



# DASHBOARD OVERVIEW

FILTER BY:

- Age
- Gender
- Media Channel
- User\_Group

SUBSCRIBERS

61

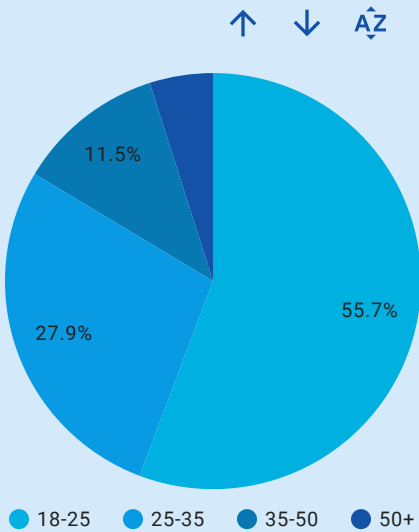
CAMPAIGN COST

15,963 €

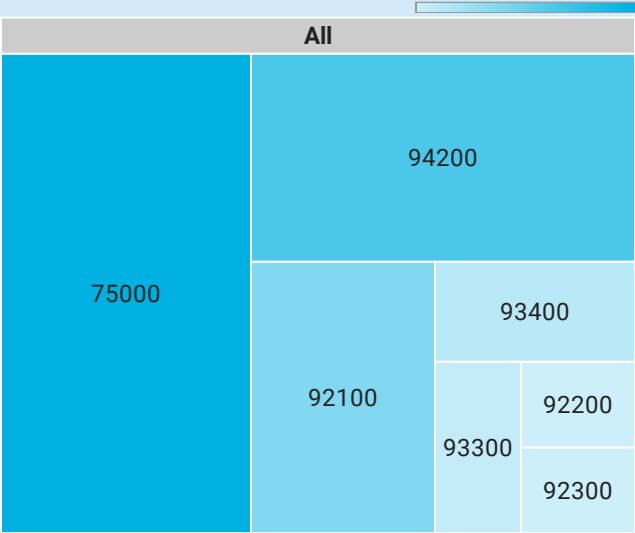
TOTAL REVENUE

3,488 €

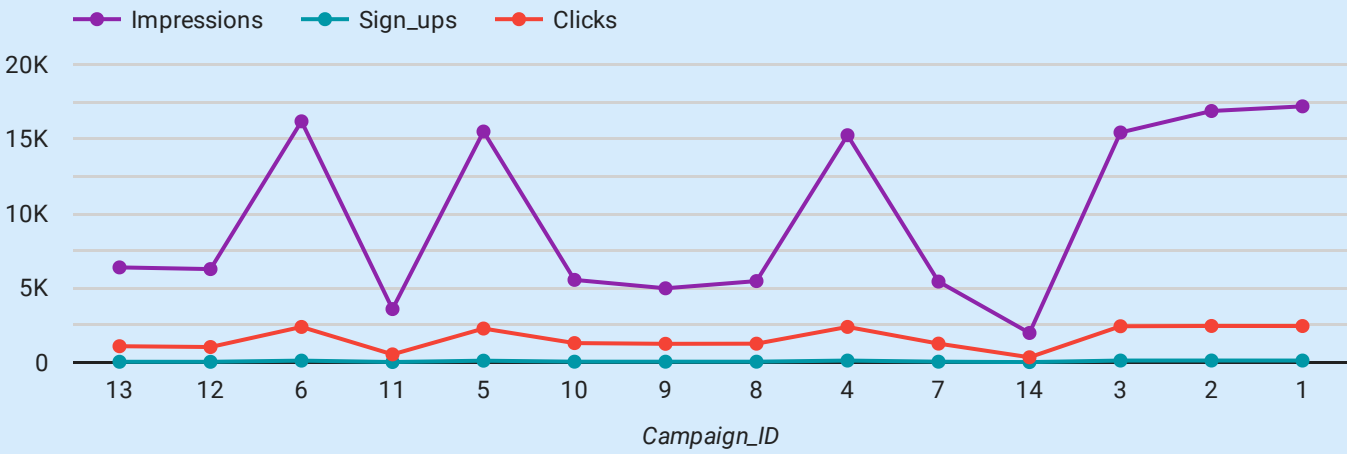
## USER SEGMENTATION



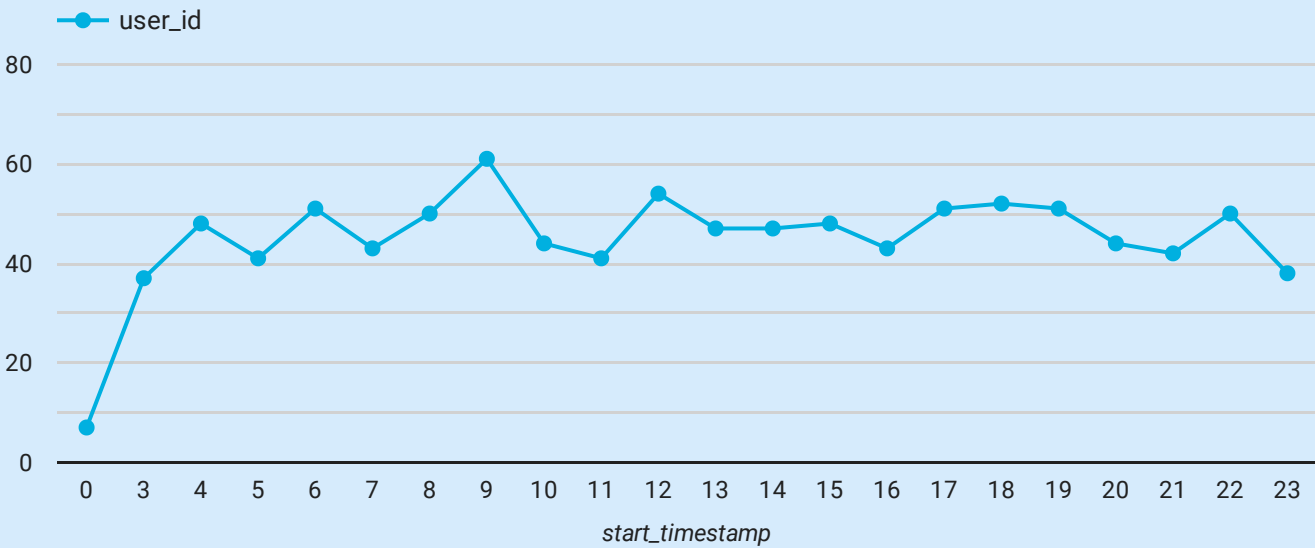
## USER DISTRIBUTION



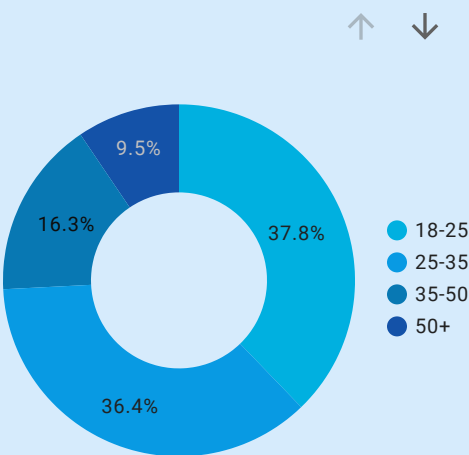
## CAMPAIGN PERFORMANCE



## USER HOURLY TRAFFIC



## REVENUE PER USER SEGMENTATION



V+

CAMPAIGNS

FILTER BY:

- Media Channel
- Age
- Gender
- Weeks
- Weekend
- Campaign\_ID

CAMPAIGN COUNT

14

TOTAL COST

15,963 €

TOTAL COST PER CHANNEL

fb

3,241 €

ig

5,623 €

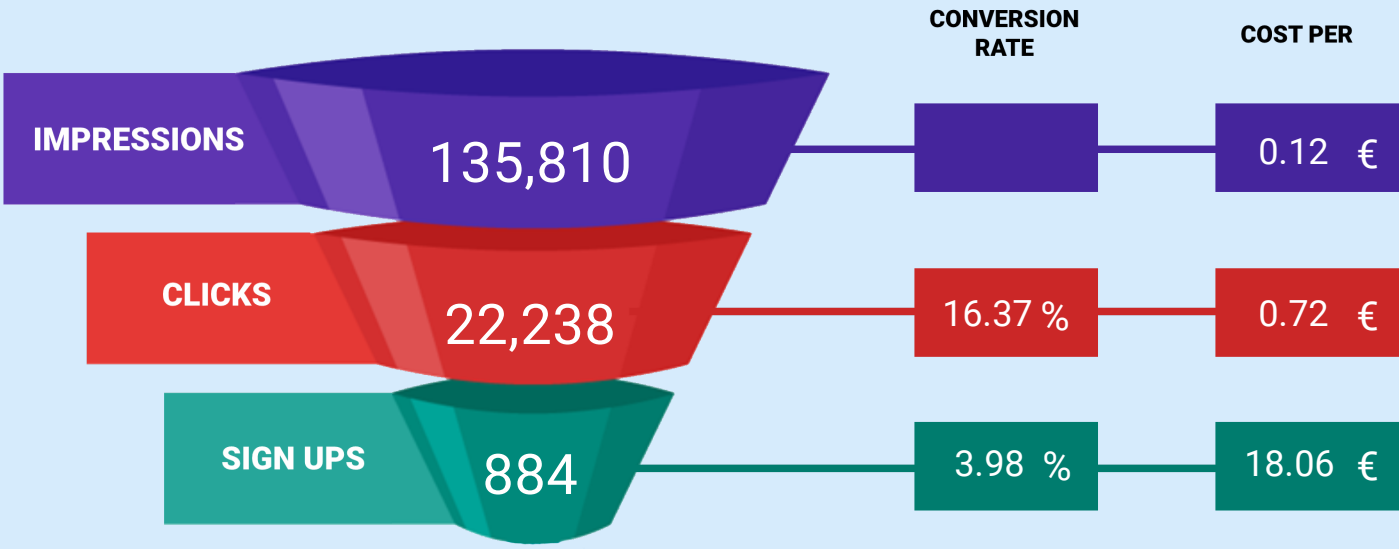
mail

3,671 €

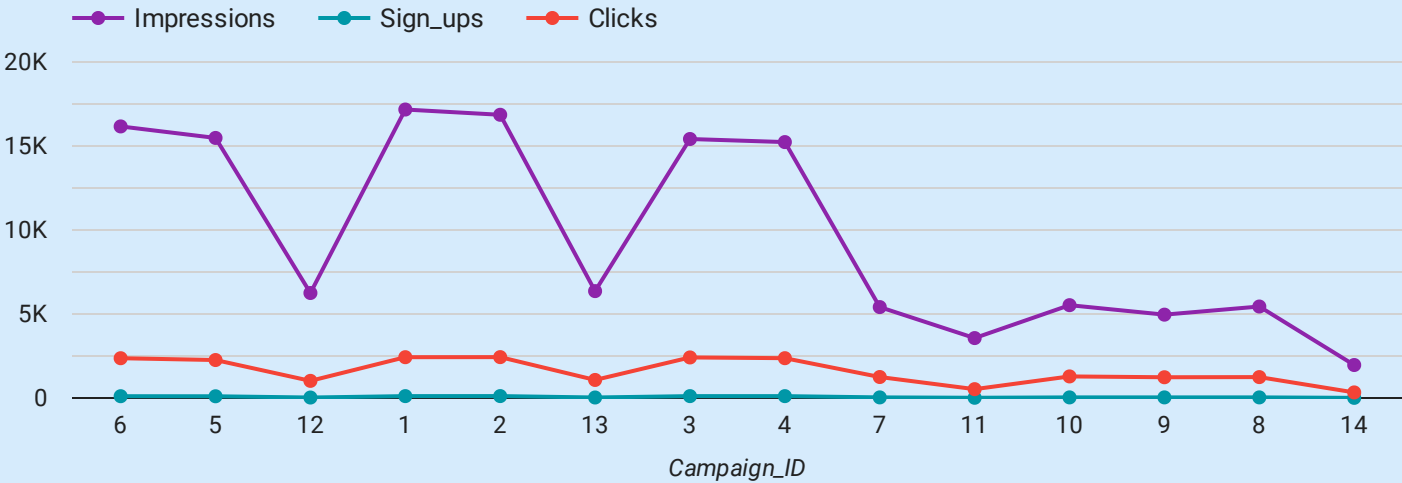
sea

3,428 €

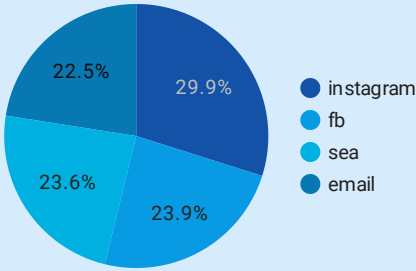
MARKETING FUNNEL



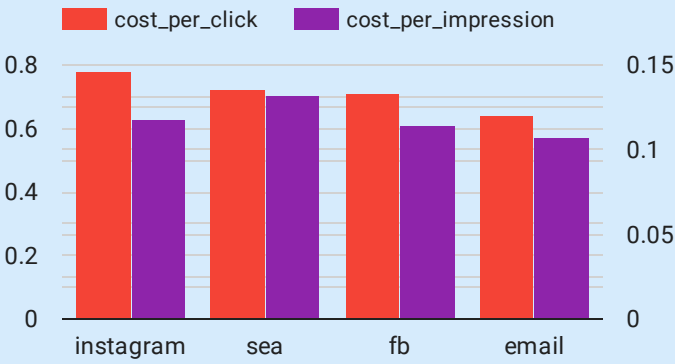
CAMPAIGN PERFORMANCE



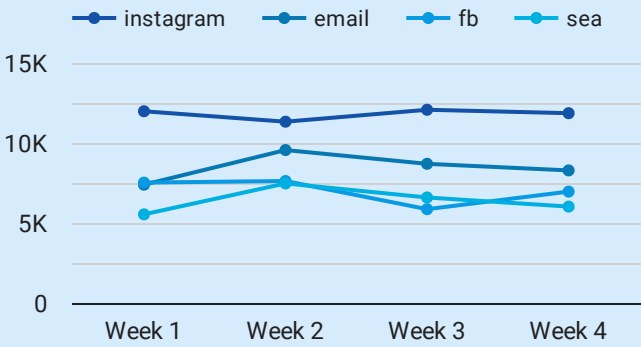
CLICKS PER CHANNEL



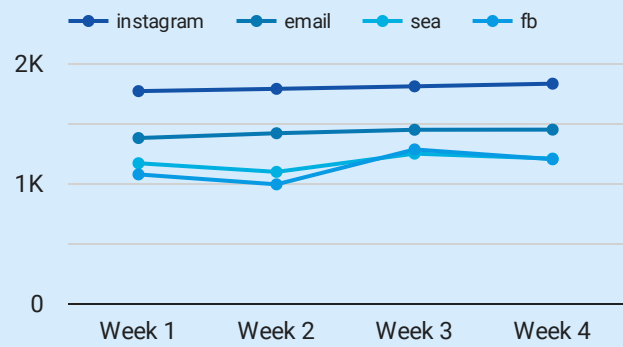
COST PER CHANNEL



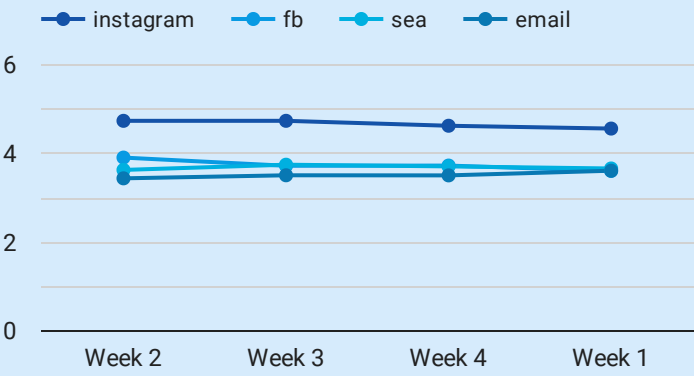
IMPRESSION PER CHANNEL



CLICKS PER CHANNEL



CONVERSION PER CHANNEL



CAMPAIGN RANKING

	Camp...	Conversion Rat...	Conversion ...
1.	9	2.91	24.89
2.	10	2.8	23.24
3.	7	2.88	23.08
4.	8	2.89	22.85
5.	14	2.71	16.91



# USER BEHAVIOUR

FILTER BY:

- Age
- User\_Group
- Gender
- Bike Type
- Week
- User\_Type

GENDER

♀ 30

♂ 31

USER GROUPS

STUDENT 19

NON-STUDENT 42

SUBSCRIPTION TYPE

MONTHLY 31

YEARLY 30

TOTAL REVENUE

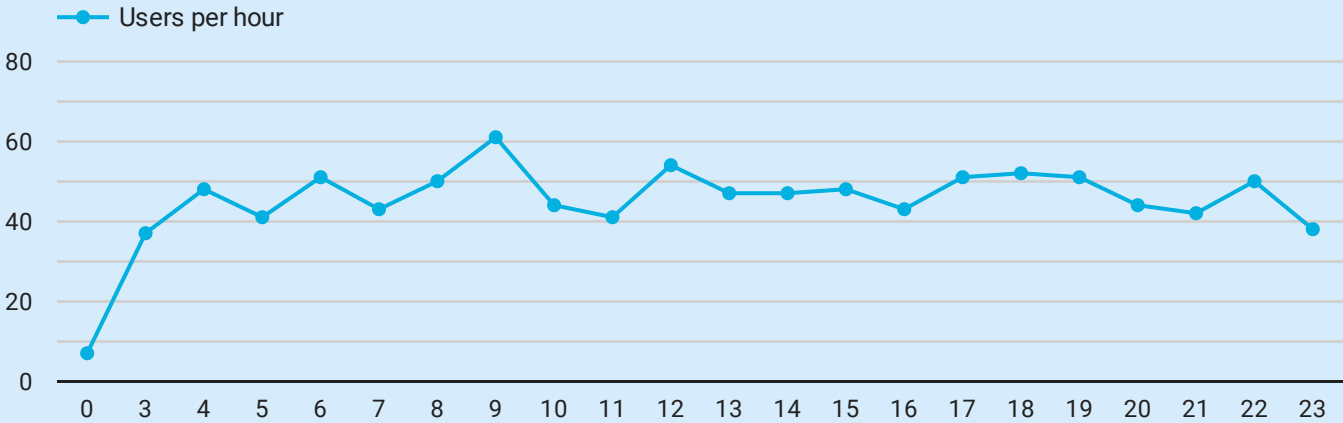
3,488€

## UTILIZATION SUMMARY

	Subscription Type ▾	Unique Users	Frequency	Avg. Frequency	Avg. Duration in Mins.
1.	yearly_student	3	97	32.33	14.77
2.	yearly	27	803	29.74	14.56
3.	monthly_student	16	504	31.5	14.41
4.	monthly	15	443	29.53	14.03

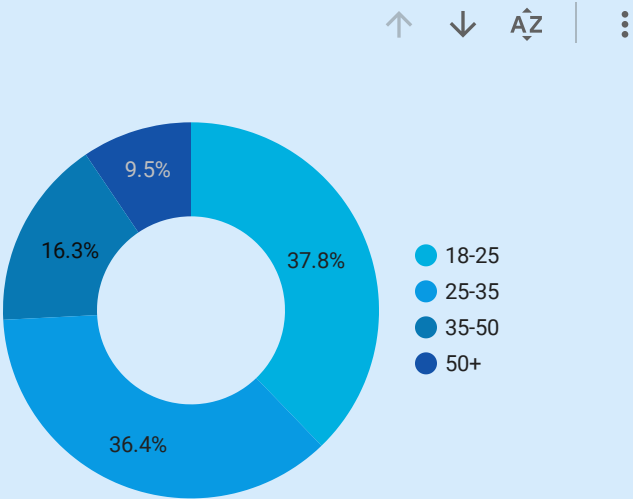
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## HOURLY TRAFFIC

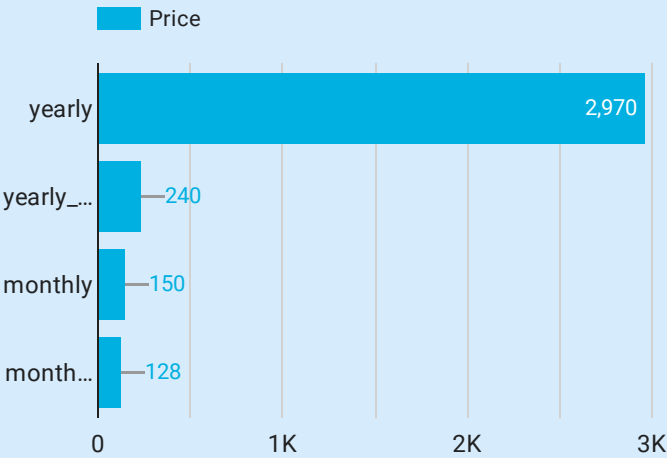


## REVENUE DISTRIBUTION

### ON USER SEGMENTATION



### ON USER TYPE & SUBSCRIPTION





# RECOMMENDATIONS

After our analysis of the data provided by V+, we have created a dashboard that gives insights on the marketing campaign performance, user segmentation, behaviour and revenue.

Based on this dashboard we have made the following recommendations:

## 1.Reduce marketing budget.

According to the dashboard the cumulative marketing cost over 4 weeks is **15,9632€** while the cumulative monthly and yearly revenue is **3,488€**. This indicated that the marketing budget is **significantly high** and based on the current revenue is too expensive for the brand. We recommend a decrease in the Marketing budget.

## 2.Marketing Campaign Performance

After analysing the marketing campaign we have concluded that the campaign **performance was poor**. This is due to the low conversion from impressions to clicks to signups. Although the reach of the campaign is wide the **conversion is low** compared. This can be attributed to **poor targeting**.

We recommend more **research on customer targets** and the use of promos and other **nudging strategies** to increase the conversion to signups.

## 3. Focus on 18-25 Age-group

During the analysis we determined that the most **lucrative customer age-group is the 18-25** because they generated the **highest revenues** and also highest conversions. We recommend the brand to focus on this group on marketing strategies.