

# Hexlet-Project #2

Online-school - June 2023

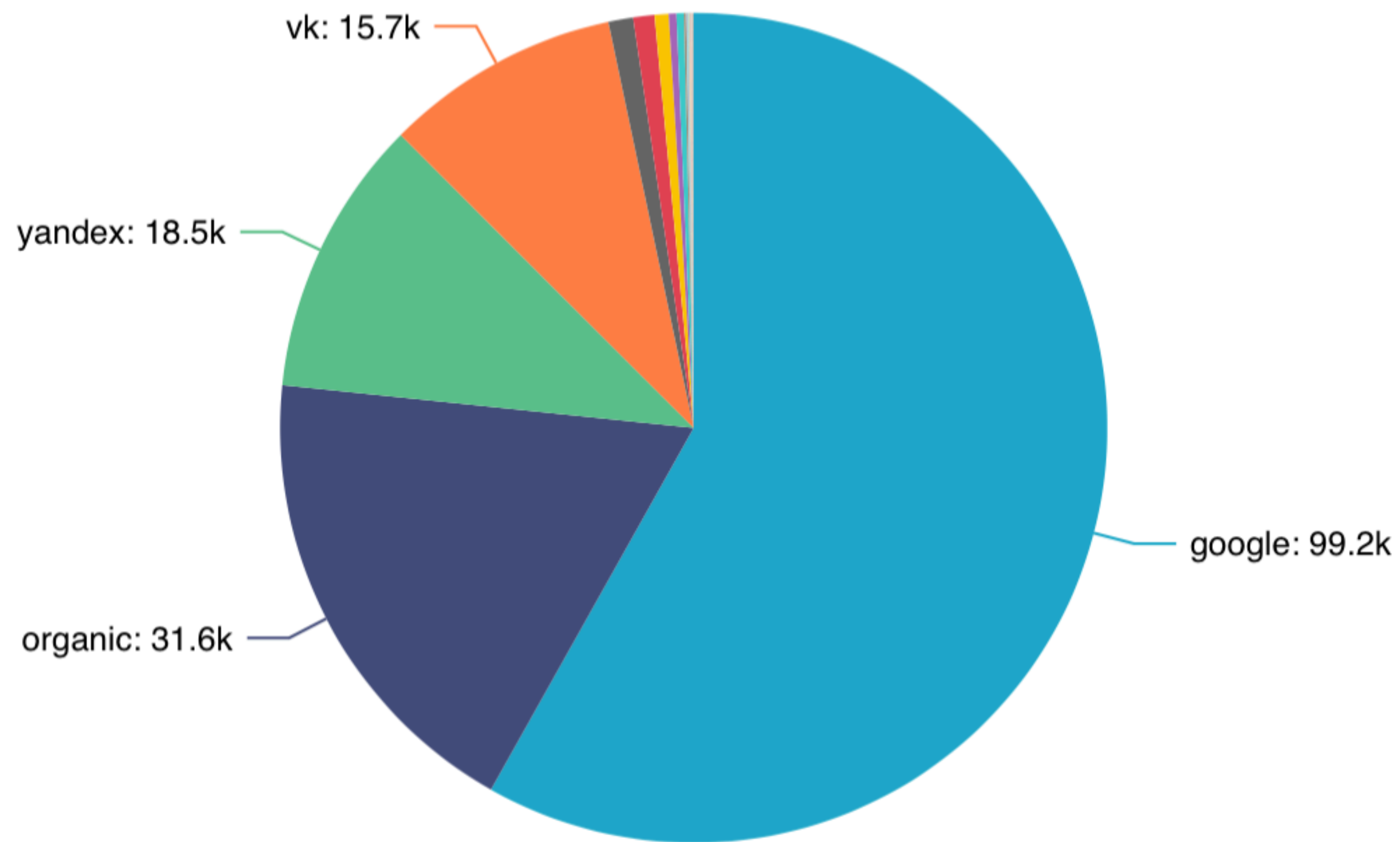
Elena Volkova

# What is this presentation about?

It contains result of June 2023 data analysis on visitors, campaigns, leads, costs and efficiency

- The dashboard
- Where are visitors from (what sources bring them)?
- How many leads do we have?
- What is sales funnel and duration of a lead?
- How much do we spent?
- Are channels profitable?

# Total visitors

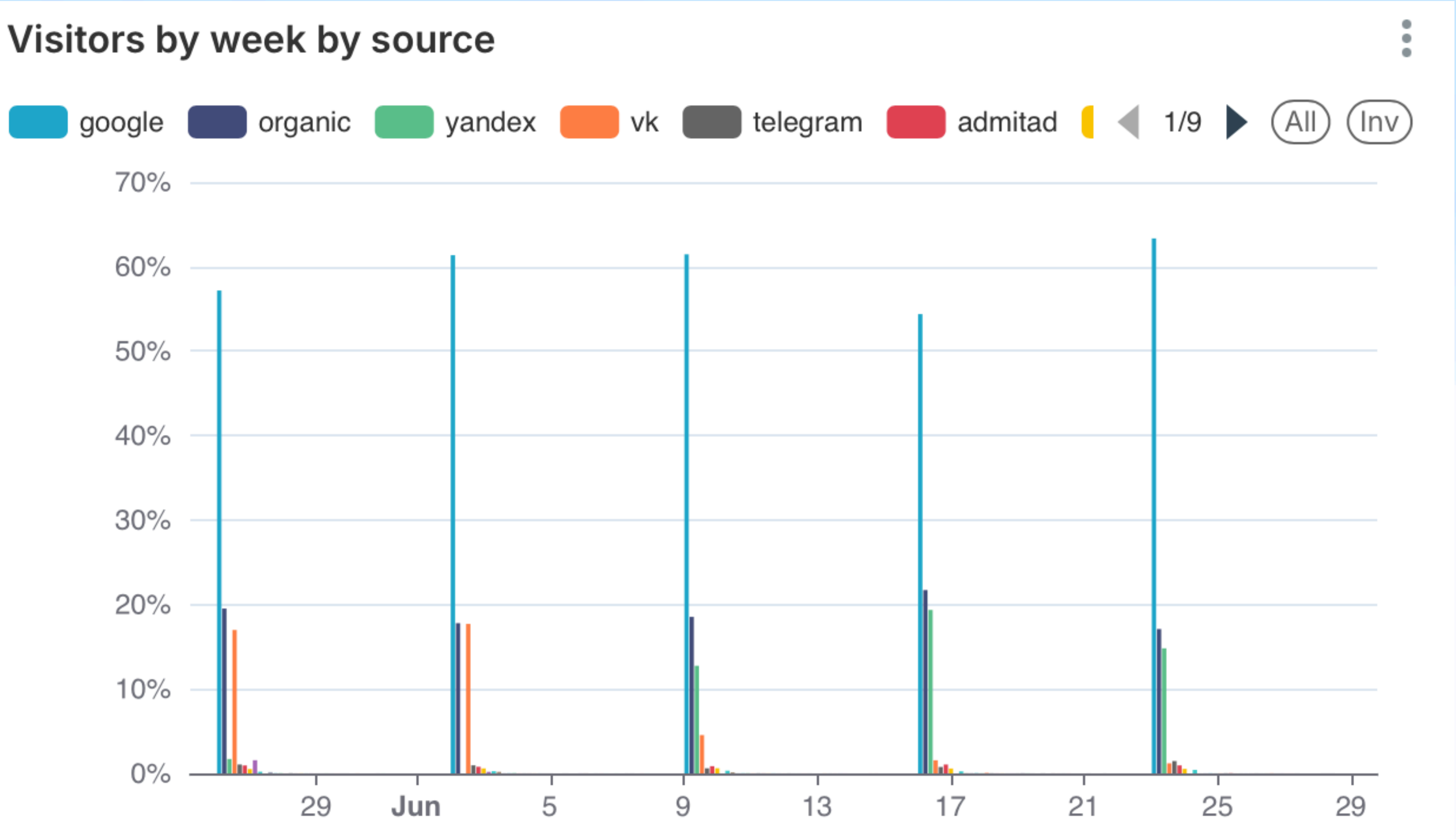


Visitors count by source

As it is shown most of users comes through google.

# Visitors sources by weeks

## One more view on visitors

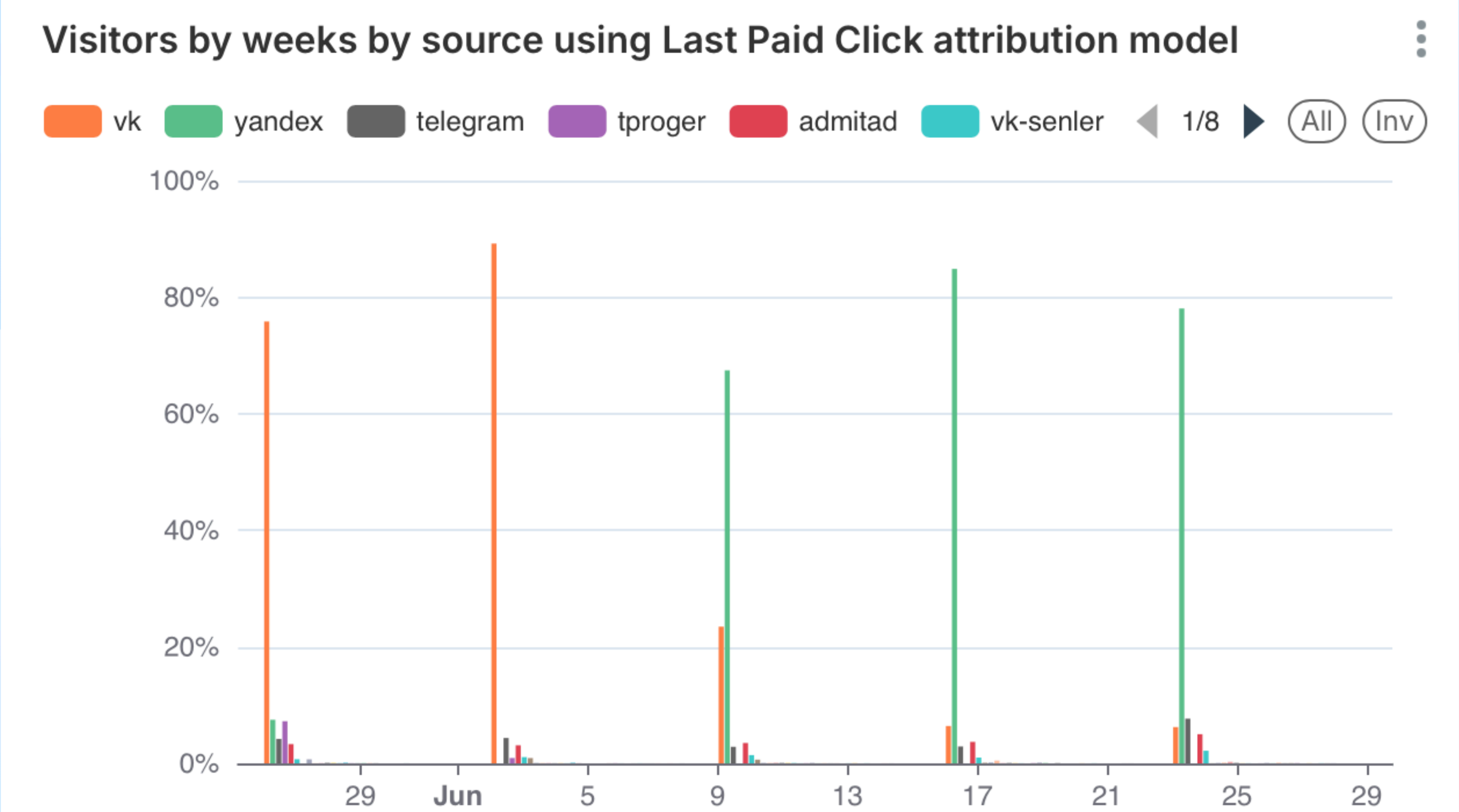


Visitors by week by source

Here is shown that google brings more visitors every week

# Visitors by paid sources

## Focus on paid sources

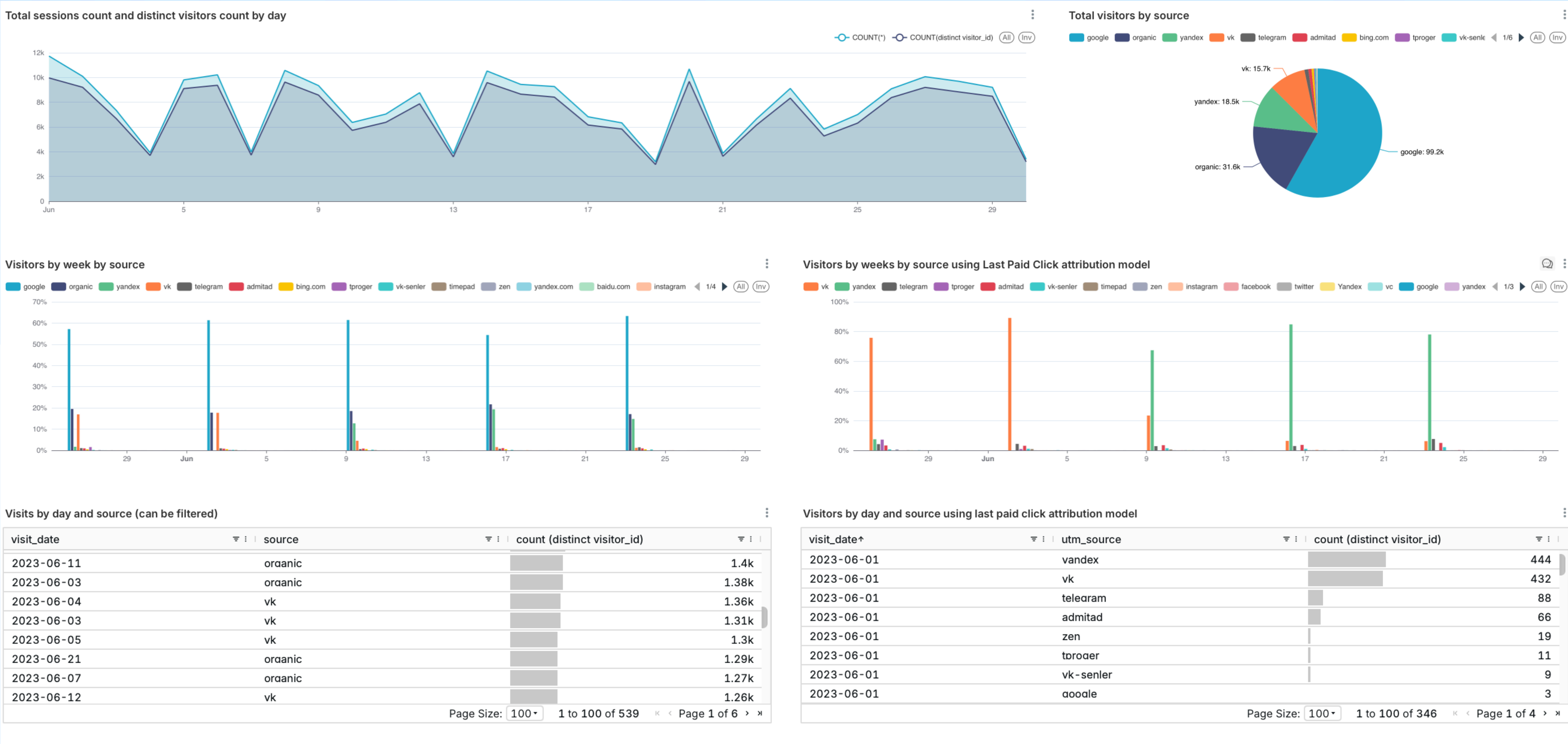


Visitors by source by weeks (only commercial sources)

First two weeks the leader is 'vk', then the 'yonder' becomes the leader.



# Dashboard - Visitors contains more detailed info

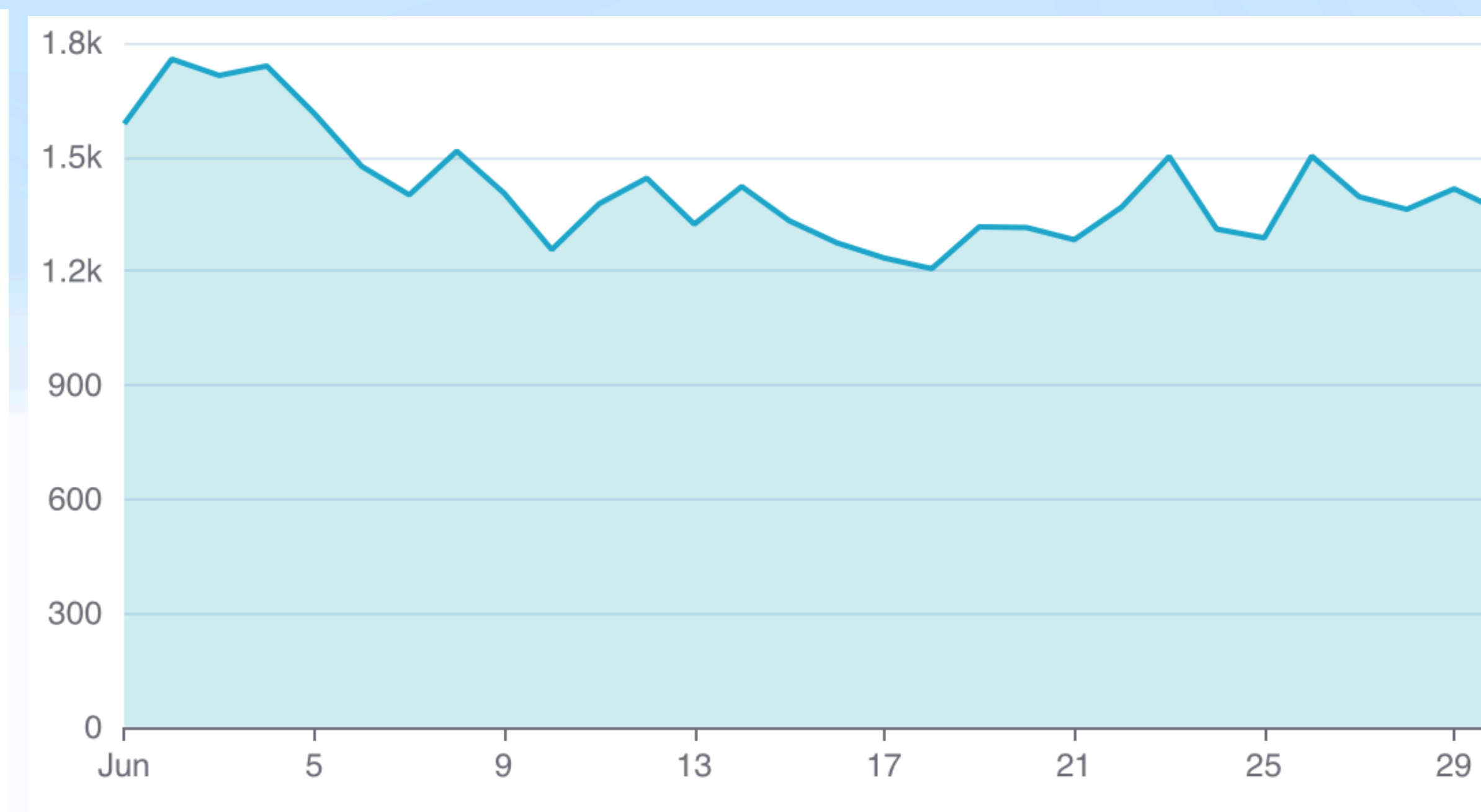


# Have ad campaigns any impact on organic clicks?

Let's compare these to charts of clicks - organic and paid.

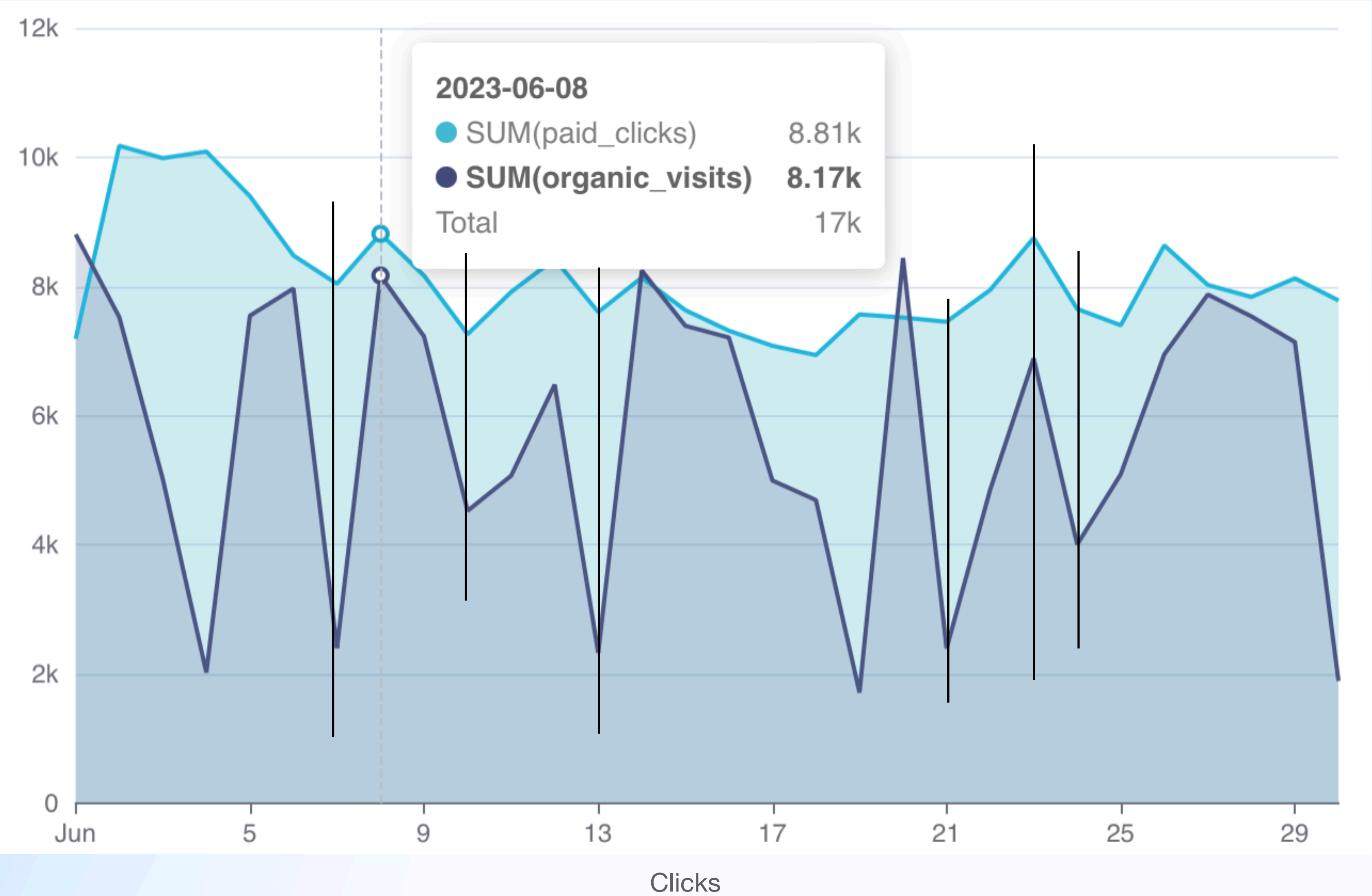


Organic clicks



Paid clicks

If to change scale and to lay one on another it can be seen that points of max and min of these two lines are close to each other.

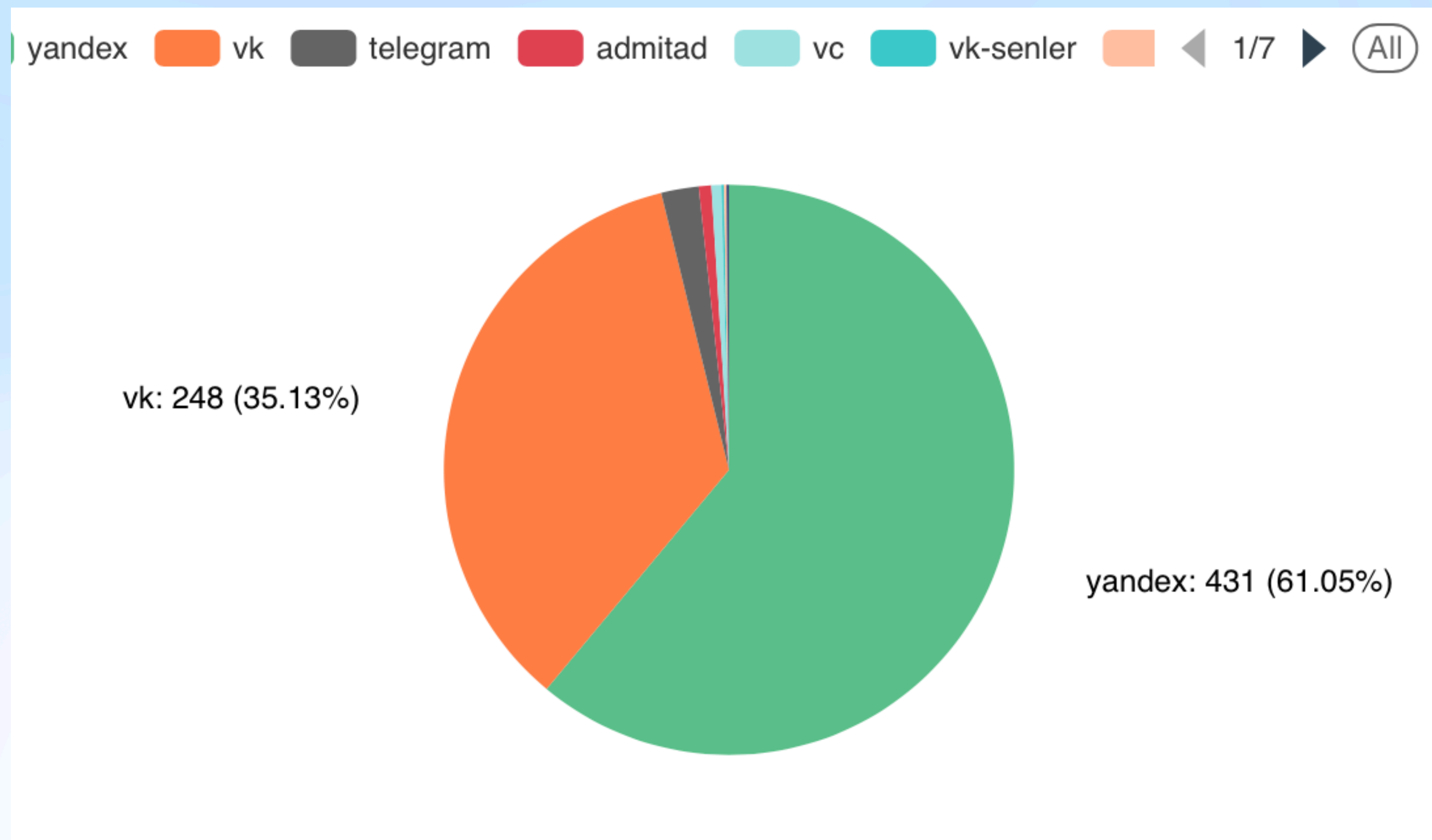




# How many leads?

## Where are leads from?

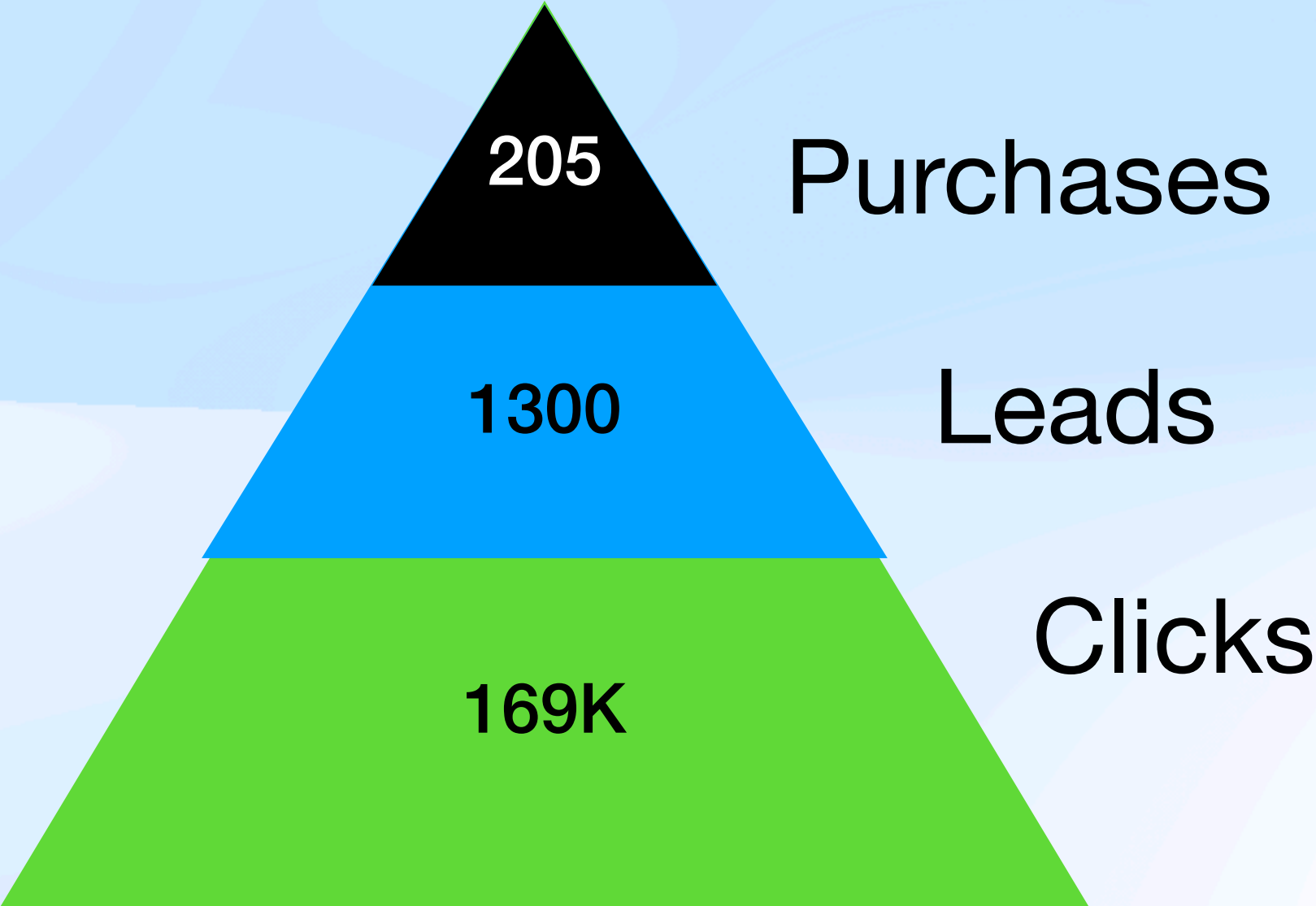
The attribution model “last paid click” is used to define what channel lead come through.



Leads by source

# Sales funnel

## and conversion rates

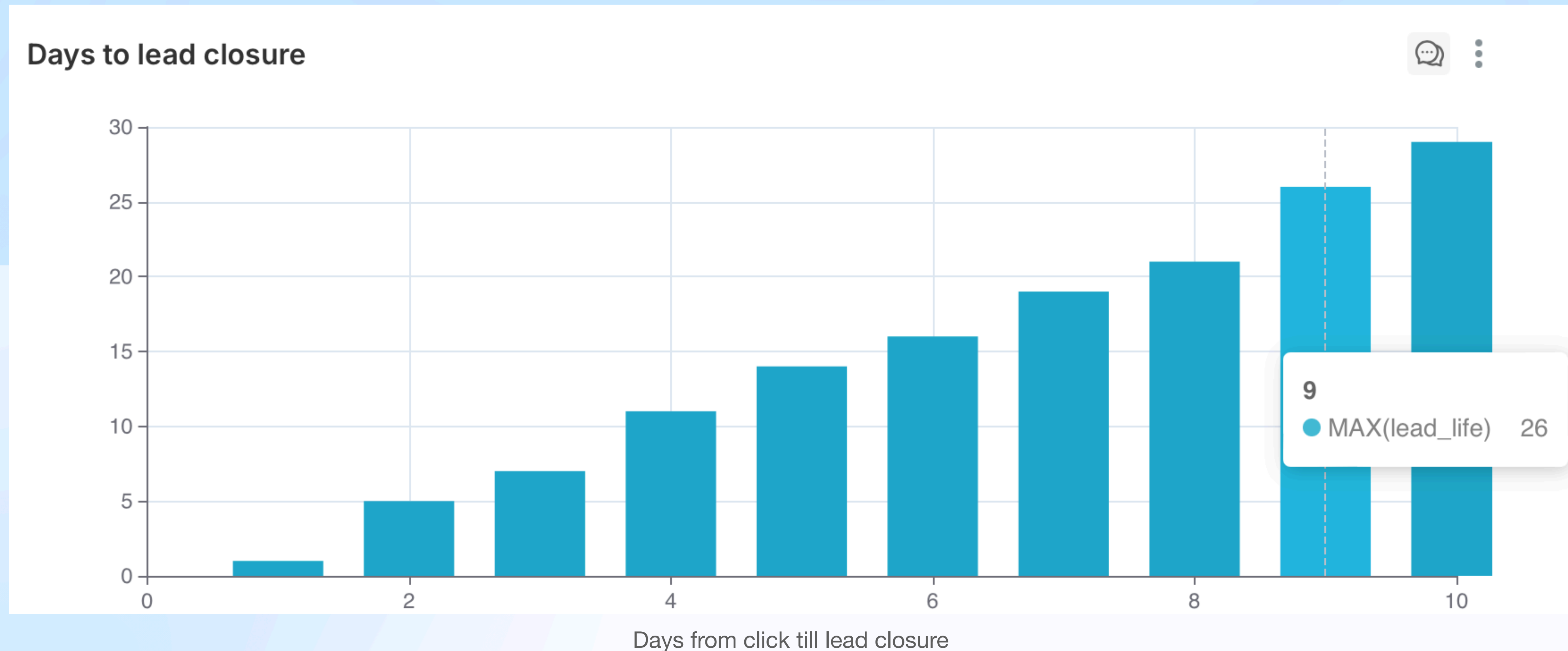


### Conversion rates

From clicks to lead	130
From leads to purchase	6

# How many days do we need to close 90% of leads?

after click through ad — the answer is 26 days



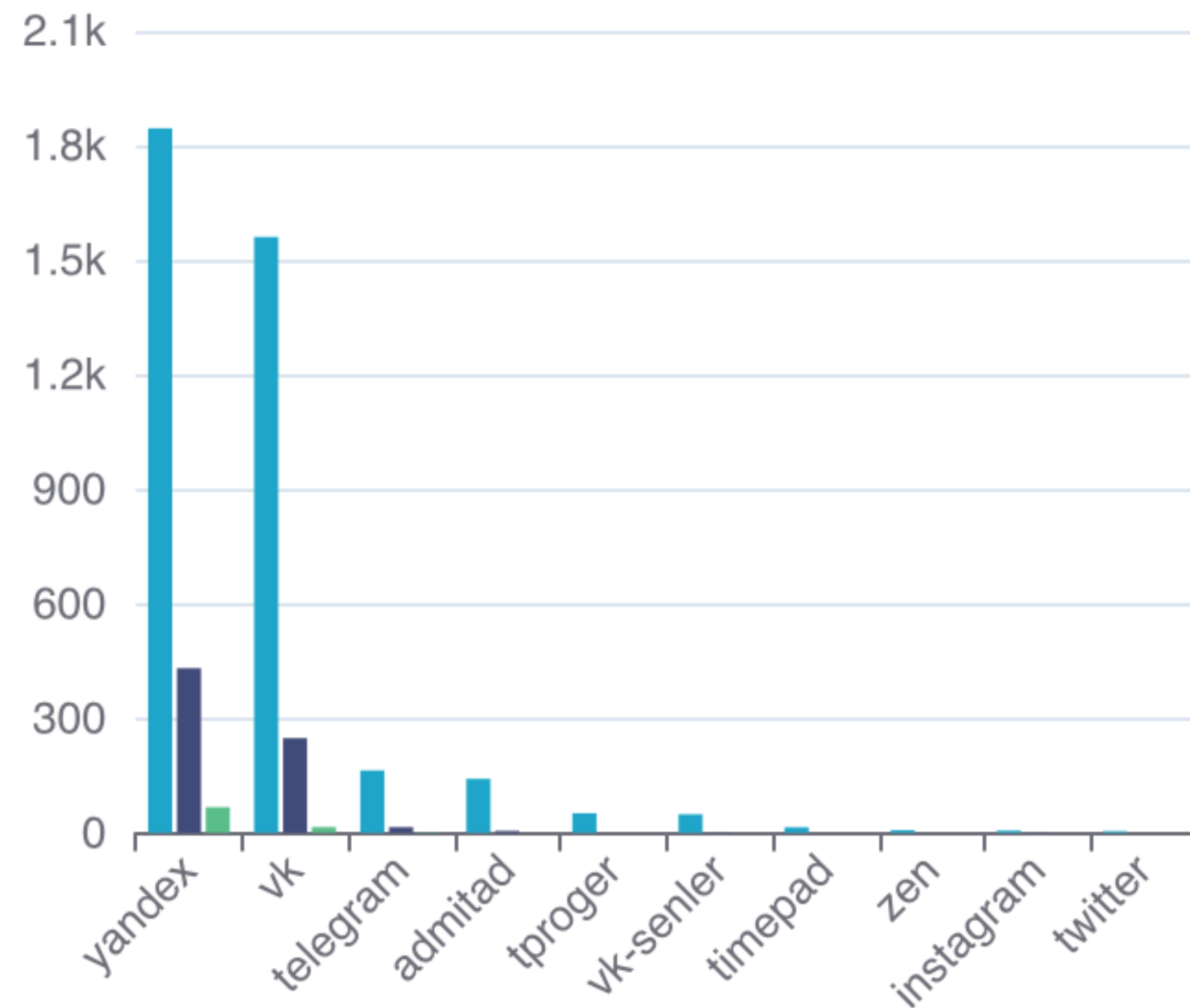
# Dashboards - Leads

Some more analytics is available

Top sources of visitors/leads/purchases



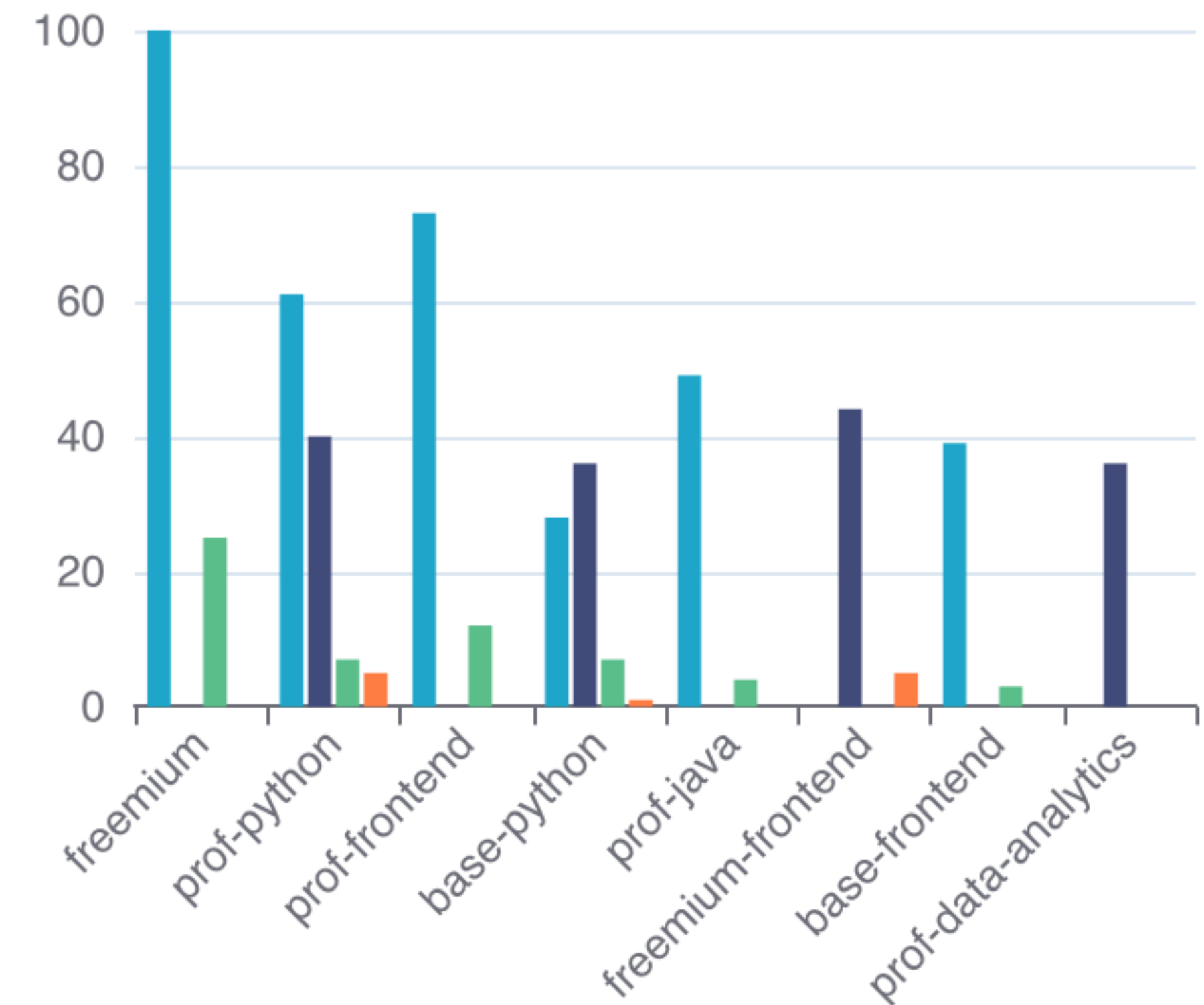
SUM(visitors\_count)/ 10 SUM(lea ◀ 1/3 ▶ (All) (Inv)



Top campaigns by leads/purchases



SUM(leads\_count), yandex SUM(purchases\_count) ◀ 1/4 ▶ (All) (Inv)



# How much do we spend?

## Are sources profitable?

source	total_cost	revenue	cpu	cpl	roi	cppu
vk	741947	1021005	47.56	2991.72	37.61	49463.13
yandex	3479537	5098838	188.65	8073.17	46.54	51933.39

Metrics

### Metrics:

Cost per user:  $\text{cpu} = \text{total\_cost} / \text{visitors\_count}$

Cost per lead:  $\text{cpl} = \text{total\_cost} / \text{leads\_count}$

Cost per paying user:  $\text{cppu} = \text{total\_cost} / \text{purchases\_count}$

Return on investment:  $\text{roi} = (\text{revenue} - \text{total\_cost}) / \text{total\_cost} * 100\%$

As ROI is positive then sources are profitable.

For more info see [the dashboard](#).



# Conclusions

- Channels (sources) 'ya' and 'yandex' both are profitable.
- 'Yandex' looks more efficient as its ROI bigger and through it more purchases came.
- It is recommended to increase efficiency it is needed to continue working with 'yandex' and 'vk', but to pay more attention to what kind of campaigns are launched through these channels, especially 'vk' in order to increase its profitability.
- Also it is better to look for opportunities to work with other sources as they are not used much now.
- The dashboard can be used from the very beginning, but more information will be available after several weeks (as some charts show info aggregated by weeks).
- The dashboard is available via the link: [https://447196b6.us1a.app.preset.io/superset/dashboard/11/?native\\_filters\\_key=Qfydl98mT7W87dDwOxrVD8ZGyM8yfr38A20-s-32DTXL2i7Hr\\_Q1\\_adyJw5SRW-M](https://447196b6.us1a.app.preset.io/superset/dashboard/11/?native_filters_key=Qfydl98mT7W87dDwOxrVD8ZGyM8yfr38A20-s-32DTXL2i7Hr_Q1_adyJw5SRW-M)