A detailed report on recently acquired produce that offers different services.
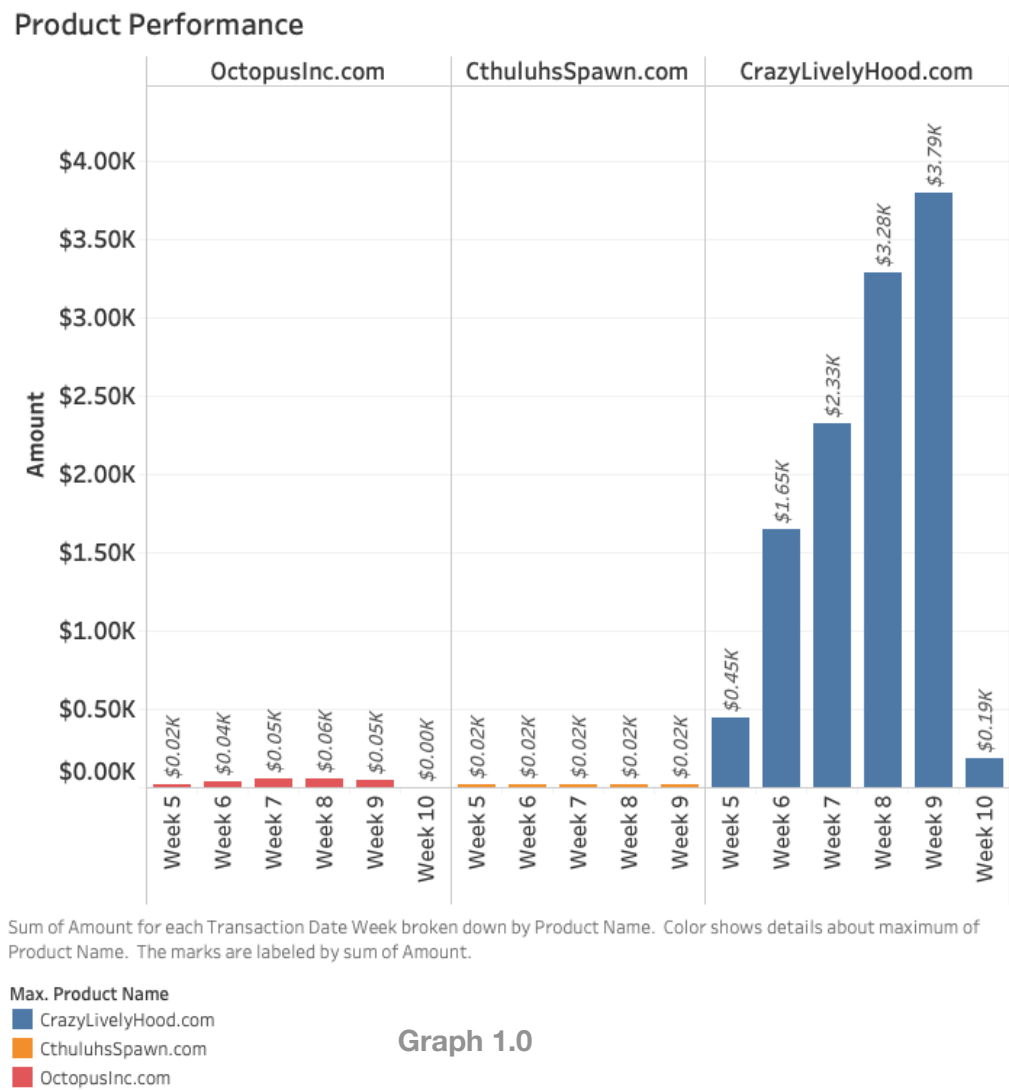
This report will measure how a product performs revenue-wise compared to other acquired products, Which product has the most interaction or attention from the users and which users have spent on services and other relations. We will try to forecast revenue for the best performing product and the overall revenue forecast along with the Product comparison.

A) Product Performance

This graph shows weekly spending on products since the product was acquired.

It represents that craztlivelyhood.com is generating more weekly revenue compared to octopusinc.com and cthuluhspawn.com.

Along with revenue, we can see no weekly performance of cthuluspawn.com on week ten; meanwhile, octopusinc.com and crazylivelyhood.com's revenue dropped significantly in week 10

Product Performance

| | OctopusInc.com | CthuluhsSpawn.com | CrazyLivelyHood.com |

Amount

- $4.00K
- $3.50K
- $3.00K
- $2.50K
- $2.00K
- $1.50K
- $1.00K
- $0.50K
- $0.00K

OctopusInc.com: Week 5 $0.02K, Week 6 $0.04K, Week 7 $0.05K, Week 8 $0.06K, Week 9 $0.05K, Week 10 $0.00K

CthuluhsSpawn.com: Week 5 $0.02K, Week 6 $0.02K, Week 7 $0.02K, Week 8 $0.02K, Week 9 $0.02K

CrazyLivelyHood.com: Week 5 $0.45K, Week 6 $1.65K, Week 7 $2.33K, Week 8 $3.28K, Week 9 $3.79K, Week 10 $0.19K

Sum of Amount for each Transaction Date Week broken down by Product Name. Color shows details about maximum of Product Name. The marks are labeled by sum of Amount.

Max. Product Name
- CrazyLivelyHood.com
- CthuluhsSpawn.com
- OctopusInc.com

Graph 1.0

B) User Spending Profile and Persona

Graph 2.0 represents the user spending and cash-back profile of six identifiable and one non-identifiable user.

Three users require attention because of their spending and receiving.

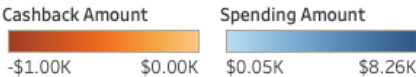User Lisa Johnson spends $8.26k on services and receives $0.79k in cash-back. That is $7.47k spent on service.

User Nicholas Rose spends $1.40k on services but does not receive any cash-back.

An unidentified user who spends $1.84k and receives $1.00k that is 54% in cash-back. This user requires attention because there is a strong possibility that the entry' N/A' represents a combination of more than one user.

User Spending Profile

The trends of sum of Amount and sum of Cash Backs for User Name. For pane Sum of Amount: Color shows sum of Amount. The marks are labeled by sum of Amount. For pane Sum of Cash Backs: Color shows sum of Cash Backs. The marks are labeled by sum of Cash Backs.

Cashback Amount
-$1.00K $0.00K

Spending Amount
$0.05K $8.26K

Graph 2.0

User Spending Persona

Graph 2.1 represents the spending persona of users. It shows which users have spent most on what service.

Here we can see our best performing product also has most users compared to the other two. We can see users are more attracted to the Paysite services compared to Freemium and Cams.
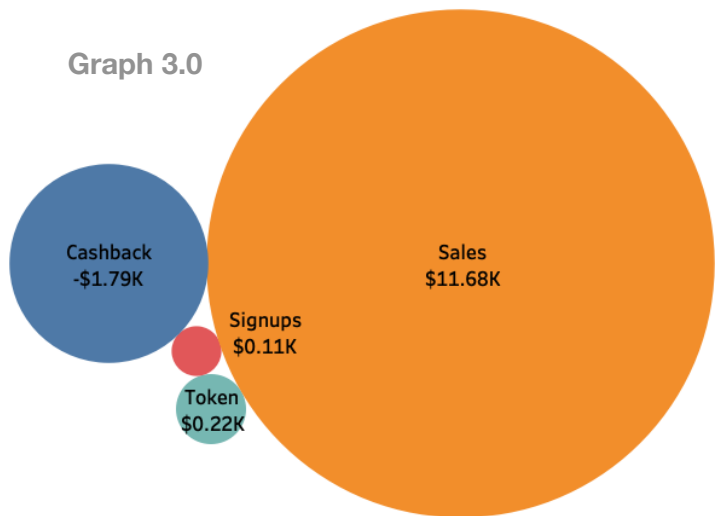
Paysite has four users, Freemium has one and Cams have three.


Graph 2.1

C) TransactionType Summary

Graph 3.0 represents a short transaction type summary where Sales is the highest transaction type followed by Cashback, Token and Signups.

Graph 3.0

Cashback
-$1.79K

Sales
$11.68K

Signups
$0.11K

Token
$0.22K

D) Forecasting Best Performing Product

So far this report proves that
crazylivelyhood.com is the best performing product overall. So by forecasting its revenue it can be known how much revenue will be generated in the future and what kind of product tunings and management can be improved.
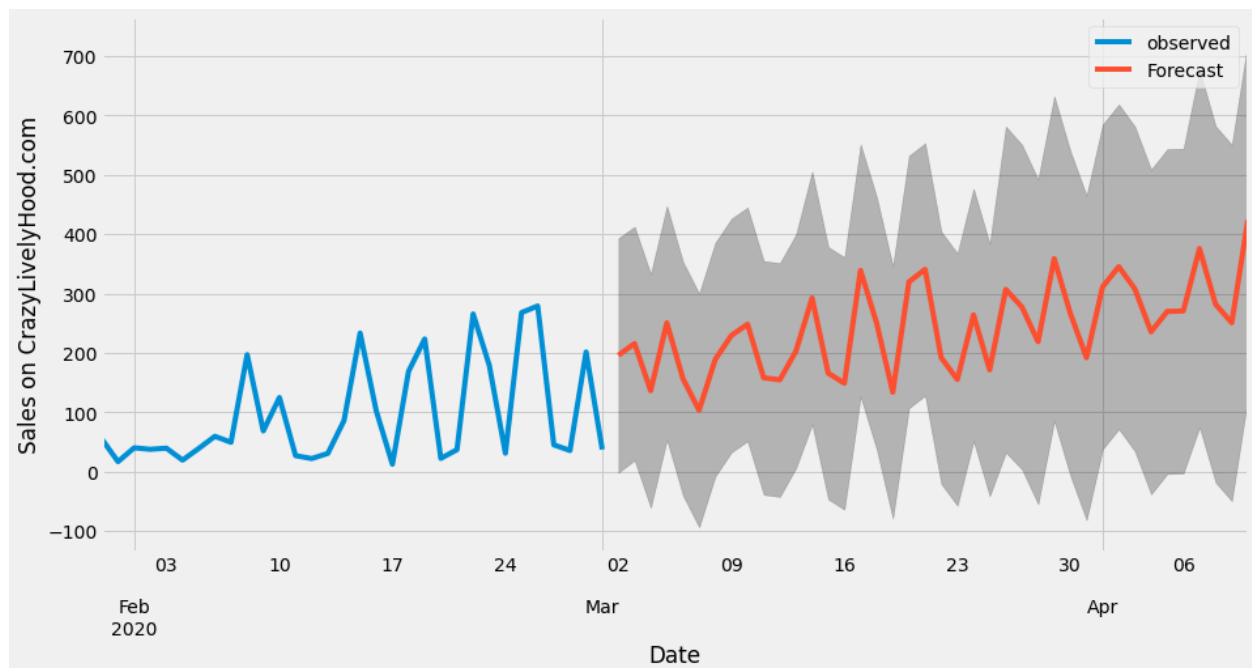
Graph 4.0

Graph 4.0 represents the performance in the blue line and forecasted performance in red lines and grey shade from March to April. It is 60 days forecast where there is a probability of an increase in revenue by an average of $235 per day compared to the current average of $104. Note: The average calculated on generated revenue data excluding any cashback.

E) Overall Forecast of all Three Products

After Forecasting crazylivelyhood.com, it is also necessary to see the overall product forecast, which can help provide proper attention to poor performing products and see whether the overall forecast makes any difference in revenue or not.
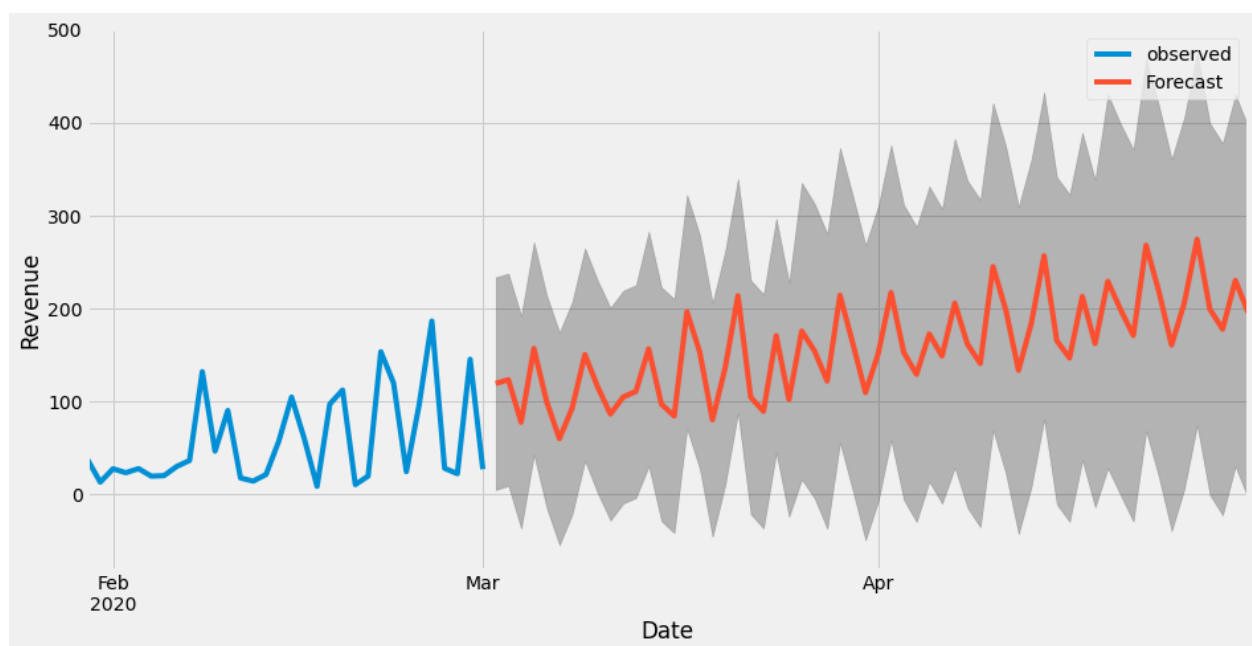
Graph 5.0

Graph 5.0 represents the overall forecast of all three products' revenue combined. There is significant change in the forecast compared to the forecast of crazylivelyhood.com because the revenue generated by crazylivelyhood.com is 97.24%. Here daily average is $64 and forecasted daily average is $190 for next 60 days.

Unusual Behaviour in Data

1. It is essential to verify the revenue from unknown users 'N/A' to determine the proper ratio between profit generated and cash backs.
2. A user named Lisa Johnson's transactions should be verified to make sure it not false because of the higher amount of transaction.
3. We can see that forecasted revenue for crazylivelyhood.com is more than overall revenue because to make a more robust forecast, we need more data to determine the outcomes.
4. Transaction time can be added along with the date to make dependant timestamp which could help process data more efficiently.

Recommendation

1. According to product performance, if marketing/management wants to continue with poor performing products, they should invest more time and effort on Freemium Service product CthuluhsSpawn.com.
2. cfrazylivinghood.com and octopusinc.com can be improved to generate more revenue.

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Tools and technologies used:

Python3.9 (Pandas, NumPy, Matplotlib, intertools, statsmodels)
SQL
DBBeaver
Tableau
Microsoft Excel
Jupiter Notebooks
Anaconda Navigator
Apple Pages