# Hexlet-Project #2

Online-school - June 2023

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What is this presentation about?

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

- <u>The dashboard</u>

- 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
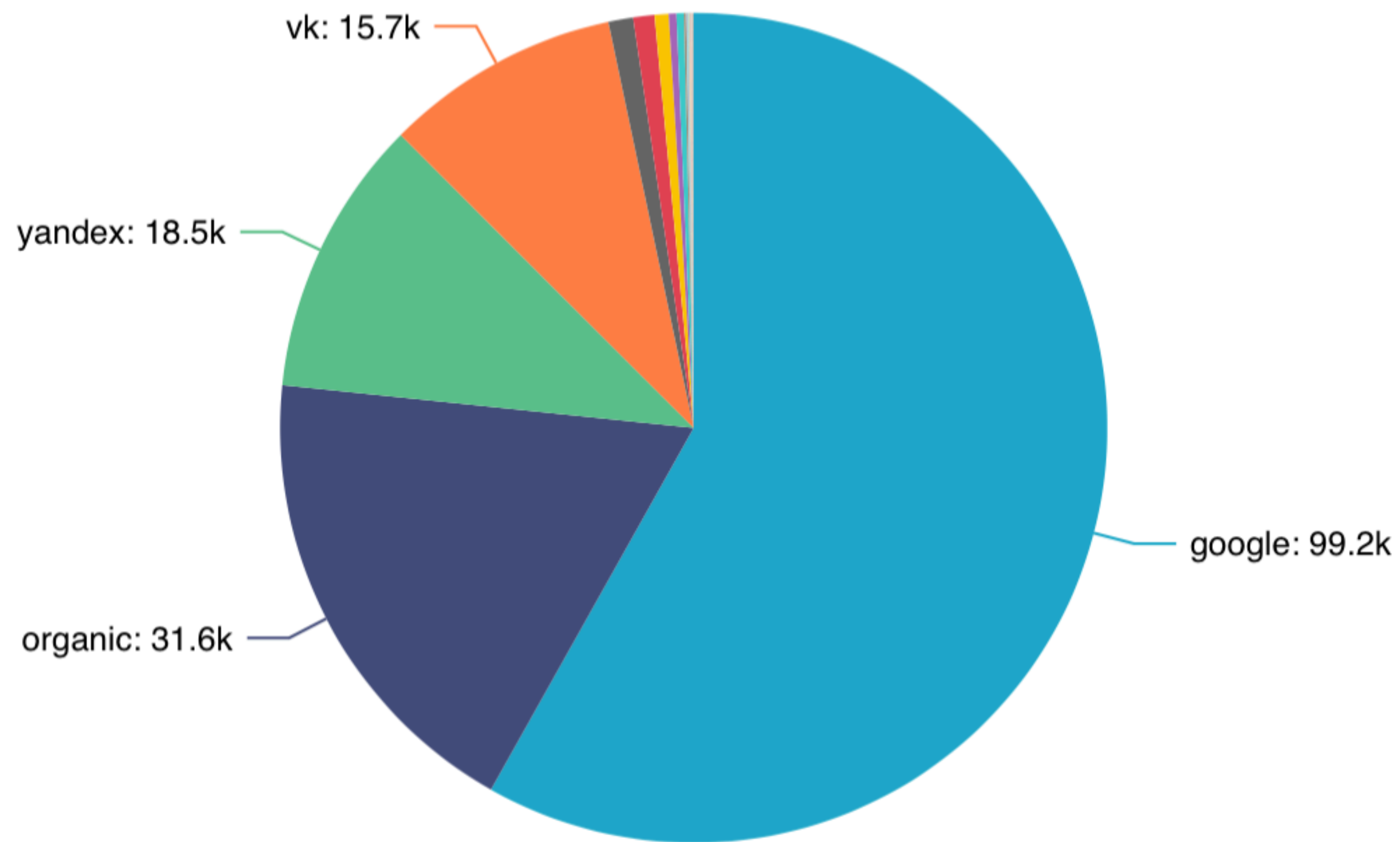
Visitors count by source

As it is shown most of users comes through google, this source is free of charge. And total quantity of paid clicks is less than organic one.

But as it will be seen on following slides paid clicks bring leads and purchases.
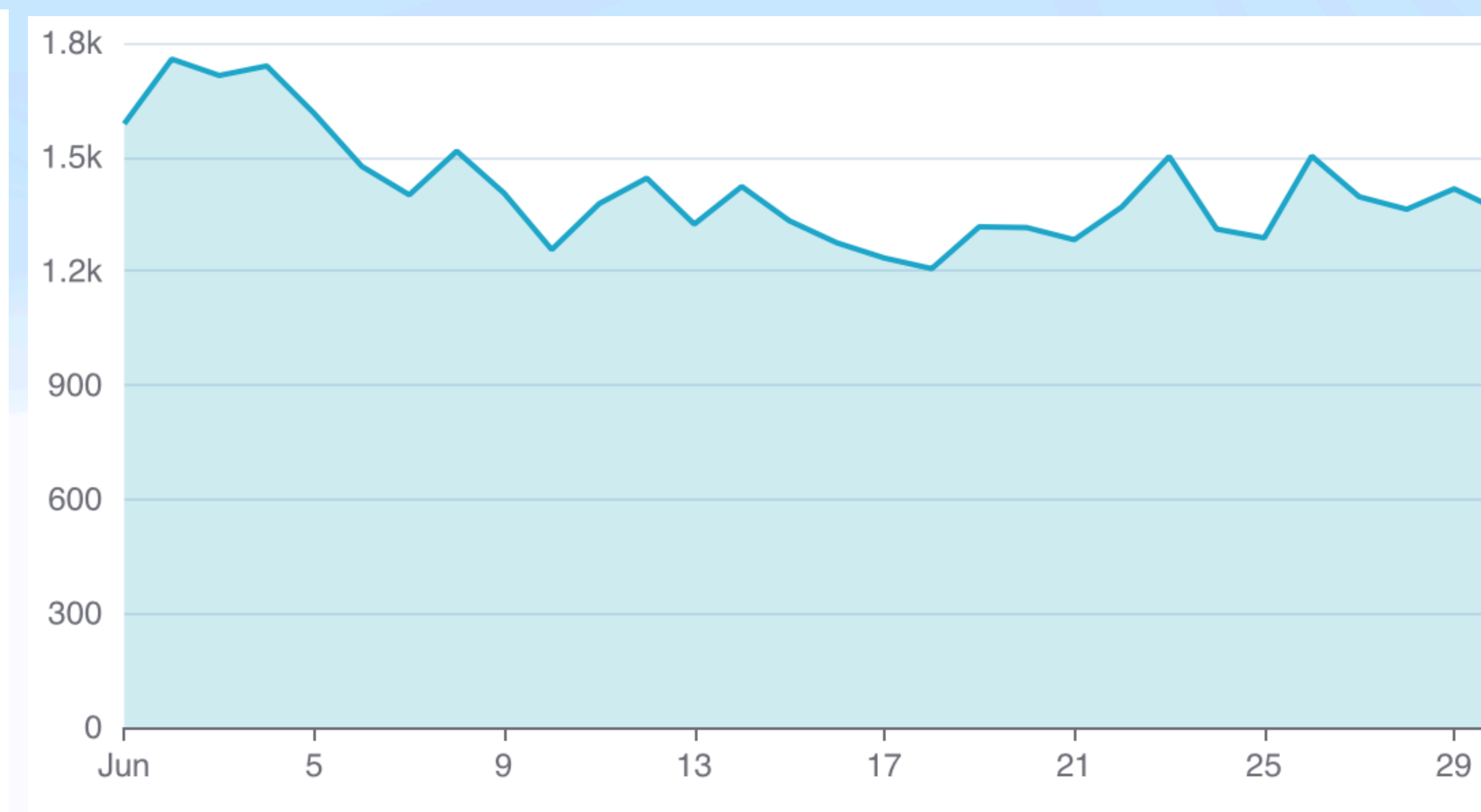
Profitability of using this sources can be calculated.

Have ad campaigns any impact on organic clicks?

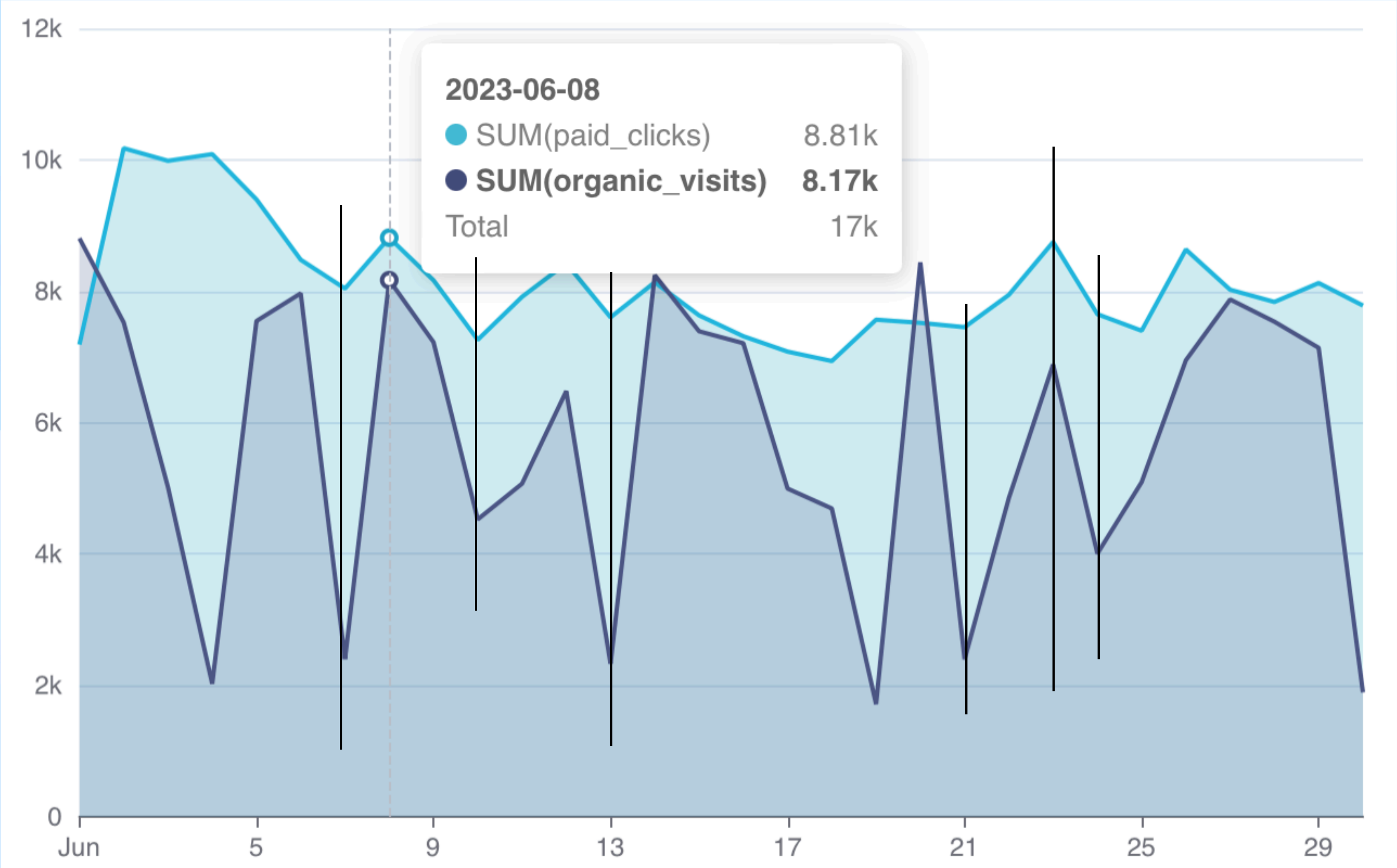Let's compare these to charts of clicks - organic and paid.
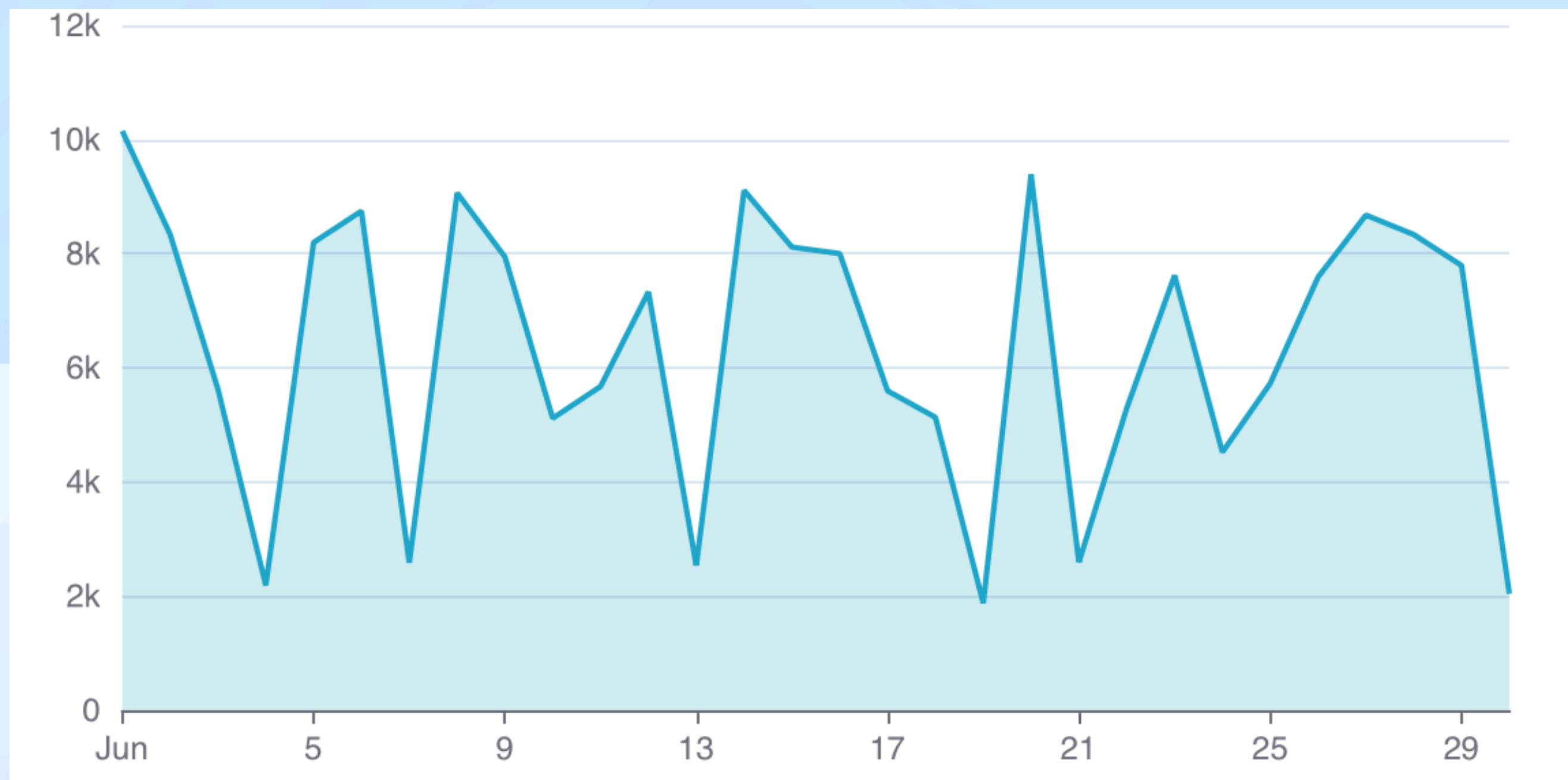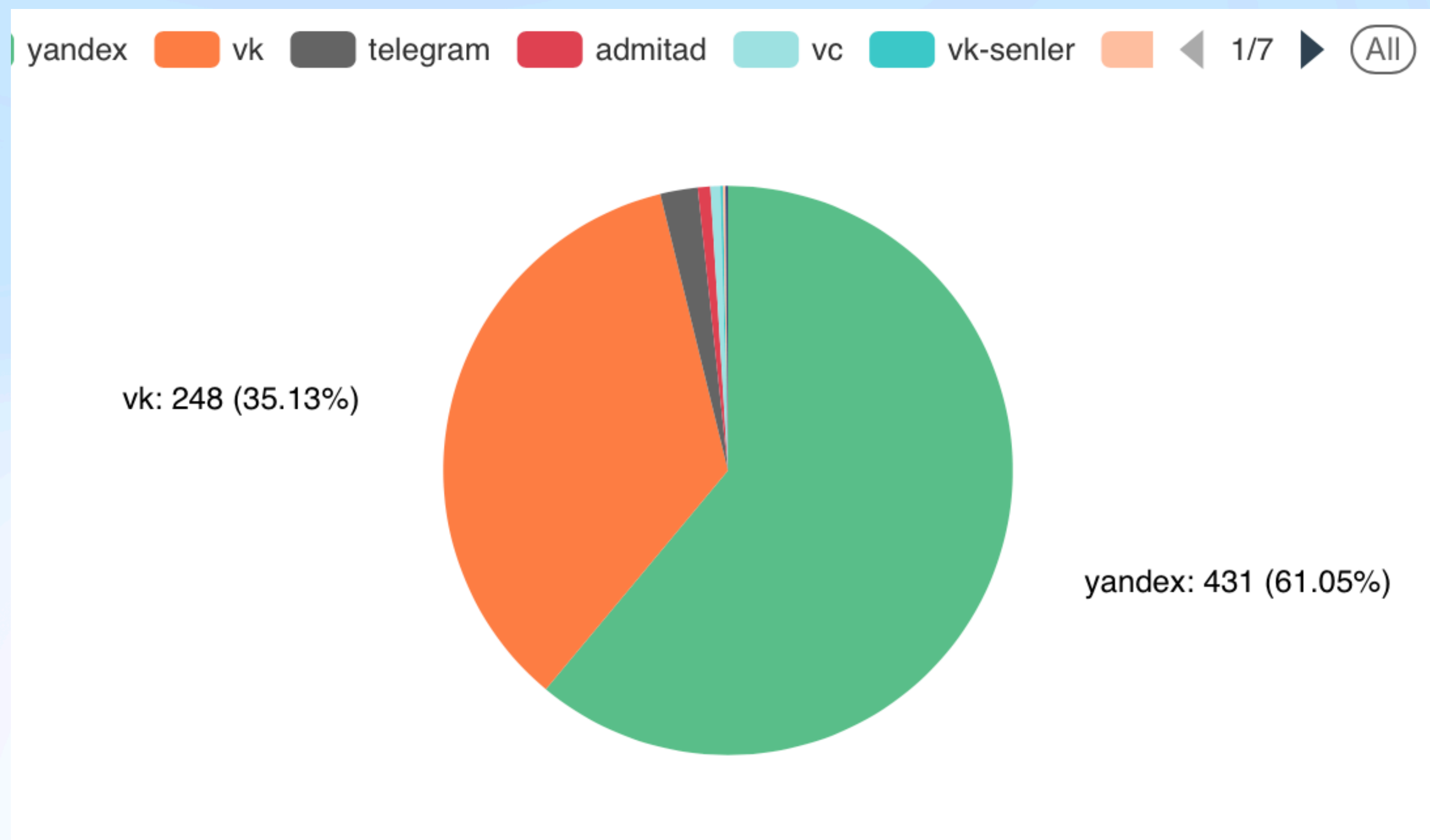

Organic clicks

Paid clicks

4

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?
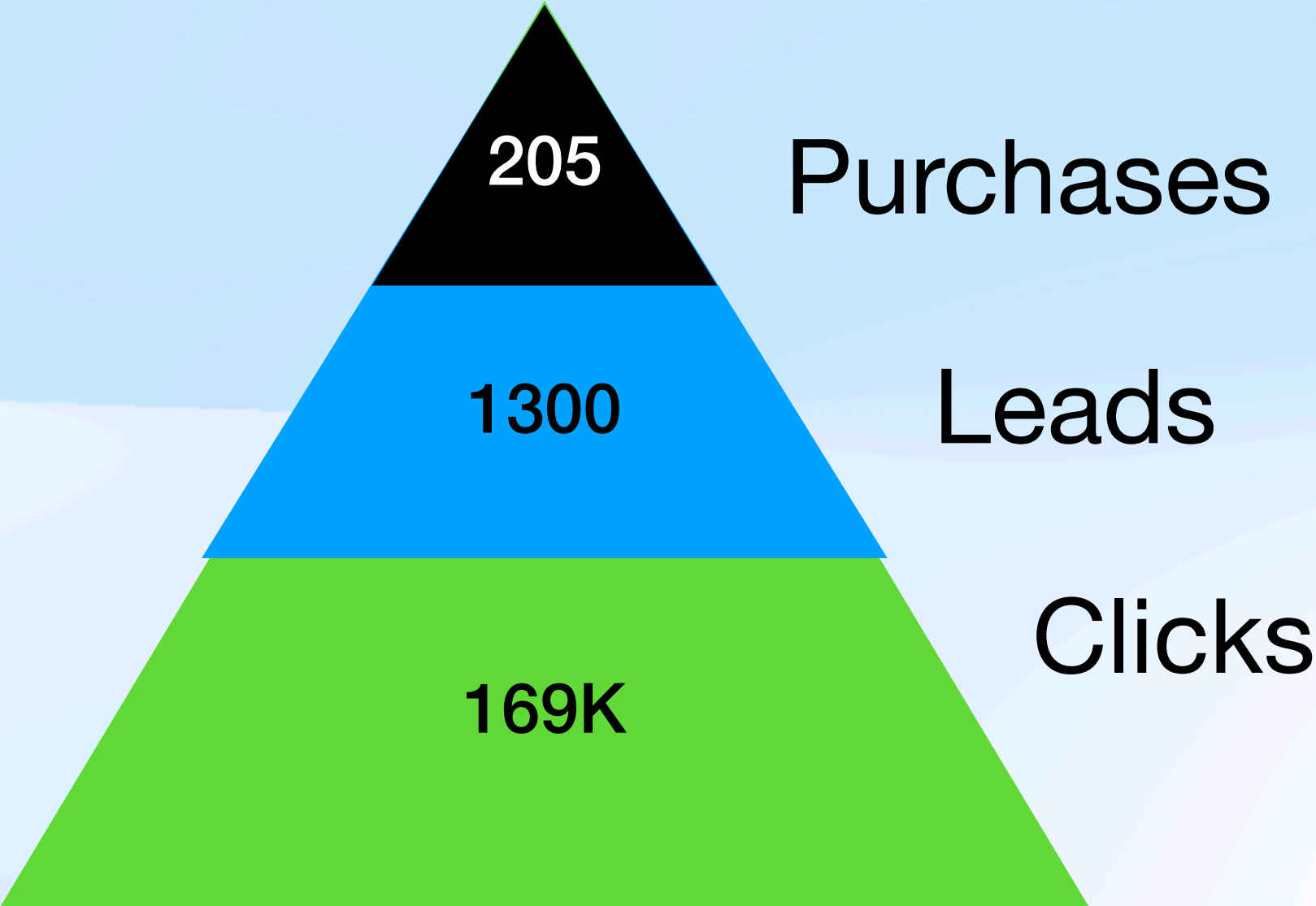
Where are leads from?

The attribution model "last paid click" is used to define what channel lead come through in June 2023.

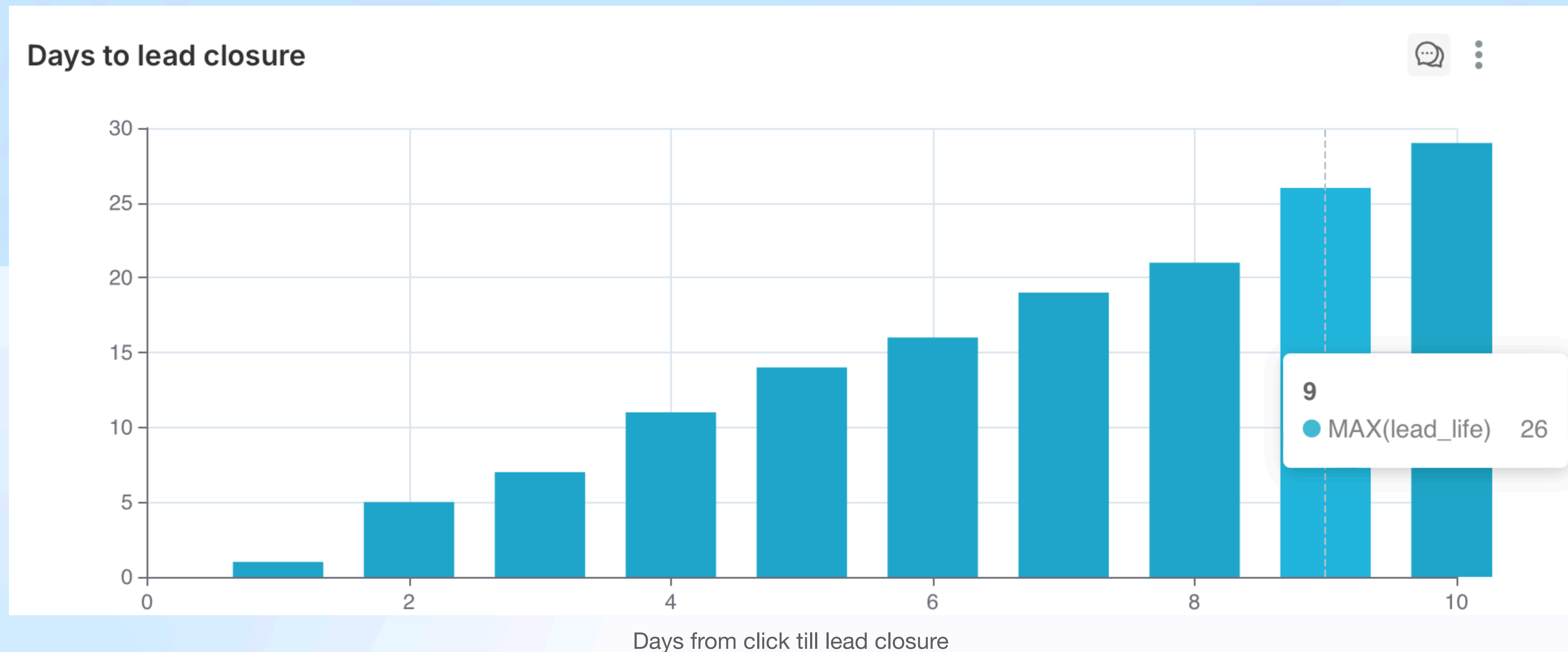Leads by source

Sales funnel

and conversion rates

Conversion rates

205 Purchases

1300 Leads

Clicks

169K

From clicks to lead	130
From leads to purchase	6

How many days do we need to close 90% of leads?
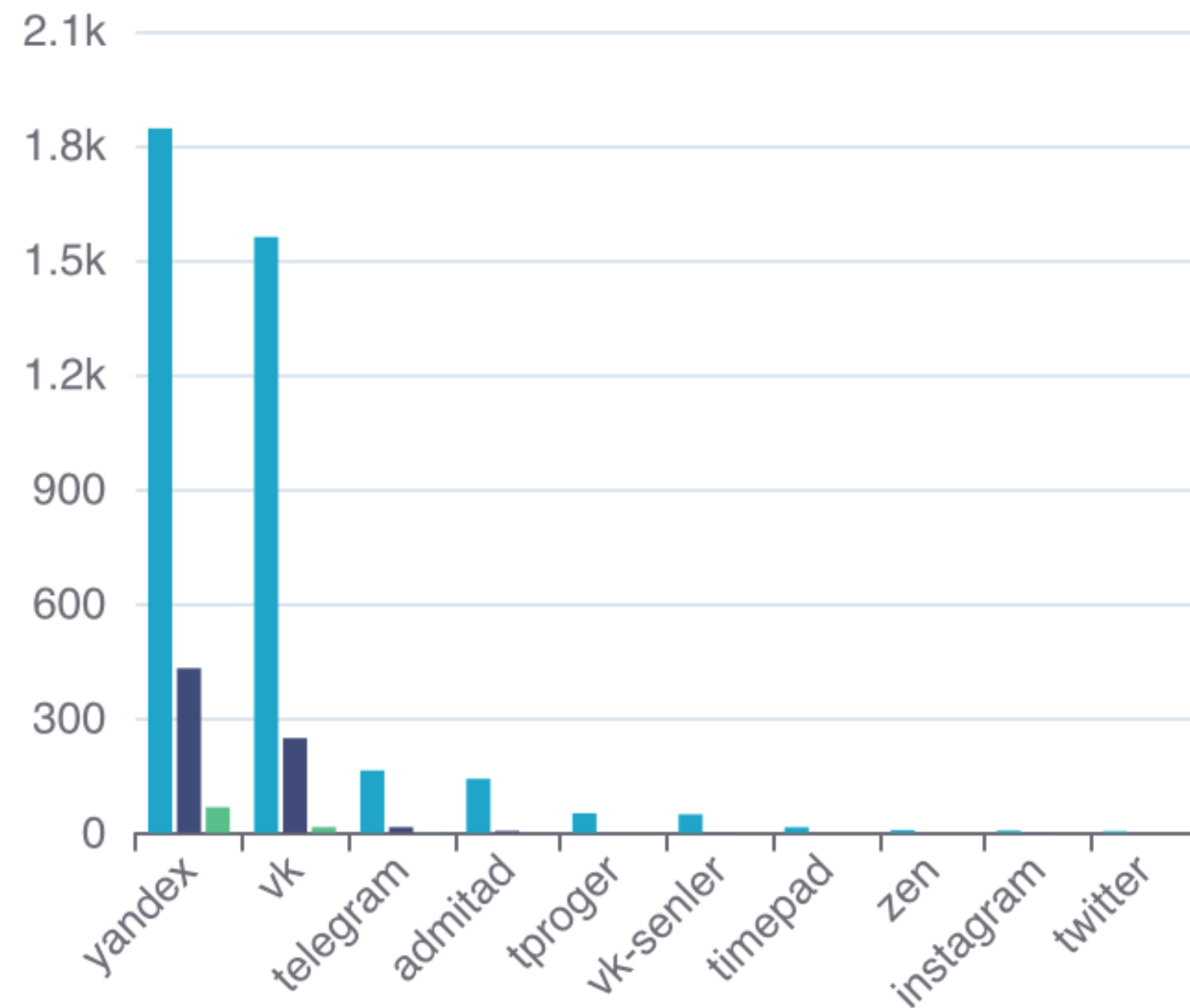
after click through ad — the answer is 26 days

Dashboars - Leads

Some more analytics is available

Charts on tab 'Leads' of the dashboard
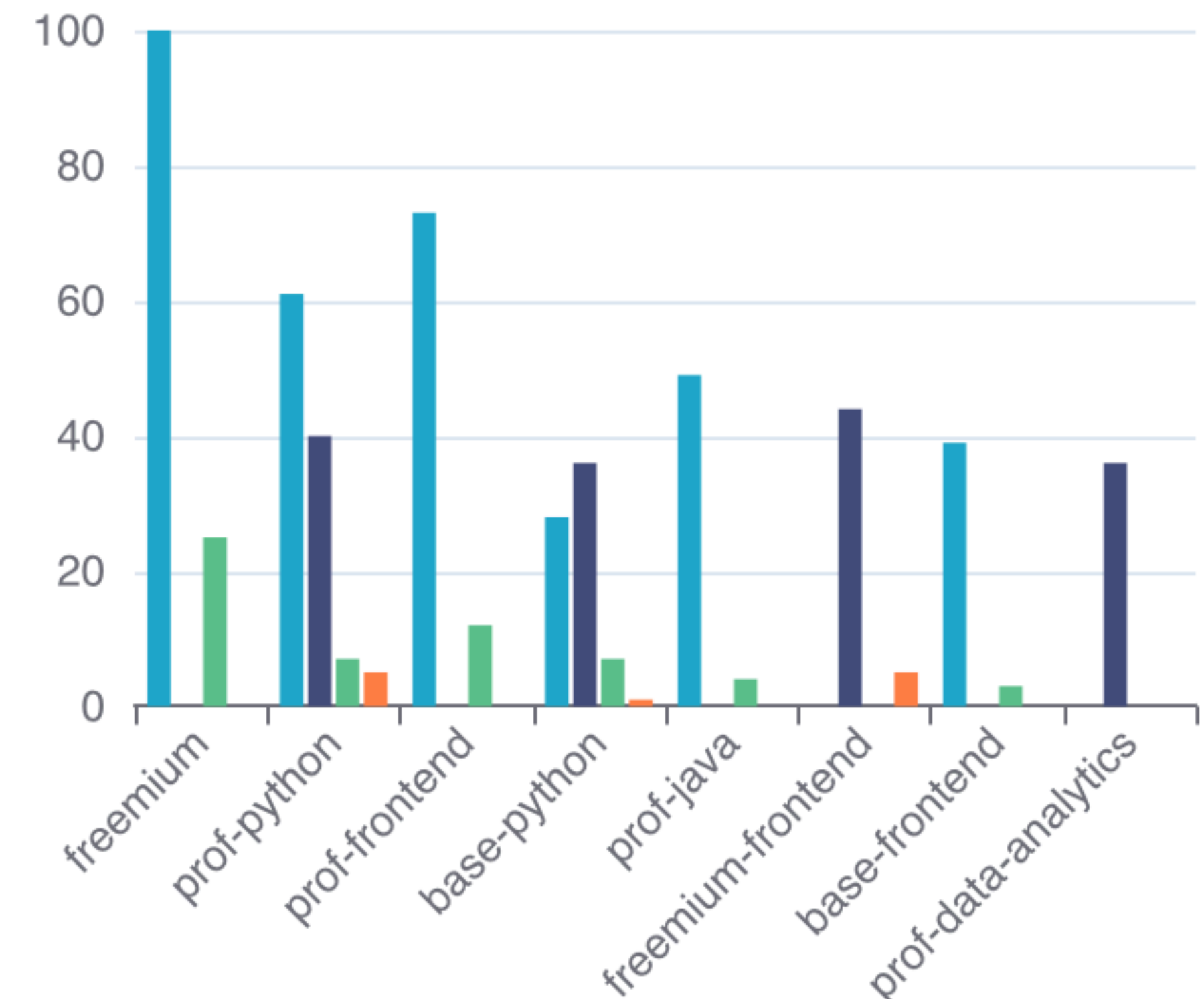
Key metrics values
Can answer the question wether sources profitable or not

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:

CPU (Cost per user) is the ratio of the cost to pay for using a channel to the number of visitors coming through that channel (cost /number of visitors)

CPL (Cost per lead) is the ratio of cost to the number of leads coming through the channel (cost / number of leads)

CPPU (Cost per paying user) is the ratio of cost to number of completed purchases(cost / number of purchases). It answer the question "How much does it cost to attract one more paying user?"

ROI (Return on investment) is the ratio between net income and investment: (profit - cost)/cost.

As ROI is positive then sources are profitable.

For more info see the dashboard.

Conclusions

- Channels (sources) 'vk' 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