



DATA ANALYST CHALLENGE – 8FIT

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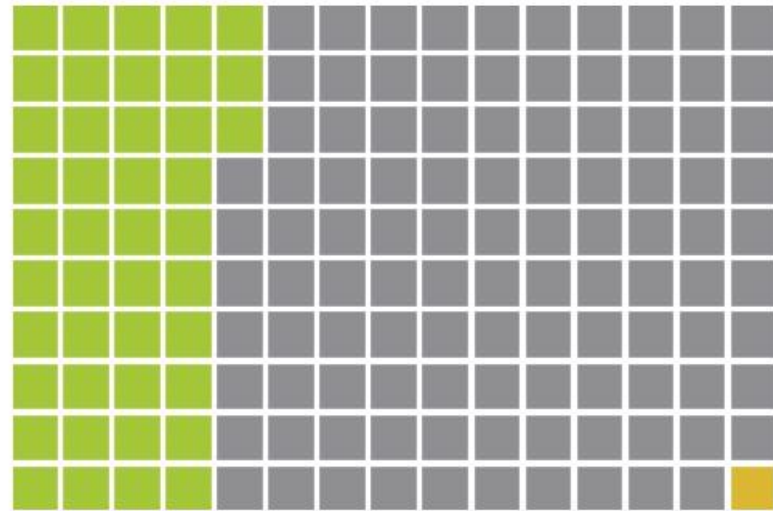
Points for discussion

- Where to invest more money going forward? Is it...
 - ios or Android?
 - Marketing channel ID 4, or some other marketing channel?
 - In the United Kingdom, or some other country?

Platform – ios or android?

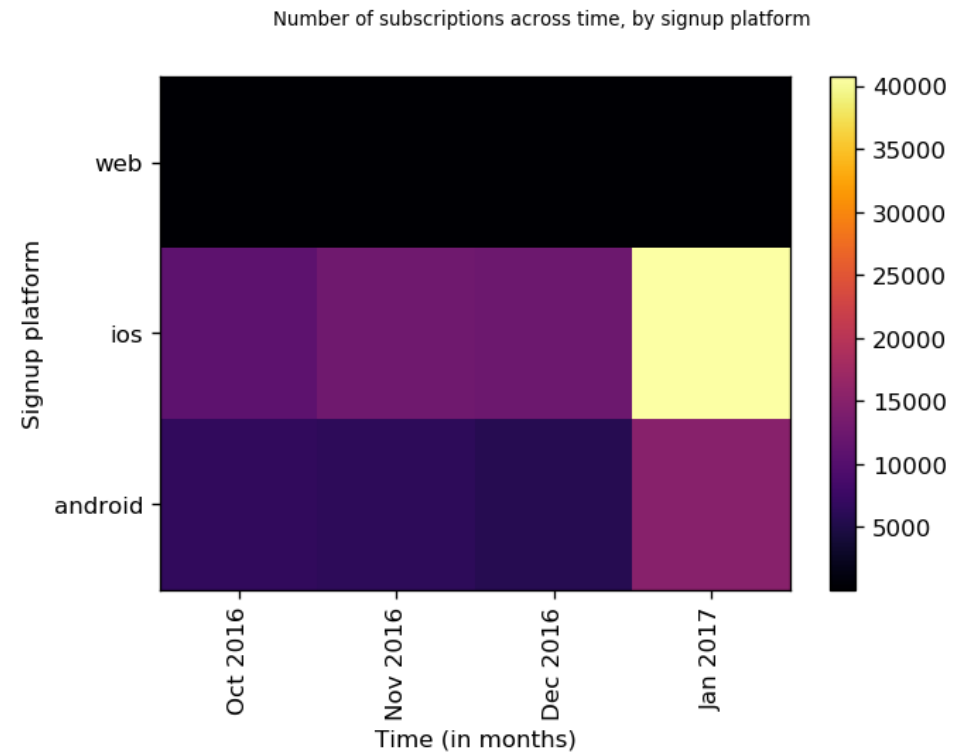
ios currently contributes to around 70% of the total revenue

Contribution to total revenue, by sign up platform

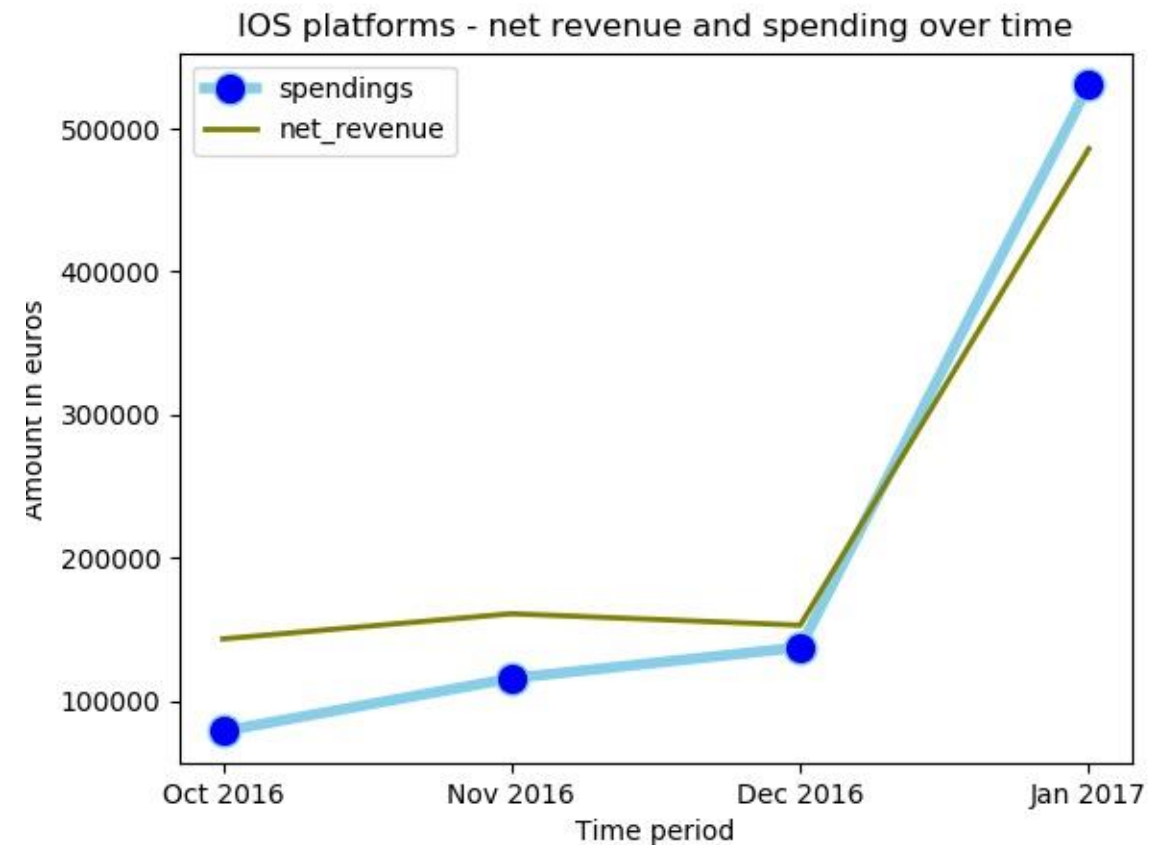
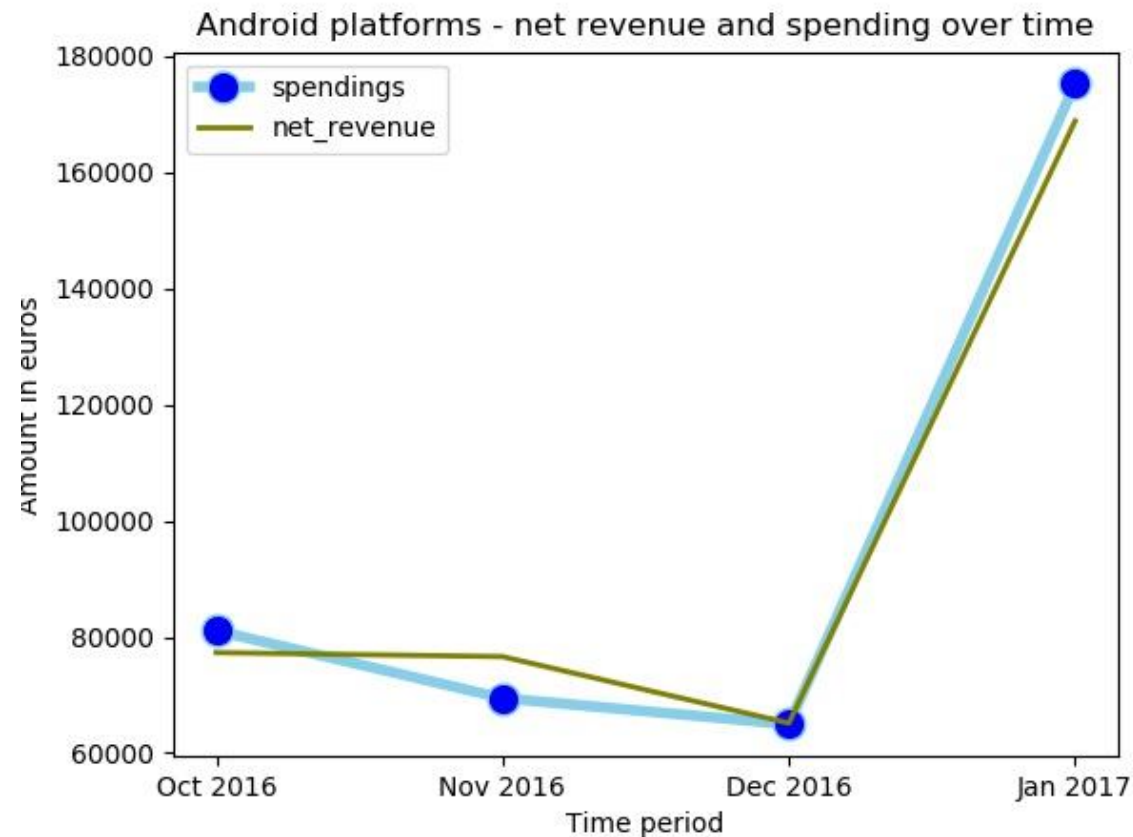


android (28.9%) ios (70.6%) web (0.3%)

ios platforms have also seen an increasing number of subscriptions across time



In both platforms, the net revenue and spending patterns do not diverge greatly over time



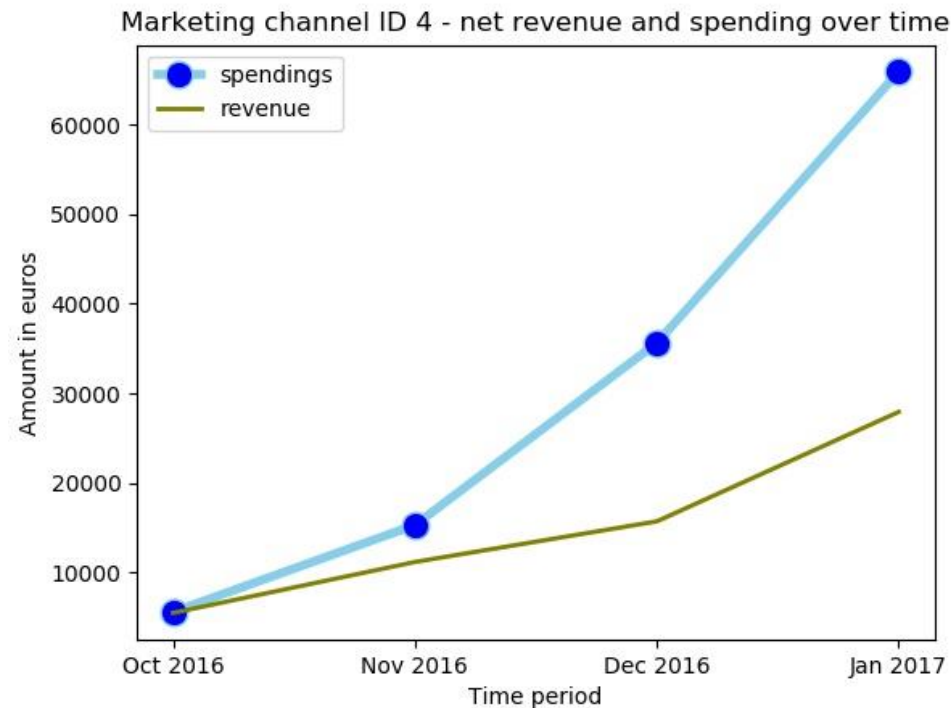
Return on investment (ROI) analysis

Platform	Total profit:A	Total spendings : B	ROI: (A/B)*100
ios	80563.9	862532.09	9.34%
Android	-2793.3	390595.83	- 0.71%

The ROI from ios is 9.34%, much higher than the ROI from Android, thus ios makes for a better investment going forward

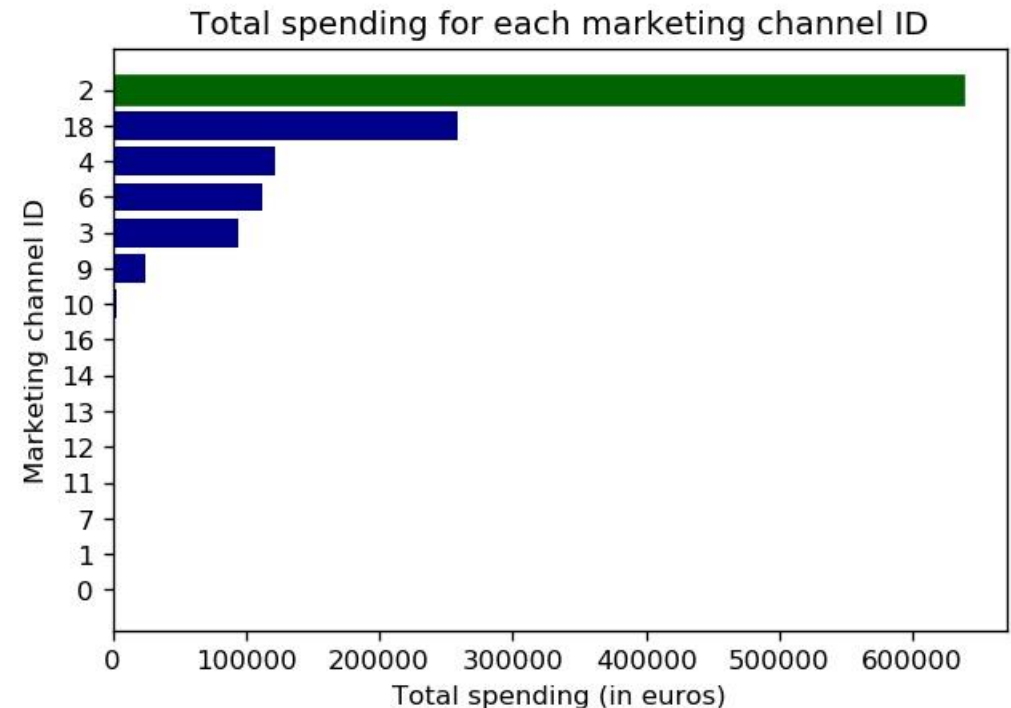
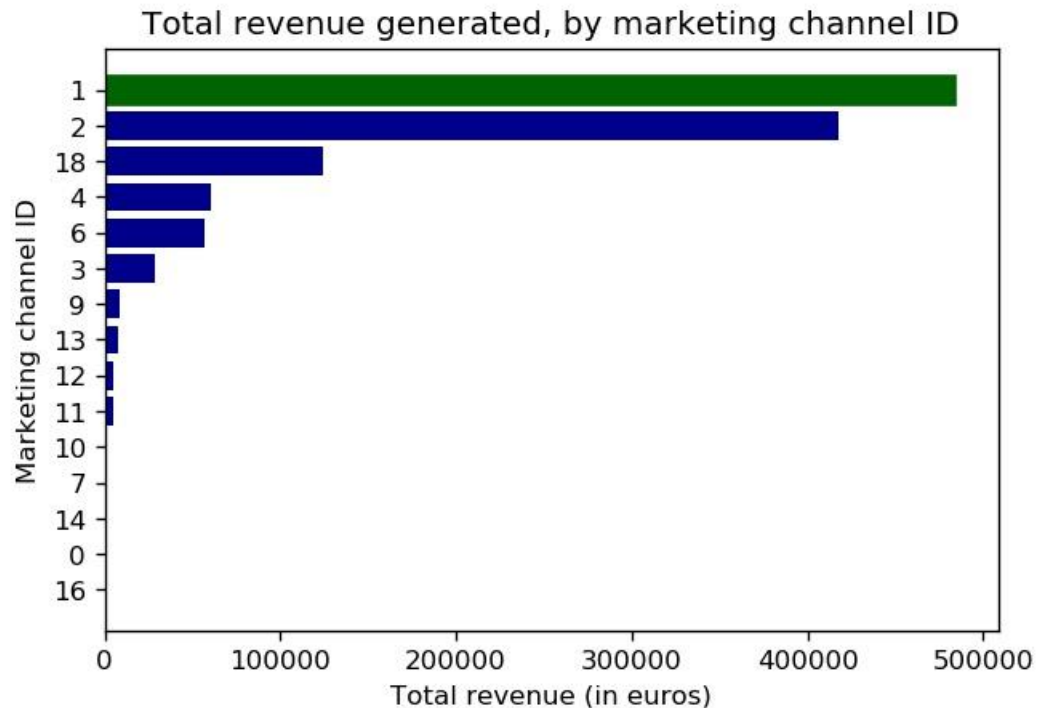
Marketing channel - is ID 4 the way ahead?

The net spendings for this channel have increased with time, but the gap between the spendings and net revenue has also increased. This channel is generating increasing losses with time



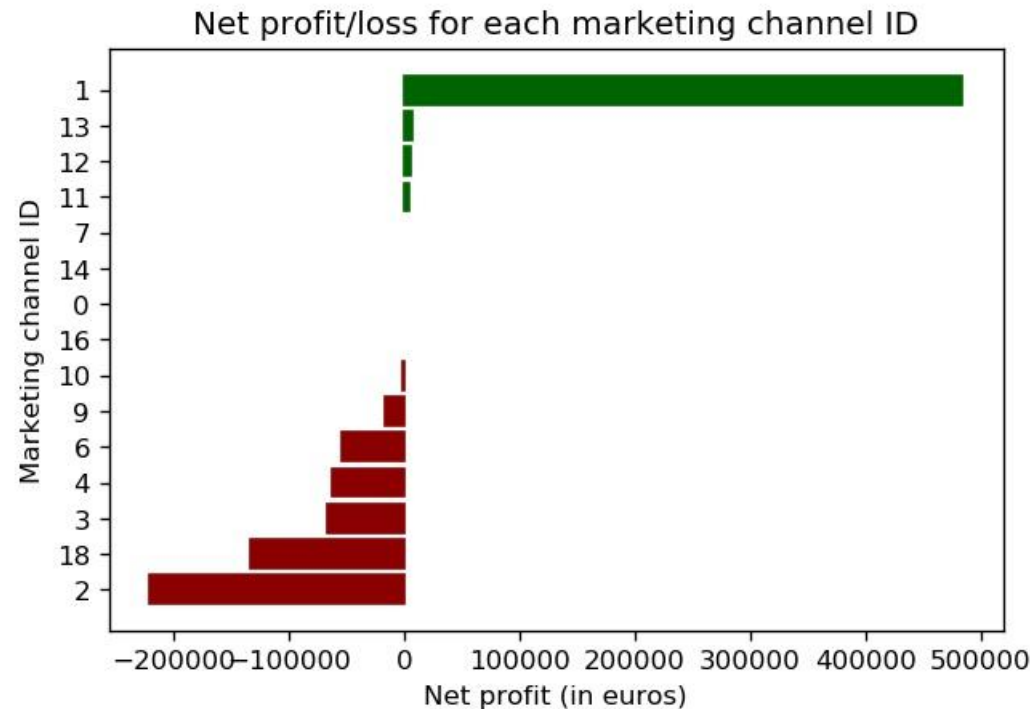
Which channel is the most profitable?

- Channel 1 has generated the most revenue so far, but has zero spendings on it, as it is an unpaid channel
- Channel 2 has generated the second highest revenue in total, but has significant spendings put into it

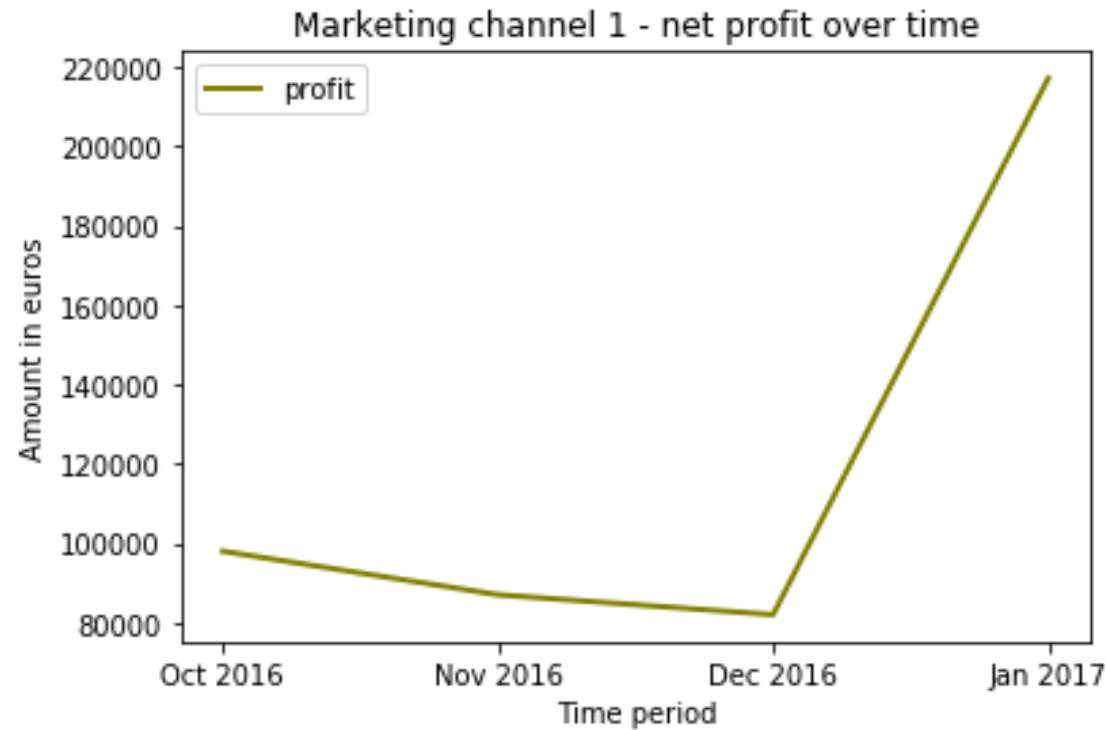


Net profit of each marketing channel

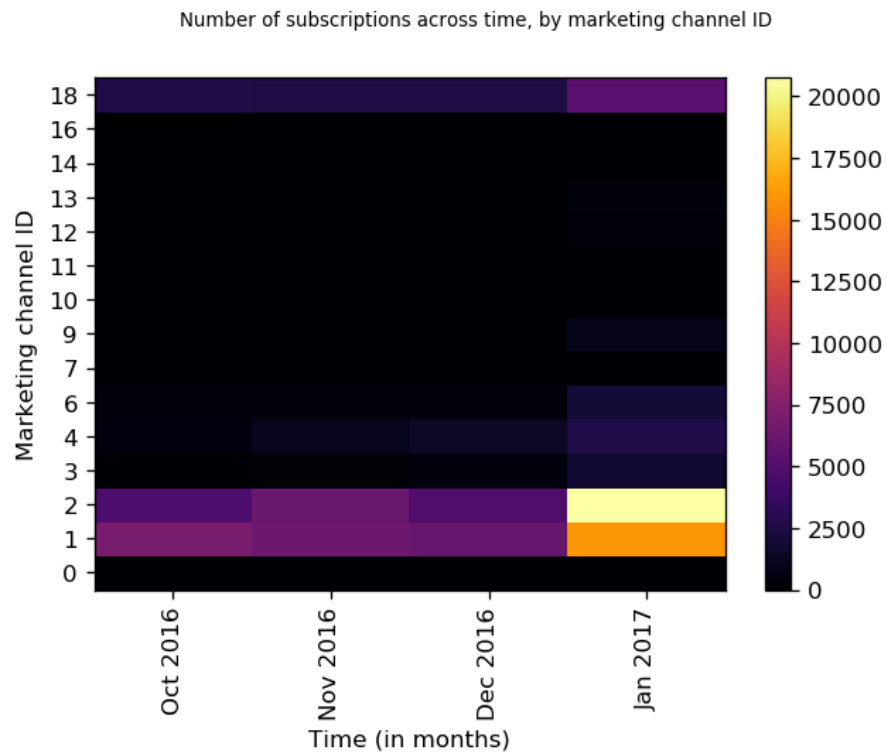
- Channels 1, 11, 12 and 13 have made profit, and have zero cost associated with them
- Channel 2 has made the highest loss.



Marketing channel 1's net profit fell between Oct – Dec 2016, but has sharply increased in the year 2017. It also shows potential for growth going forward

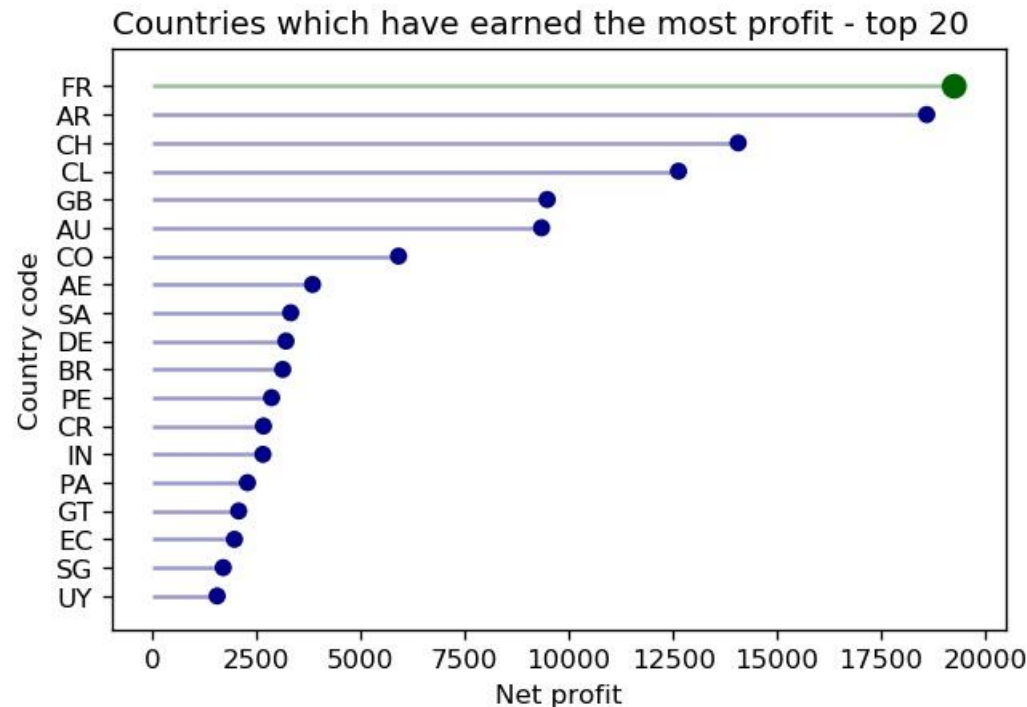


Channels 1 and 2 have the maximum number of subscriptions in January 2017

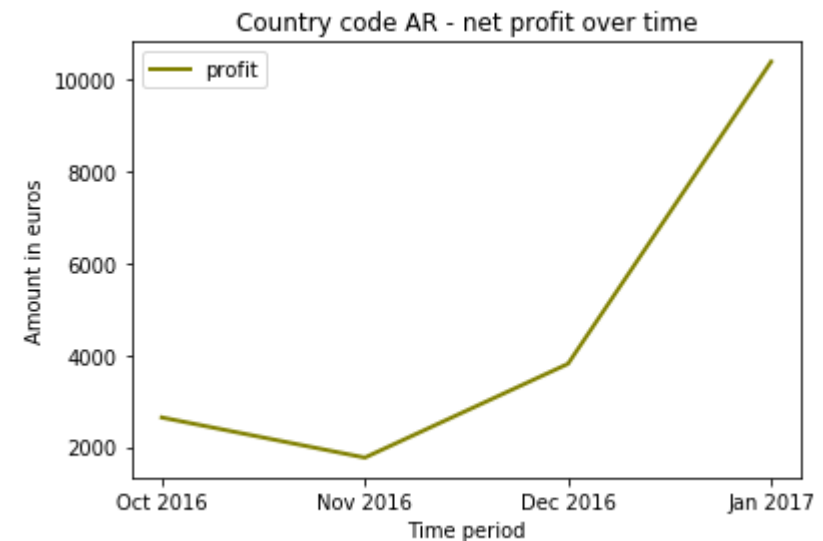
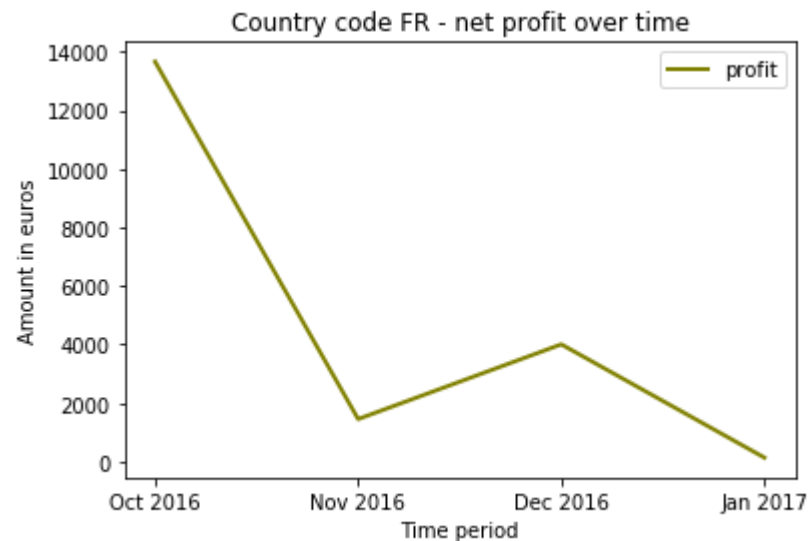


Country – which country is the most promising source of investment?

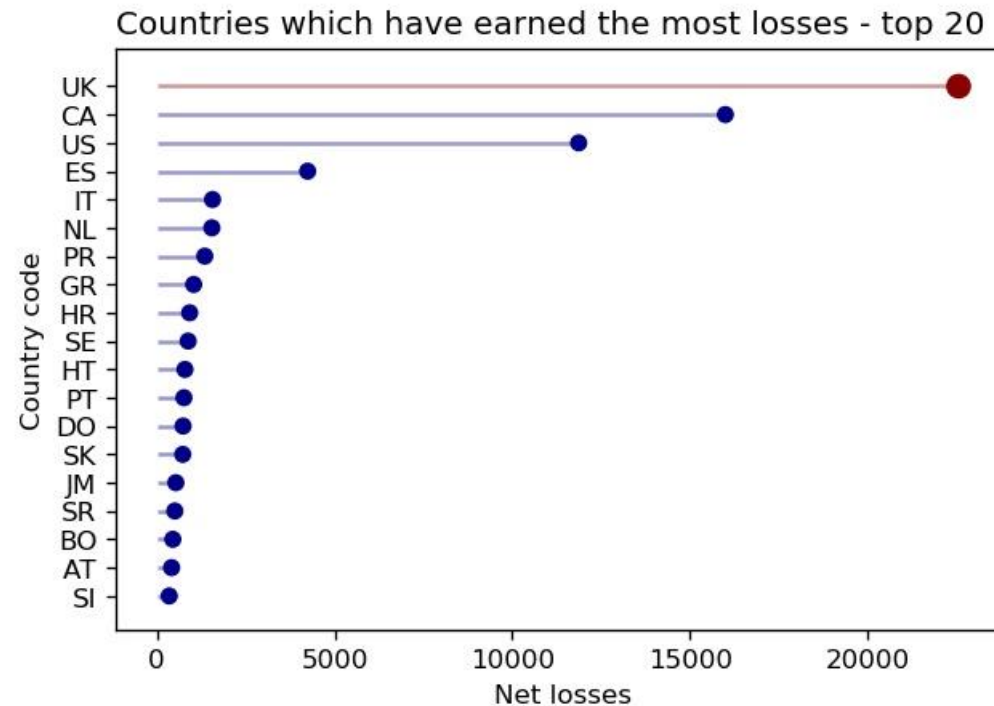
FR appears to have earned the most profit during the time period, closely followed by AR



- However, upon examining the net profit trends across time, we find that the net profit of FR **sharply decreased** between Oct – Nov 2016. While it picked up in Dec 2016, the net profit fell again in Jan 2017. This shows that profits from FR are rather volatile in nature.
- On the other hand, profits from country code **AR** has been rising from Nov 2016 and could continue to rise in the future. **This seems like a more promising investment**



UK has made the most losses during the time period (Q4/2016 – 01/2017), and hence I do not recommend we invest further in this country right now



Conclusion

- **Platform: ios is a better investment** than android – the ROI for ios is 9.34% compared to the ROI for android which is -0.71%
- **Marketing channel: Marketing channel I is the best avenue** for investment going forward, followed by marketing channels II, I2 and I3.
- **Country:** FR has the highest net profits in total, closely followed by AR. **However I would recommend AR as the country for future investment than FR**, given its higher growth potential



THANK YOU!

