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Position Applied For: Data Analytics Internship

Company: Ghackk Technologies

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Task 1:

Analysis of User Metrics for "Why is the Tower of God Show So Popular?"

Overview:

The article "Why is the Tower of God Show So Popular?" has garnered considerable user interaction, with 10,000 page views. However, the average time spent on the page is low (1 minute 30 seconds), and the bounce rate is high at 65%, indicating that users leave the page without fully engaging with the content.

Key Metrics:

- **Page Views**: 10,000
- **Average Time Spent**: 1 minute 30 seconds
- **Bounce Rate**: 65%

Engagement Trends:

- The **page views** indicate significant interest in the article.
- The **average time spent** (1 minute 30 seconds) suggests that users are engaging with the content but potentially leaving before reading the entire article.
- A **high bounce rate** of 65% shows that many users are exiting the page without interacting further or reading additional articles.

Visualizations:

1. **Bar Graph**: Displays the comparison between page views, average time spent, and bounce rate. This helps identify which metrics need improvement (e.g., increasing time spent and reducing the bounce rate).
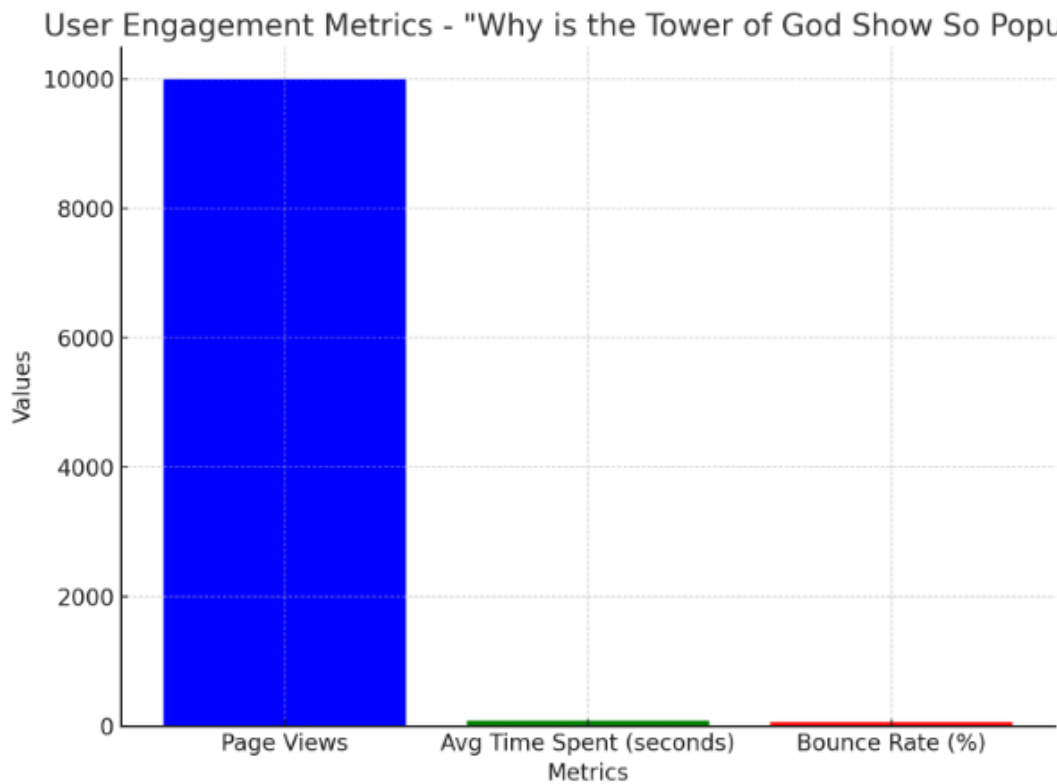
Figure 1 Bar Graph

2. **Pie Chart**: Breakdown of time spent in different intervals (e.g., <30 sec, 30 sec - 1 min, 1 min - 3 min, >3 min). The data indicates that 40% of users leave in less than 30 seconds, while only 10% stay for more than 3 minutes.
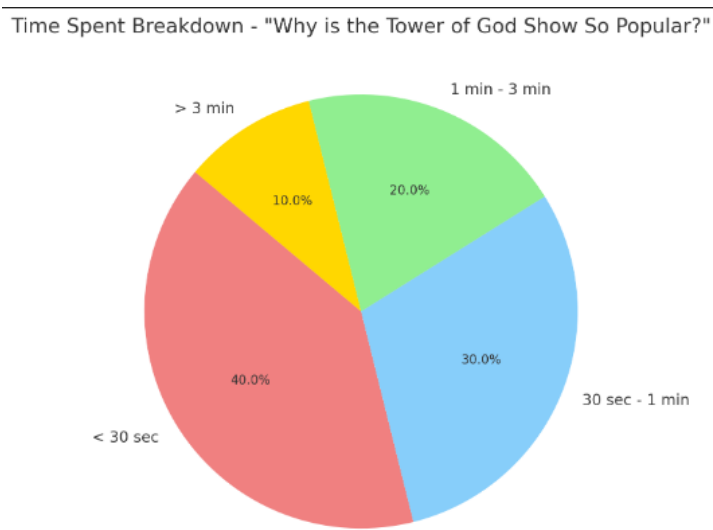

Figure 2 Pie Chart

Two Strategies to Increase Average Time Spent on Page:

1. Add Interactive and Multimedia Elements:

   - **Videos, polls, or quizzes** related to the content can make the page more engaging and keep users on the page for longer. For instance, embedding a video summarizing key points or a poll asking for fan opinions could drive more interaction and boost average time spent.

2. Improve Content Structure and Readability:

   - Break the article into **clear sections with subheadings**, use **concise paragraphs**, and include **visual aids** (e.g., infographics, images). These enhancements can make the article easier to scan and read, encouraging users to stay on the page longer.

Task 2:

A/B Testing Strategy for "Refund High School Chapter 22-30: The New Arc of Mook"

Objective:

Improve **user retention** and reduce the **bounce rate** for the content by testing different headlines and visuals.

Proposed A/B Testing:

1. **Headline Variations**:

   - **Version A (Action-Oriented)**: "Refund High School: Meet the New Character Arc of Mook!"

     This headline focuses on the excitement of meeting a new character, which could attract readers who enjoy fresh storylines and character introductions.

   - **Version B (Curiosity-Driven)**: "Mook's New Arc in Refund High School – Discover What's Next!"

     This headline builds curiosity about what will happen next in the arc, encouraging users to read further for more details.

   - **Testing Purpose**: Identify which headline captures user attention and leads to longer session durations and lower bounce rates.

2. **Visual Changes**:

   - **Version A (Character-Centric)**: Feature a detailed, high-quality visual of Mook, highlighting character design and key features to attract readers who are visually drawn to the content.
   - **Version B (Story-Teaser Focus)**: Use a minimalistic approach with a teaser visual of the story arc, such as a mysterious background image or important plot element without revealing the character.

- **Testing Purpose**: Determine if users respond better to character-driven visuals or story-driven ones, leading to better retention and engagement.

Metrics to Track During A/B Testing:

- **Bounce Rate**: Compare how many users leave immediately after viewing the page between Version A and Version B.
- **Average Session Duration**: Measure which version keeps users on the page longer.
- **Click-Through Rate (CTR)**: Analyze how often users engage with links or other CTAs related to the content, like "Read more" or "Next chapter."
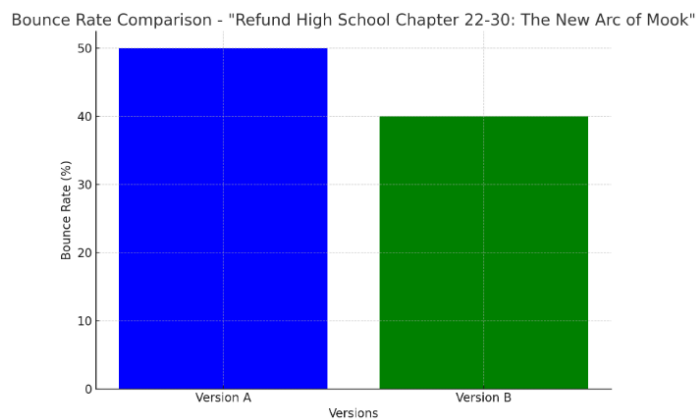
Visualizations:
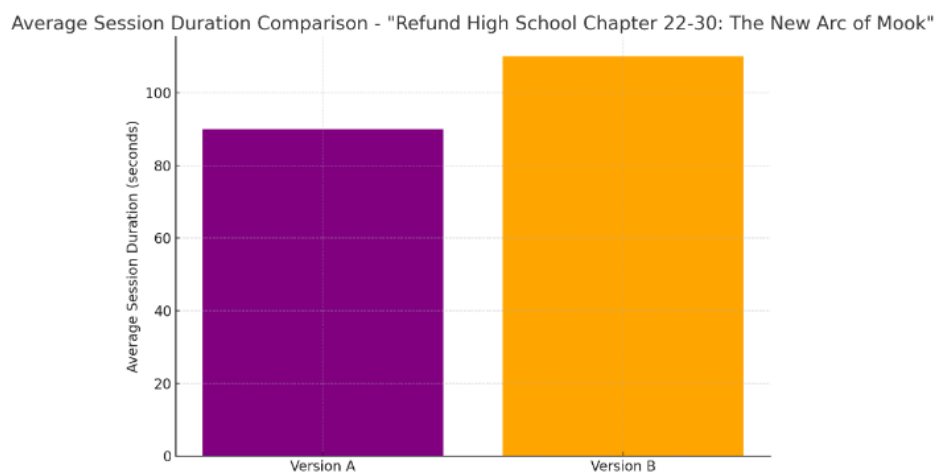

Figure 4 Bounce Rate Comparison

Figure 3 Average Session Duration Comparison

This A/B test will help determine which combination of headline and visual resonates better with the audience, ultimately improving user retention and reducing the bounce rate.

Task 3:

User Segmentation for "11 Best Solo Leveling Arcs in the Manhwa to Read Now"

Segmentation Based on Demographics & Behavior:

1. **Age Groups**:

   - **18-24 (Young Adults)**: Likely attracted to fast-paced, visually stimulating content
   - **25-34 (Adults)**: More likely to appreciate depth in character development and plot progression.

2. **Behavioral Segmentation**:

   - **Returning Visitors**: These users are familiar with the content and engage frequently, likely following the series closely.
   - **New Visitors**: Users who are new to the content, potentially arriving via SEO or social media promotion, and may need introductory or teaser content to get familiarized.

Tailored Content Recommendations:

1. **For Age Group 18-24**:

   - **Focus on Visual Appeal**: Use high-quality images, character highlights, and action-packed summaries to cater to younger readers who prefer quick engagement with visually rich content.
   - **Interactive Elements**: Add interactive features like polls, quizzes, or short videos to enhance engagement and make content more dynamic for this age group.

2. **For Age Group 25-34**:

   - **Detailed Plot Discussions**: Create deeper analyses of arcs, character development, and storylines to appeal to users looking for in-depth reviews.
   - **Exclusive Content**: Offer exclusive content like interviews, future predictions, or behind-the-scenes looks at the manhwa's creation to maintain interest.

3. **For Returning Visitors**:

- **Personalized Content Recommendations**: Based on their interaction history, recommend other relevant articles or arcs that they haven't read yet.
- **Fan-Exclusive Material**: Provide loyalty perks like early access to content, exclusive spoilers, or deeper dives into their favorite arcs.

4. **For New Visitors**:

- **Simplified Introductions**: Create introductory sections or guides to help new visitors understand the basics of the Solo Leveling universe.
- **Teasers for Upcoming Content**: Highlight key reasons why the manhwa is worth reading and include links to other popular articles or arc reviews to encourage deeper exploration.

Conclusion

By analyzing user interaction data, developing A/B testing strategies, and segmenting content based on user behavior and demographics, it is possible to enhance user engagement, reduce bounce rates, and increase time spent on the page. The tailored content recommendations for each user segment ensure a personalized and engaging experience, leading to better user retention.This report outlines actionable strategies that will improve user interaction and content engagement for the specified articles, making it a valuable step in optimizing online content performance.