Unleashing Insights

Analyzing Dilan's Data Over the Past Three Months

Dilan is a world traveler and a solo entrepreneur. He writes a travel blog where he sells info products: a $8 e-book (World Travelers' Best Practices) and a $80 video course (How To Travel the World).
On his blog he has thousands of readers every day, coming from three sources: Reddit, SEO and AdWords.
Dilan writes about his travel experiences covering the 6 main continents of the planet - these are the main categories on the blog.

My aim was to uncover actionable insights that would propel Dilan's business growth and inform strategic decision-making through data. For this purpose I analyzed the following metrics:

Revenue Analysis

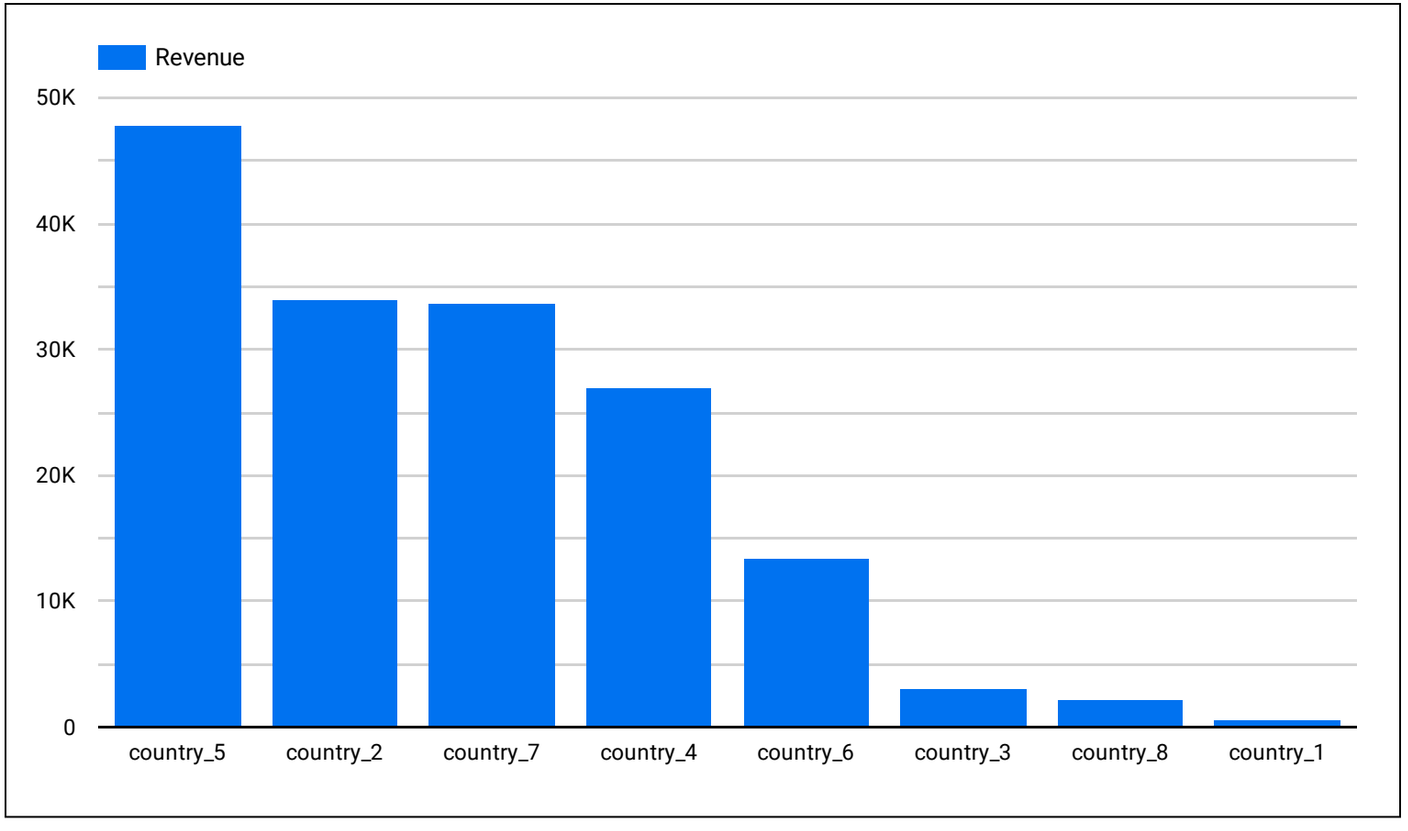
Funnel Analysis

Cohort Analysis

Conversion Rate

Monthly and Daily User Trends

Revenue per country



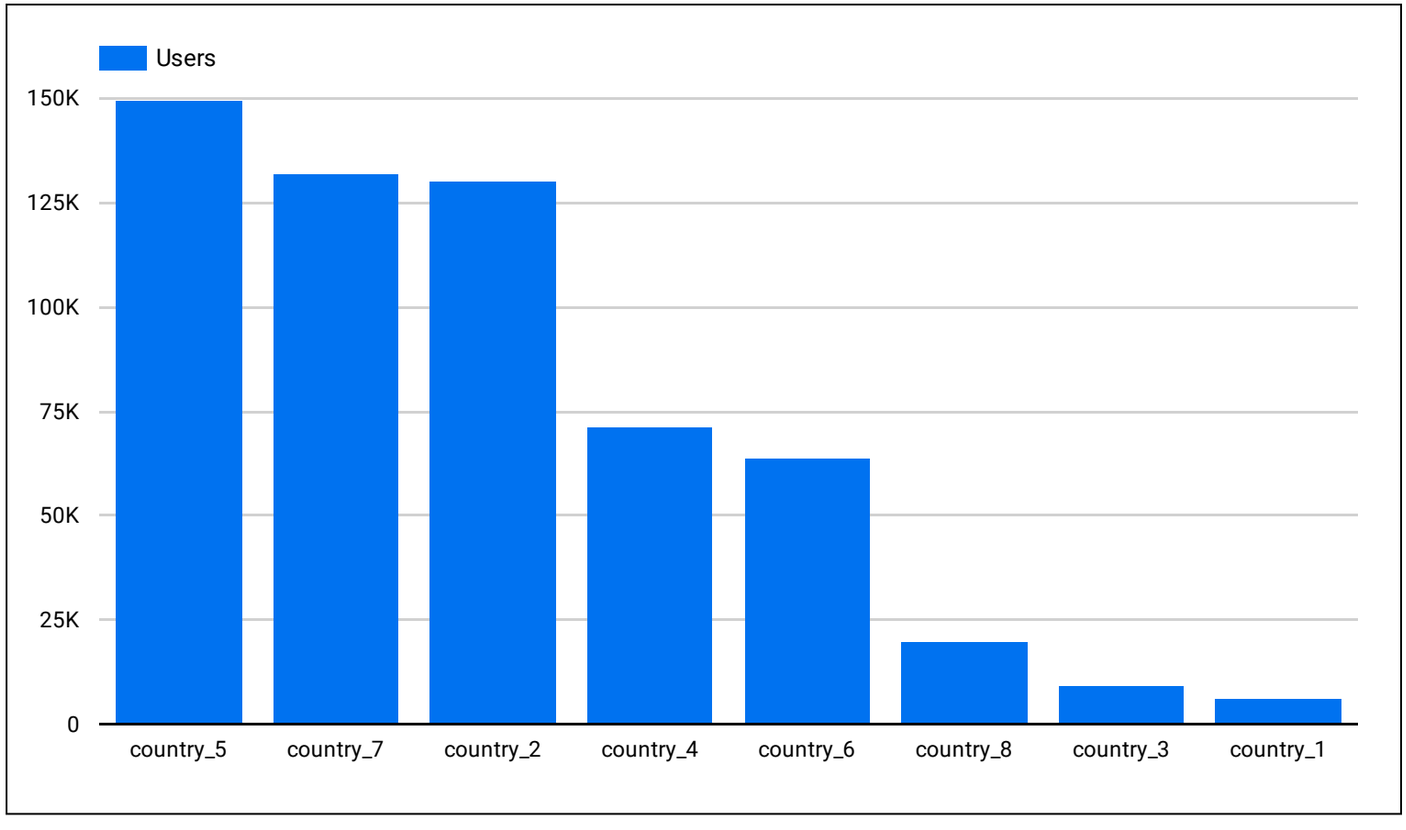
Total revenue

161,587

The above metrics show the total revenue generated by Dilan's business from each country. From the data, it can be observed that "country_5" has generated the highest revenue of 47.808 $, followed by "country_2" with 34.036 $, and "country_7" with 33.654 $. On the other hand, "country_1" has generated the lowest revenue of 585 $.

Based on this information, Dilan may want to focus more on "country_5" as it has generated the highest revenue for his business. Dilan may also want to consider allocating more resources and marketing efforts towards "country_2" and "country_7" as they have also generated significant revenue for the business. Meanwhile, Dilan may want to assess the potential of increasing revenue in "country_1" to see if there are any opportunities to grow the business in that market.

Users per country



User count

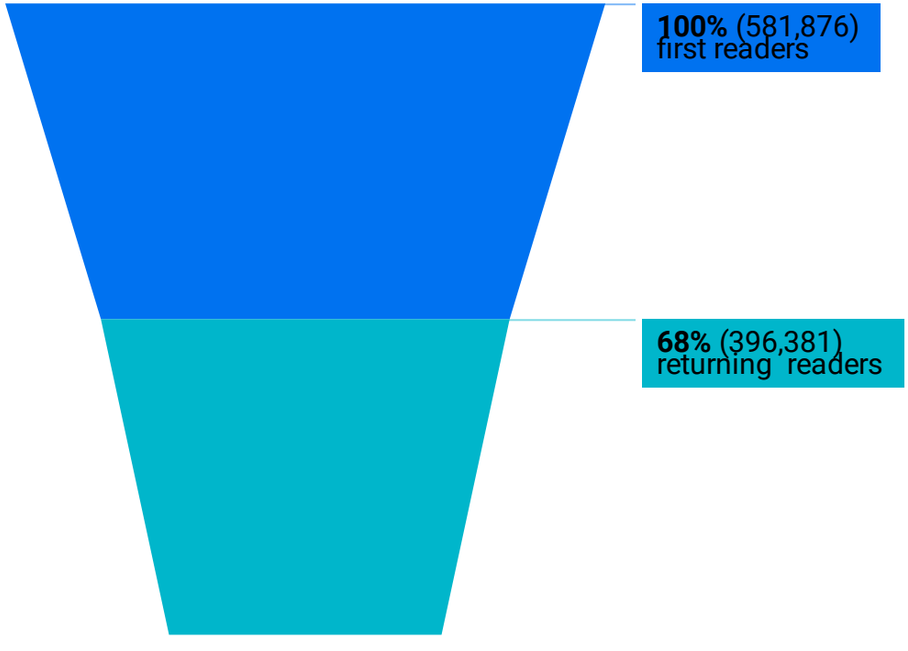
581,876

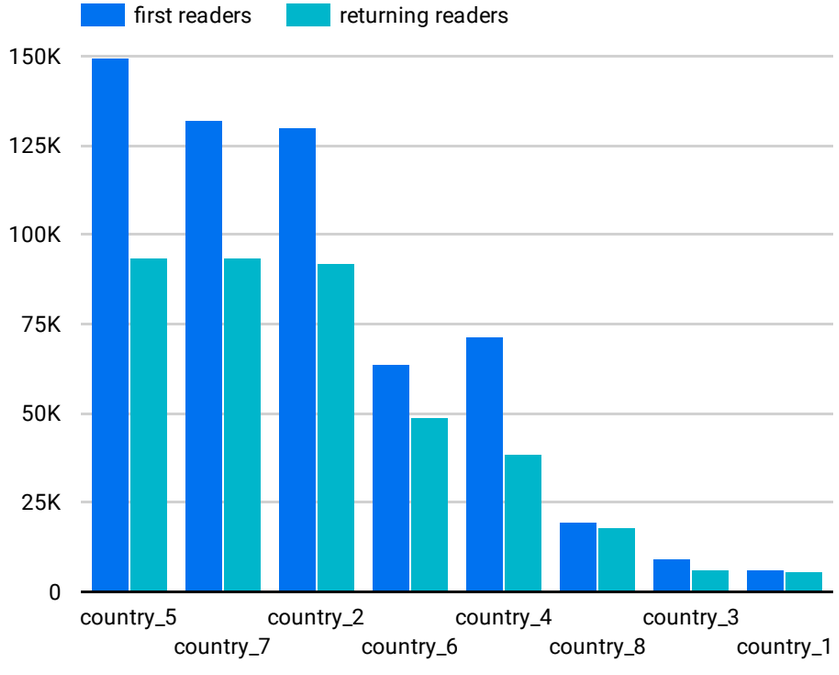
Based on the data, Dilan should focus on increasing revenue from the top performing countries, namely "**country_5**", "**country_2**", and "**country_7**". One way to do this is by analyzing the user behavior in these countries and identify trends and preferences that can be used to target them with more relevant offers and products.

Dilan should also consider investing more in advertising and marketing campaigns in these countries to increase brand awareness and attract new users. Additionally, Dilan can explore partnerships with local businesses or influencers to expand the reach of the platform in these countries.

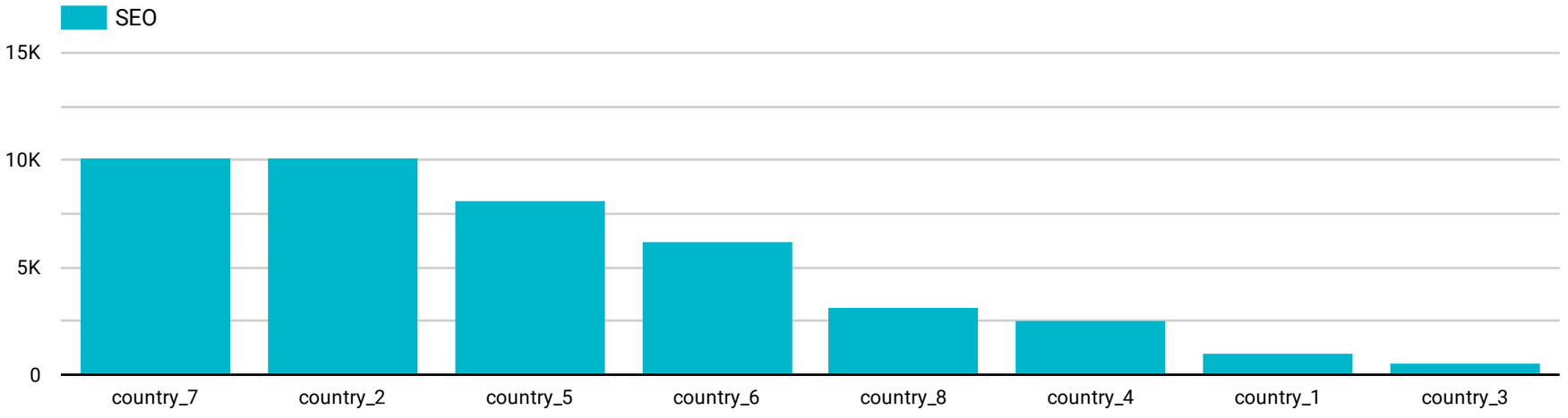
Furthermore, Dilan should continue to monitor the revenue metrics over time and analyze the impact of any changes or investments made. This will help Dilan to make data-driven decisions and optimize the performance of the platform in all countries.

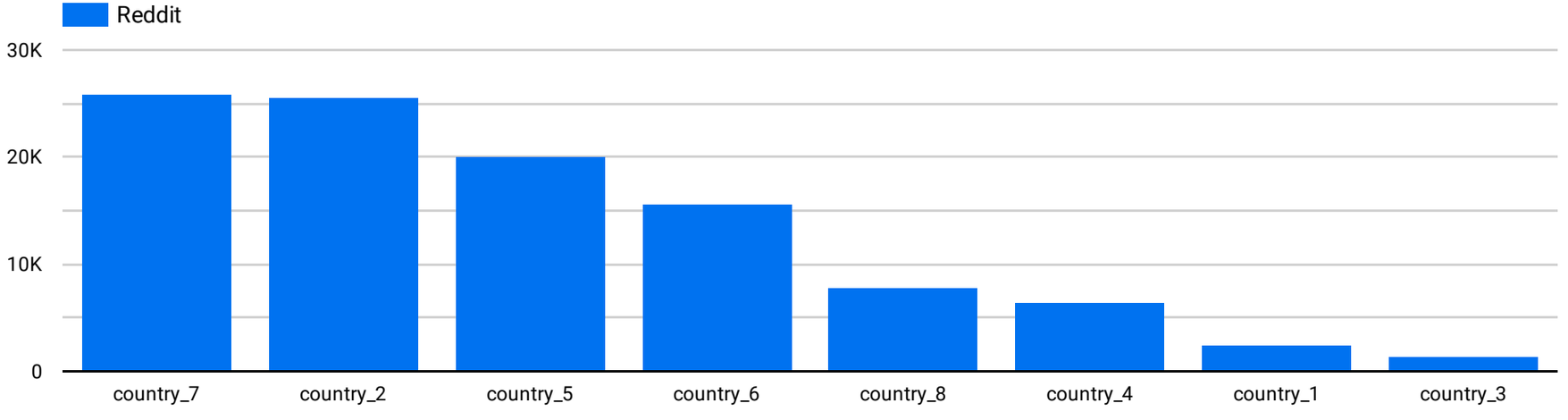
Funnel of readers

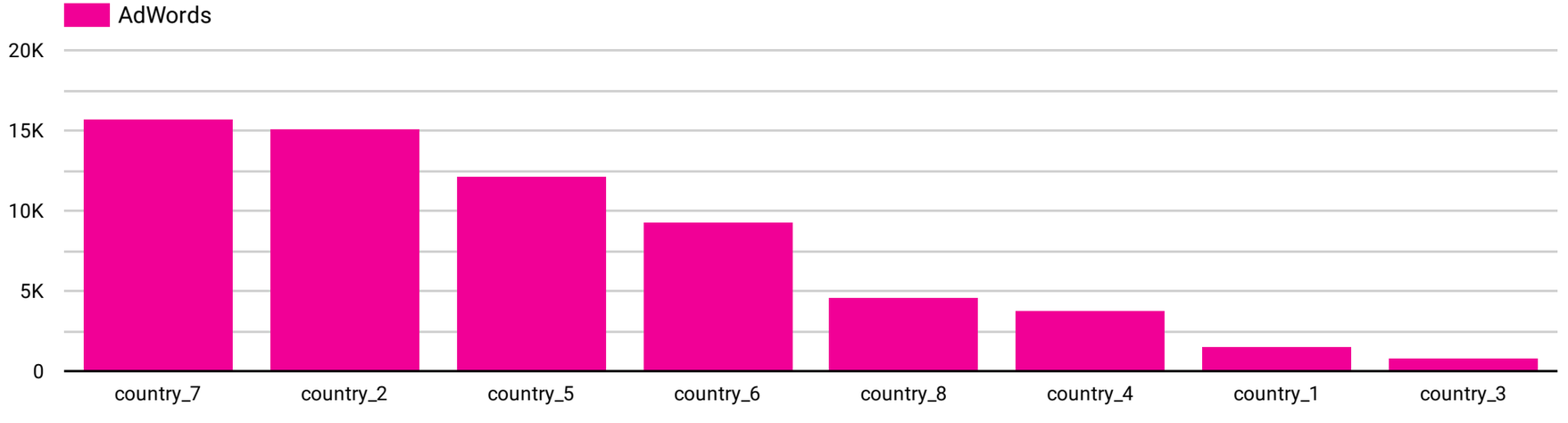




From the visualizations it is clearly seen which countries perform the best as readers come back to Dilan's blog. Namely "country_2", "country_5" and "country_7" has the most recurring readers, so Dilan should focus on these countries, but if we look at the retention rate, it is better in countries "country_8" and "country_1".


SEO
15K
10K
5K
0
country_7
country_2
country_5
country_6
country_8
country_4
country_1
country_3


Reddit
30K
20K
10K
0
country_7
country_2
country_5
country_6
country_8
country_4
country_1
country_3


AdWords
20K
15K
10K
5K
0
country_7
country_2
country_5
country_6
country_8
country_4
country_1
country_3

Cohort analysis

	days_passed / number_of_readers							
cohort	0	1	2	3	4	5	6	7
1 Jan 2018	1,795	37	28	35	26	25	17	23
2 Jan 2018	1,812	42	51	42	38	29	34	39
3 Jan 2018	1,816	52	43	36	23	28	34	20
4 Jan 2018	1,849	56	42	31	34	42	38	41
5 Jan 2018	1,876	48	34	34	30	29	27	28
6 Jan 2018	1,913	68	50	53	35	26	19	17
7 Jan 2018	1,905	67	61	49	40	32	24	26
8 Jan 2018	1,891	91	65	55	44	34	34	32
9 Jan 2018	1,885	89	48	39	28	36	28	17
10 Jan 2018	1,901	103	69	52	53	38	34	29
11 Jan 2018	1,925	103	72	75	54	51	39	25
12 Jan 2018	1,933	128	114	82	64	49	39	40
13 Jan 2018	1,970	126	93	81	56	33	45	37
14 Jan 2018	1,954	109	92	61	41	54	37	21
15 Jan 2018	1,961	146	105	76	75	55	36	29
16 Jan 2018	1,994	122	85	90	75	44	37	30
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

As it seems from the above table, users mostly active on their first day and they keep droping out over time.
Which could mean that Dilan needs to focus more on user retention.
Improving user retention rate can lead to higher customer lifetime value, increased revenue, and greater overall success for the business.

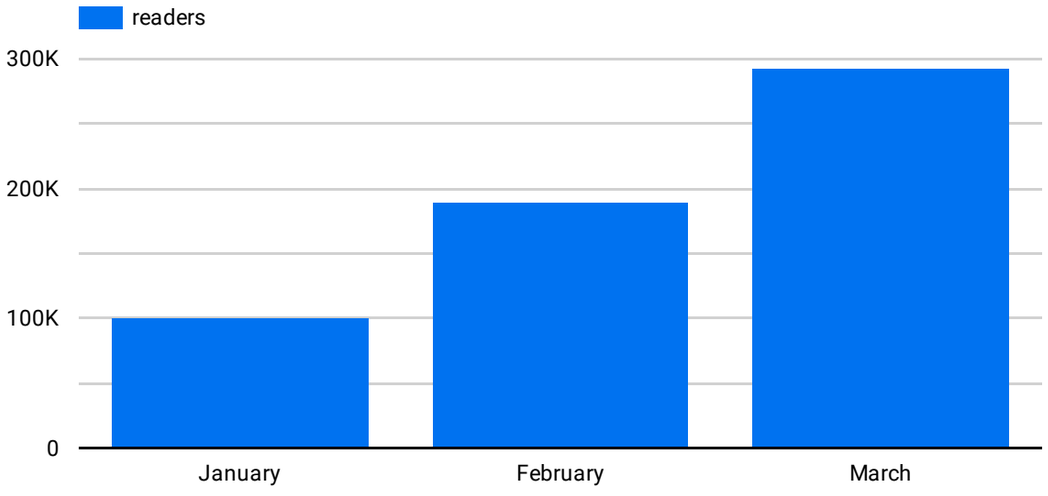
Conversion rate of all users on a given day

Date	readers	subscri...	buyers	Record Count
1 Jan 2018	1794	280	83	1
2 Jan 2018	1849	269	91	1
3 Jan 2018	1886	233	86	1
4 Jan 2018	1987	267	130	1
5 Jan 2018	2043	266	141	1
6 Jan 2018	2102	305	148	1
7 Jan 2018	2107	300	146	1
8 Jan 2018	2161	337	169	1
9 Jan 2018	2271	383	185	1
10 Jan 2018	2288	387	188	1
11 Jan 2018	2335	386	214	1
12 Jan 2018	2370	427	243	1
13 Jan 2018	2421	412	239	1
14 Jan 2018	2568	493	270	1
15 Jan 2018	2549	508	282	1
16 Jan 2018	2661	509	288	1
17 Jan 2018	2633	547	325	1

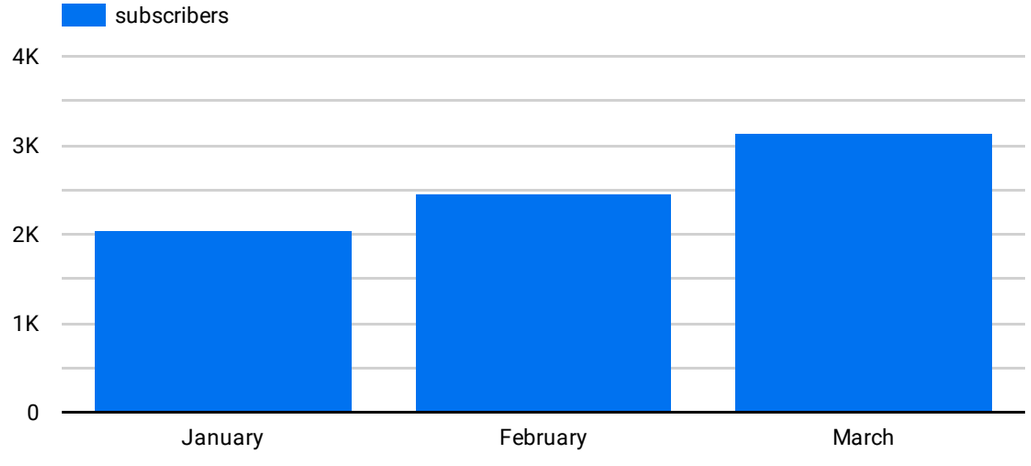
Conversion rate of all users on a given day with percentage

Date	Readers	Percent of readers who subs…	Percent of readers who also …
1 Jan 2018	1,794	15.61%	4.63%
2 Jan 2018	1,849	14.55%	4.92%
3 Jan 2018	1,886	12.35%	4.56%
4 Jan 2018	1,987	13.44%	6.54%
5 Jan 2018	2,043	13.02%	6.9%
6 Jan 2018	2,102	14.51%	7.04%
7 Jan 2018	2,107	14.24%	6.93%
8 Jan 2018	2,161	15.59%	7.82%
9 Jan 2018	2,271	16.86%	8.15%
10 Jan 2018	2,288	16.91%	8.22%
11 Jan 2018	2,335	16.53%	9.16%
12 Jan 2018	2,370	18.02%	10.25%
13 Jan 2018	2,421	17.02%	9.87%
14 Jan 2018	2,568	19.2%	10.51%
15 Jan 2018	2,549	19.93%	11.06%
16 Jan 2018	2,661	19.13%	10.82%
17 Jan 2018	2,633	20.77%	12.34%

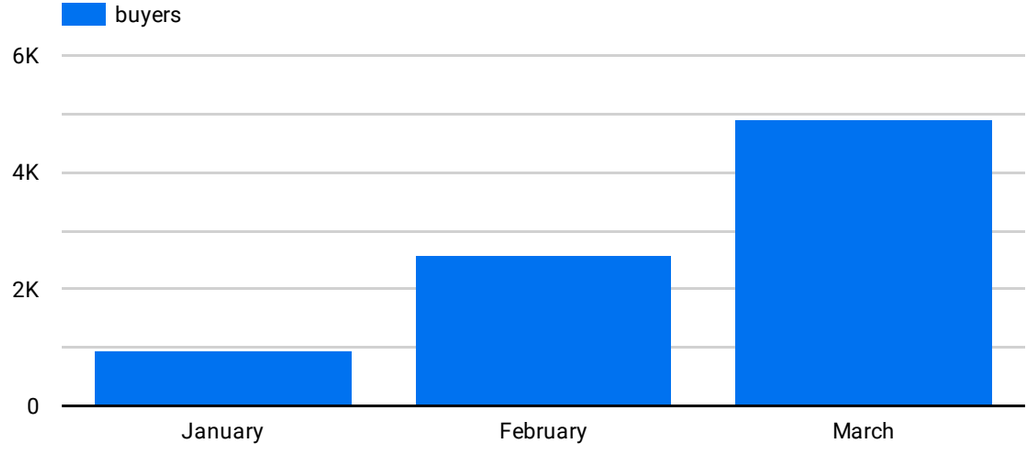
Monthly breakdown of users



readers
581,876

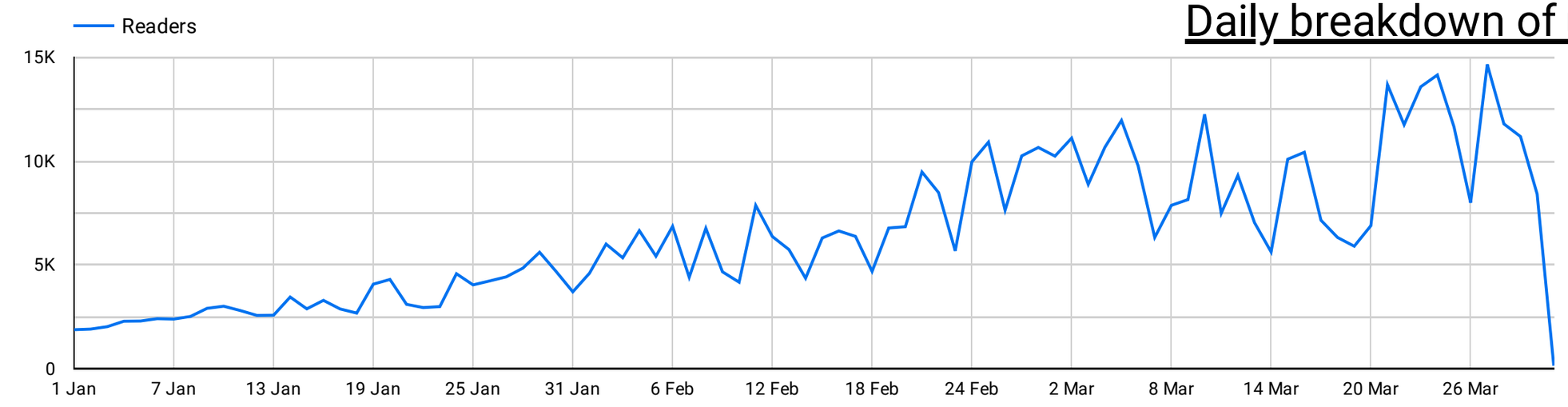


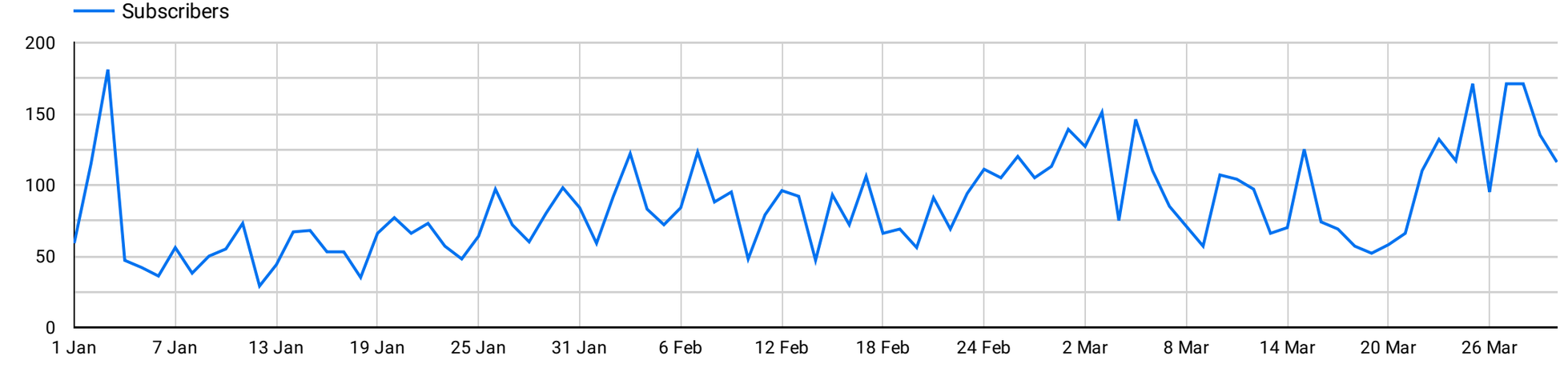
subscribers
7,617

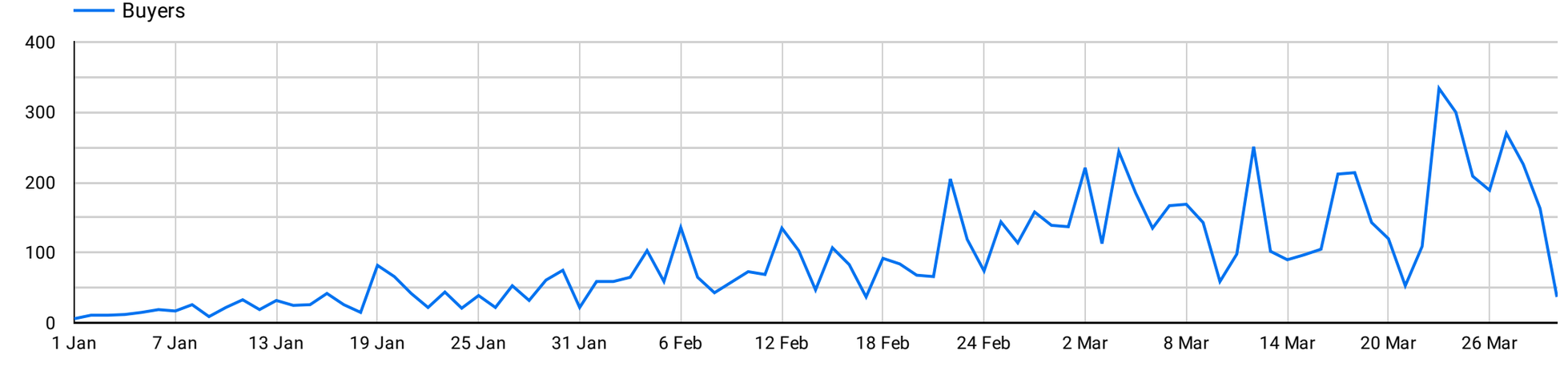


buyers
8,406

Daily breakdown of users







Missing data

As I was analyzing the data for the last three months, I noticed that there are some missing data from the last day of the dataset. This could mean that the data for that day was not recorded due to technical issues with Dilan's data collection system. While this missing data may affect some of the metrics I present, I have taken care to provide an accurate and complete analysis based on the available data.