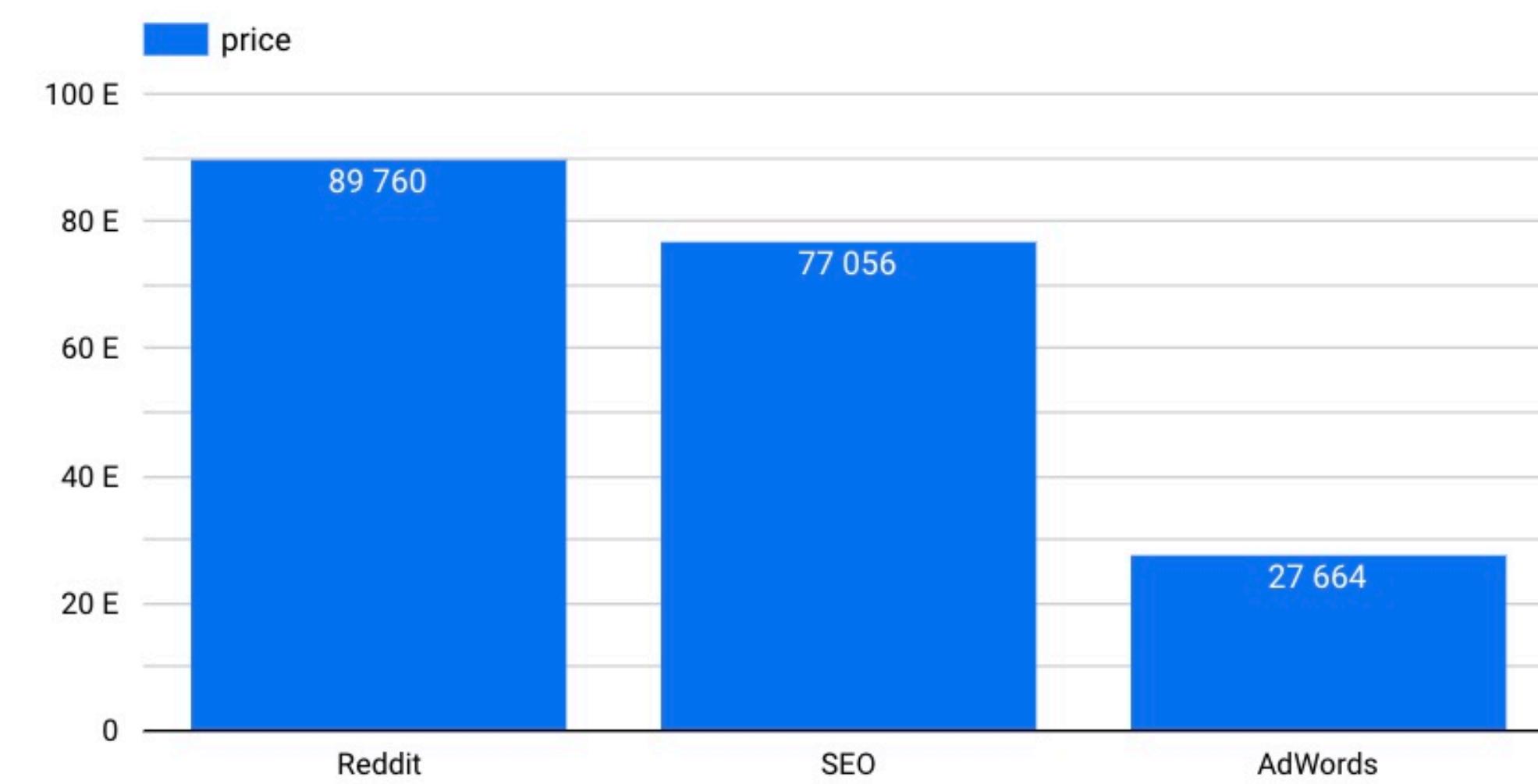
AdWords

WHAT DO WE KNOW ABOUT REVENUE?

TOTAL REVENUE BY LOCATION

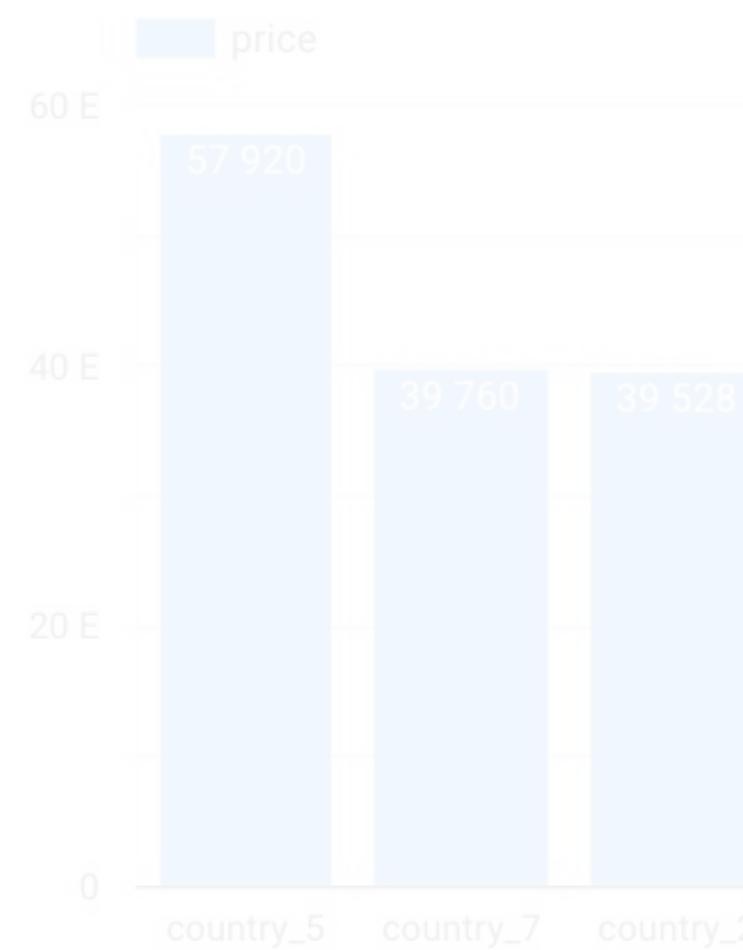


TOTAL REVENUE BY SOURCE

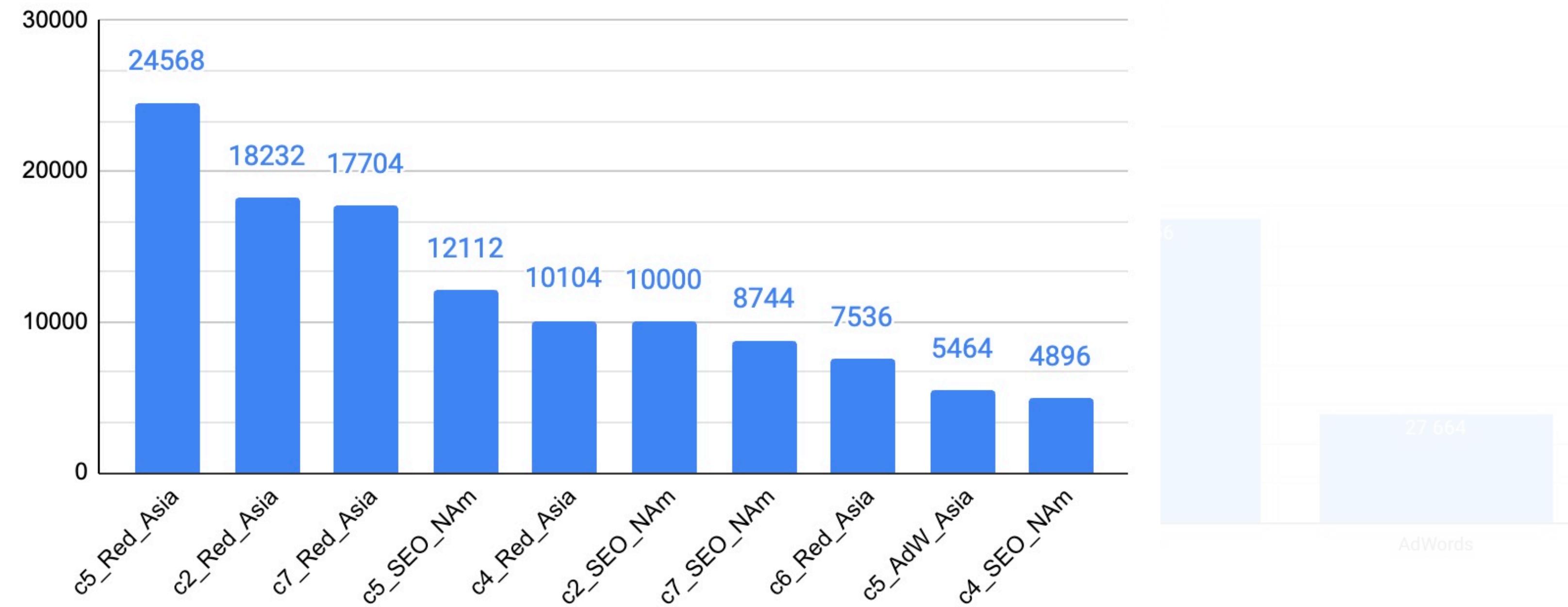


WHAT DO WE KNOW ABOUT REVENUE?

TOTAL REVENUE BY 1



TOTAL REVENUE BY ALL SEGMENTS



WHAT DO WE KNOW ABOUT REVENUE?



COUNTRY_5



country_2



country_7



country_4



REDDIT



SEO



AdWords

DILAN'S TRAVEL GUIDE



LET'S DIG DEEPER INTO THE SEA OF DATA !

CORRELATION BETWEEN FIRST READ & RETURNING READ

FIRST READ & READ RETENTION

cohort	0	1	2	3	4	5	6	7	8	9	10	days_passed / num_users
2018. márc. 1.	2 521	462	238	169	125	85	55	46	34	51	38	
2018. márc. 2.	2 531	454	292	211	142	91	71	53	63	41	34	
2018. márc. 3.	2 559	531	329	210	115	97	70	85	57	51	39	
2018. márc. 4.	2 592	489	263	180	142	100	93	59	50	37	15	
2018. márc. 5.	2 576	455	278	218	164	138	78	64	47	28	36	
2018. márc. 6.	2 587	543	428	310	241	158	136	102	57	68	55	
2018. márc. 7.	2 598	626	436	334	205	171	117	73	78	66	46	
2018. márc. 8.	2 586	537	399	251	206	147	94	98	82	59	35	
2018. márc. 9.	2 578	537	311	260	174	126	119	95	66	36	28	
2018. márc. 10.	2 616	484	367	265	192	191	149	110	77	52	53	
2018. márc. 11.	2 660	670	472	351	322	228	157	119	87	86	90	
2018. márc. 12.	2 709	566	409	366	277	188	141	97	97	106	65	
2018. márc. 13.	2 740	651	536	386	264	204	142	138	135	99	75	
2018. márc. 14.	2 749	649	448	315	242	172	179	178	116	91	77	
2018. márc. 15.	2 772	596	389	318	255	238	230	162	127	88	67	

CONTENT UPDATE
EVERY 2-3 DAYS



DILAN'S TRAVEL GUIDE



LET'S DIG DEEPER INTO THE SEA OF DATA !

CORRELATION BETWEEN SUBSCRIPTION & RETURNING READ

SUBSCRIBE & READ RETENTION

cohort	days_passed / num_users										
	0	1	2	3	4	5	6	7	8	9	10
2018. márc. 1.	845	751	648	559	438	297	187	159	115	80	57
2018. márc. 2.	239	229	231	233	233	220	207	186	139	87	67
2018. márc. 3.	74	67	68	70	68	69	65	53	36	28	22
2018. márc. 4.	144	139	140	139	139	139	134	105	89	63	46
2018. márc. 5.	151	146	146	146	146	148	141	131	117	105	96
2018. márc. 6.	125	88	102	88	125	125	125	121	56	94	81
2018. márc. 7.	65	60	60	63	63	63	63	59	58	45	32
2018. márc. 8.	63	59	62	62	62	62	59	62	54	38	32
2018. márc. 9.	59	56	56	58	58	55	58	59	50	35	28
2018. márc. 10.	177	176	176	176	70	176	176	176	174	50	153
2018. márc. 11.	69	69	69	64	69	69	69	67	62	67	67
2018. márc. 12.	97	95	57	95	96	96	60	54	60	97	79
2018. márc. 13.	61	57	60	60	60	59	54	59	61	60	45
2018. márc. 14.	69	69	69	69	69	59	69	69	69	64	44
2018. márc. 15.	95	93	93	92	86	92	95	95	92	59	33



NEWSLETTER
SENDING
EVERY WEEK

DILAN'S TRAVEL GUIDE



LET'S DIG DEEPER INTO THE SEA OF DATA !

CORRELATION BETWEEN SUBSCRIPTION & PURCHASE

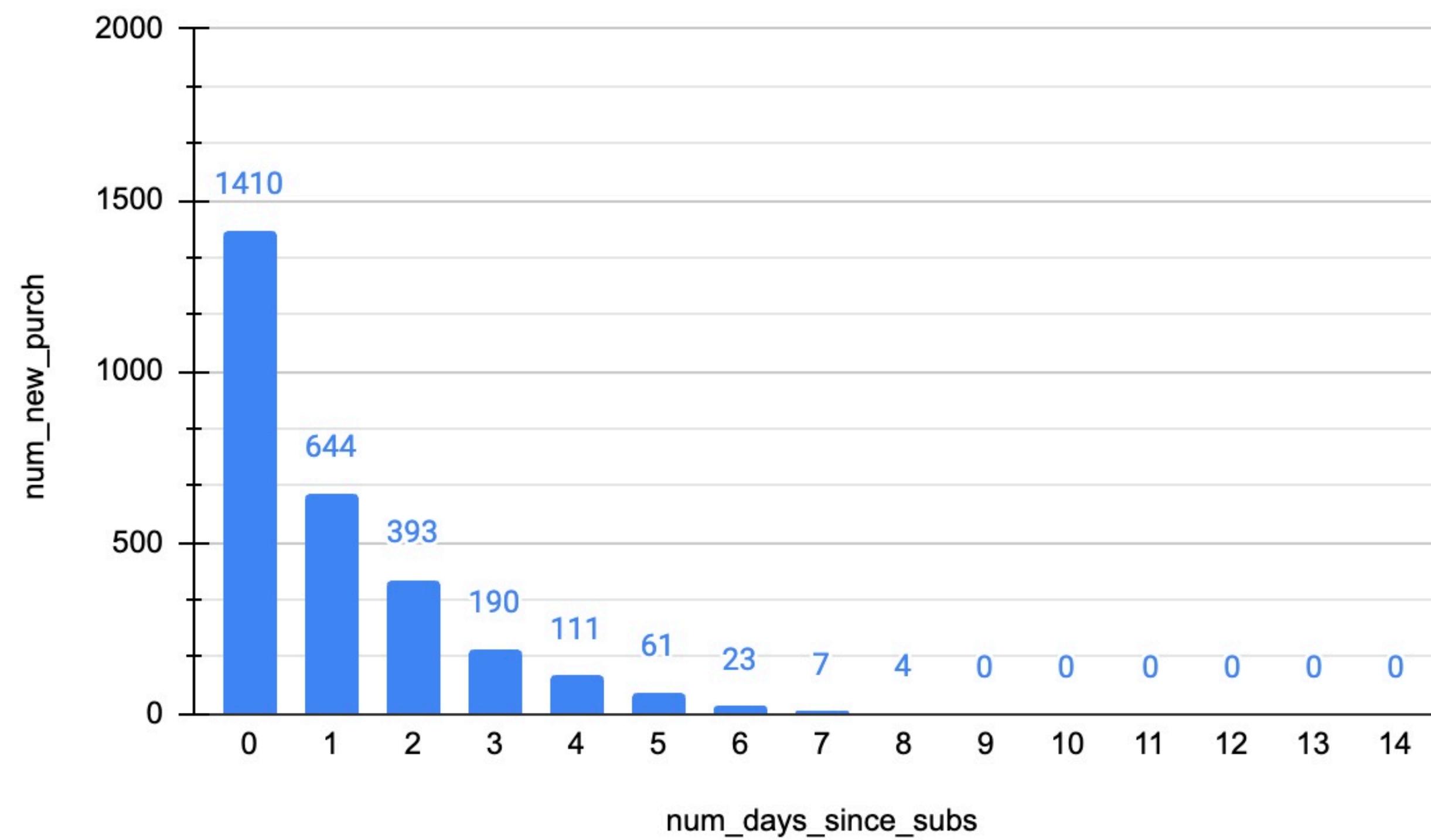
SUBSCRIBE & BUY RETENTION

cohort	0	1	2	3	4	5	6	7	8	9	10	days_passed / num_users
												...
2018. márc. 1.	107	2	12	11	2	1	0	0	0	0	0	
2018. márc. 2.	171	15	11	14	9	2	0	0	0	0	0	
2018. márc. 3.	77	9	5	2	0	0	0	0	0	0	0	
2018. márc. 4.	176	20	12	15	5	5	3	2	0	0	0	
2018. márc. 5.	104	7	5	5	7	4	4	4	0	0	0	
2018. márc. 6.	78	5	6	2	2	6	4	0	0	0	0	
2018. márc. 7.	86	0	3	4	14	4	2	1	0	0	0	
2018. márc. 8.	109	3	1	12	12	1	4	1	1	0	0	
2018. márc. 9.	82	0	3	9	2	1	3	1	0	1	0	
2018. márc. 10.	39	2	7	0	4	3	0	1	0	0	0	
2018. márc. 11.	42	4	0	1	2	2	0	0	0	0	0	
2018. márc. 12.	150	1	4	17	6	17	8	2	0	0	0	
2018. márc. 13.	65	1	4	4	4	9	5	2	0	0	0	
2018. márc. 14.	56	1	0	3	4	3	1	2	0	1	0	
2018. márc. 15.	54	3	2	8	8	3	2	1	1	1	0	

LET'S DIG DEEPER INTO THE SEA OF DATA !

CORRELATION BETWEEN SUBSCRIPTION & PURCHASE

NEW PURCHASES SINCE SUBSCRIPTION



SPECIAL OFFERS
SENDING
1 WEEK LATER

WHAT ABOUT THE FUTURE ?

SPECIAL OFFERS, BUT FOR WHOM? WE CAN PREDICT !

About 7600 subscribed user - only 2200 customer

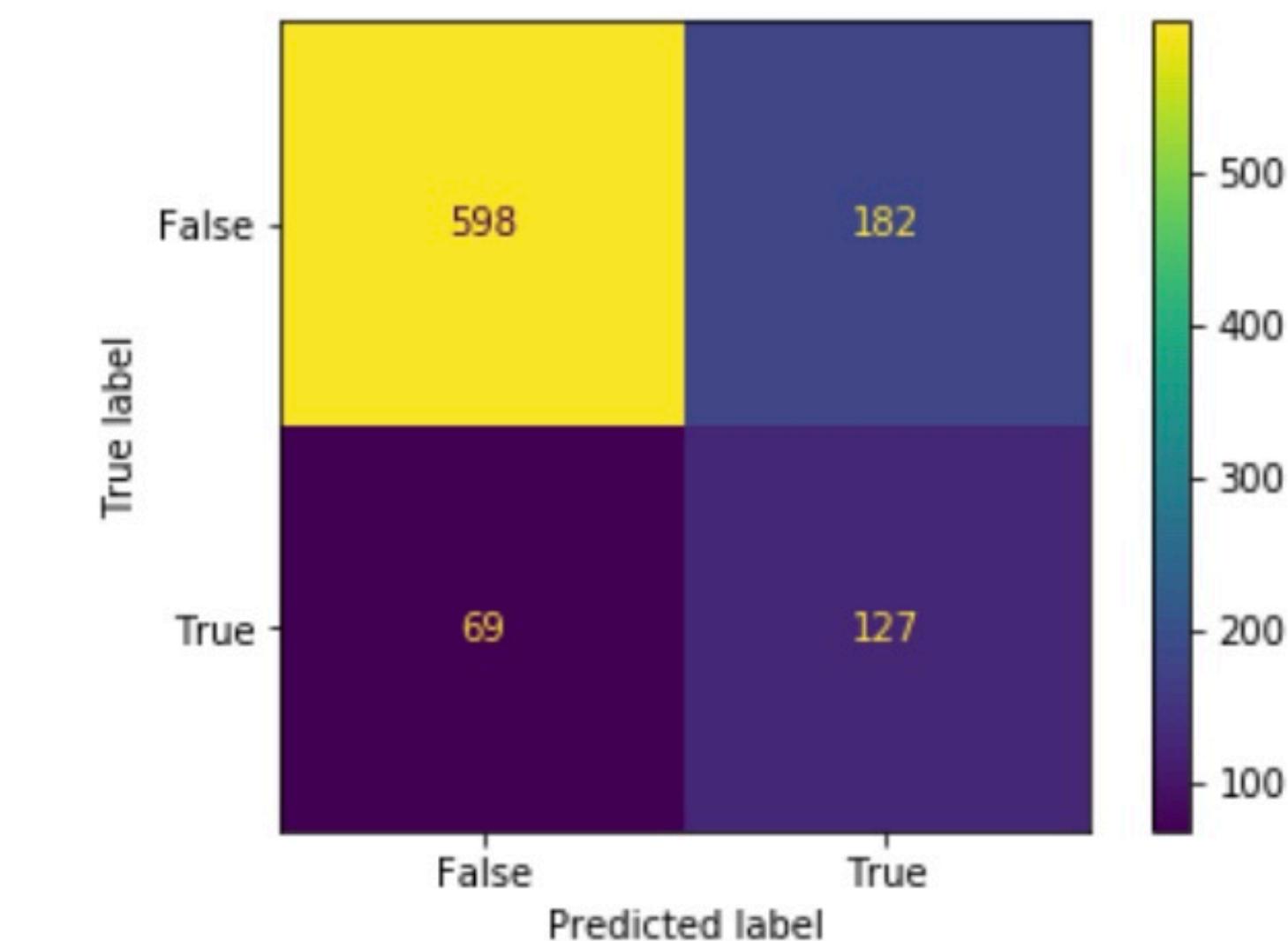
→ If we spend special offers for everyone, **70% go to waste** because of shooting in the dark

With **RandomForestClassifier** prediction we can correct this ratio!

- all subscribers in prediction = $598+182+69+127 = 976$
- correct prediction about purchase = $598 + 127 = 725$

→ the model correctly predicts
whether the subscriber will buy
with a 74% probability

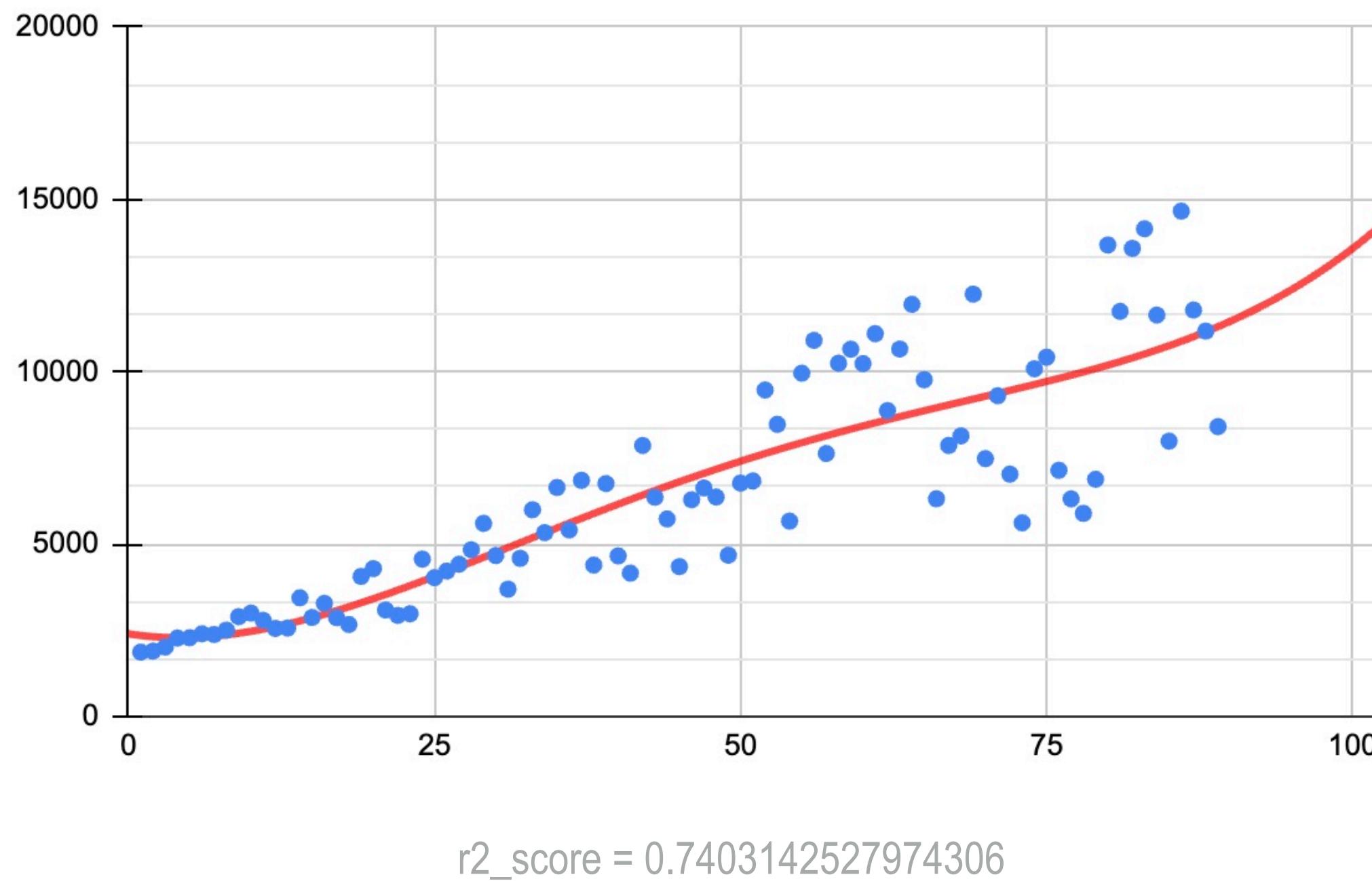
And all we need for this prediction is some basic data about subscribers:
location, source, topic (on first reading), number of returning reads



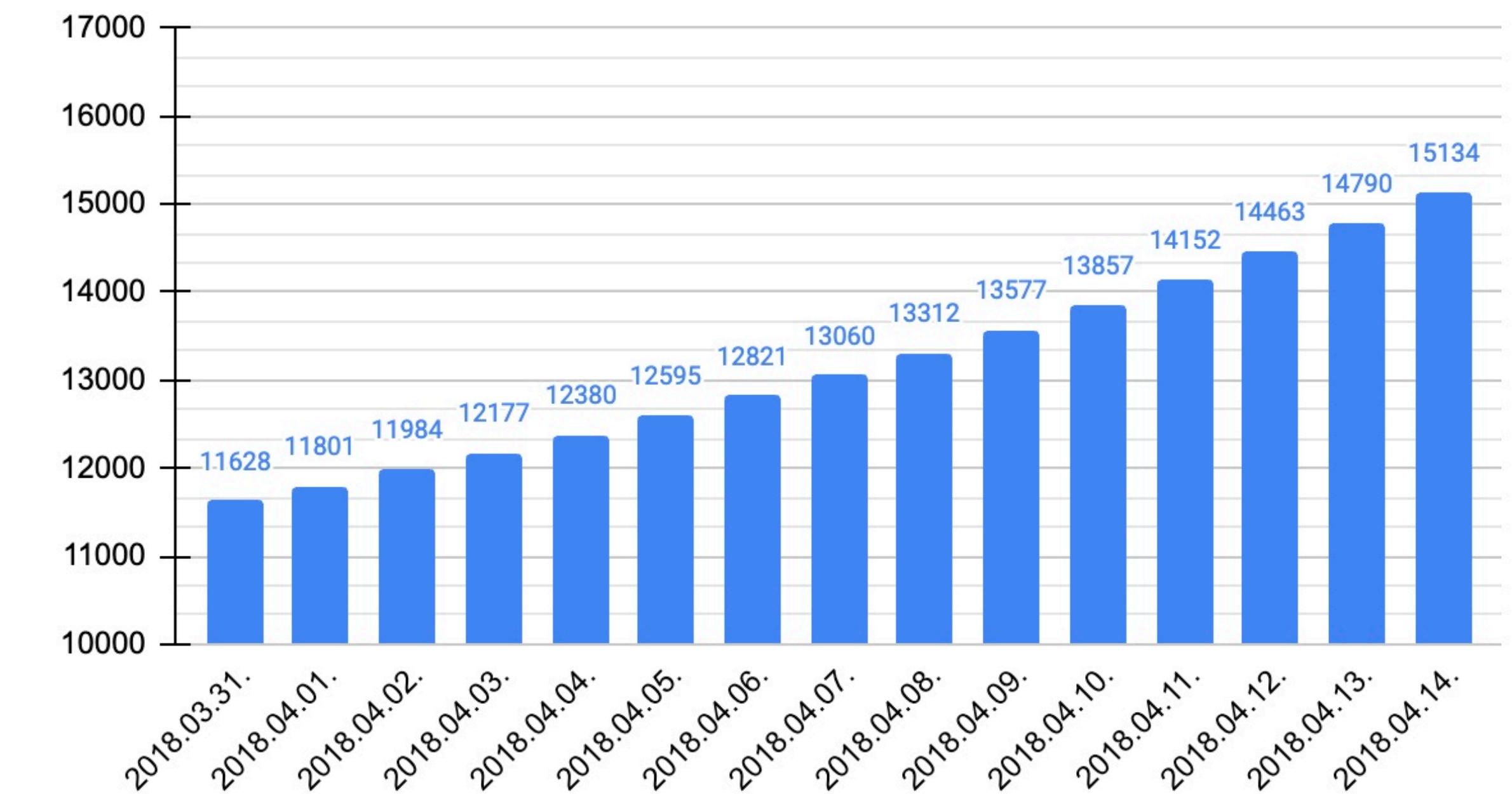
WHAT ABOUT THE FUTURE ?

HOW MANY READERS CAN WE EXPECT? WE CAN PREDICT !

NUMBER OF READERS - PREDICTION



EXPECTED NUMBER OF READERS



DILAN'S TRAVEL GUIDE

Q&A SESSION

Q&A SESSION



What about
data of
2018-03-31?

IF YOU WANT MORE...

BROWSABLE ANALYSIS AND MORE OPTIONS

TREND CHARTS - ABOUT DAILY NUMBER OF FIRST READERS, RETURNING READERS, SUBSCRIBERS AND DAILY REVENUE

SEGMENTATION CHARTS - ABOUT FIRST READERS, RETURNING READERS, SUBSCRIBERS, EBOOK BUYERS, VIDEO COURSE BUYERS BY LOCATION&SOURCE AND LOCATION&TOPIC

I COULD MAKE AUTOMATIONS IN DATA LOAD AND DATA VISUALIZE TO ANALYZE THEM

FURTHER PREDICTION POSSIBILITIES:

- MORE SEGMENTATION ANALYSIS - IN TERMS OF BLOG TOPIC OR INCOME
- MORE COHORT IN RETENTION ANALYSIS
- EXPECTED NUMBERS OF RETURNING READERS WITH POLINOMIAL REGRESSION
- POTENTIAL EBOOK / VIDEO COURSE BUYERS PREDICT WITH RANDOM FOREST

DILAN'S TRAVEL GUIDE

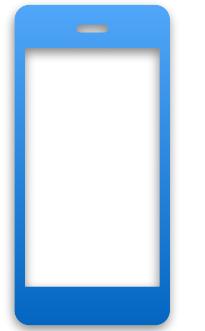


THANK YOU FOR YOUR ATTENTION

FEEL FREE TO CONTACT ME ANYTIME!



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