

# DATA ANALYSIS AND INSIGHTS FOR PAGE OPTIMIZATION & INCREASING USER INSTALLATION AND ENGAGEMENT

By  
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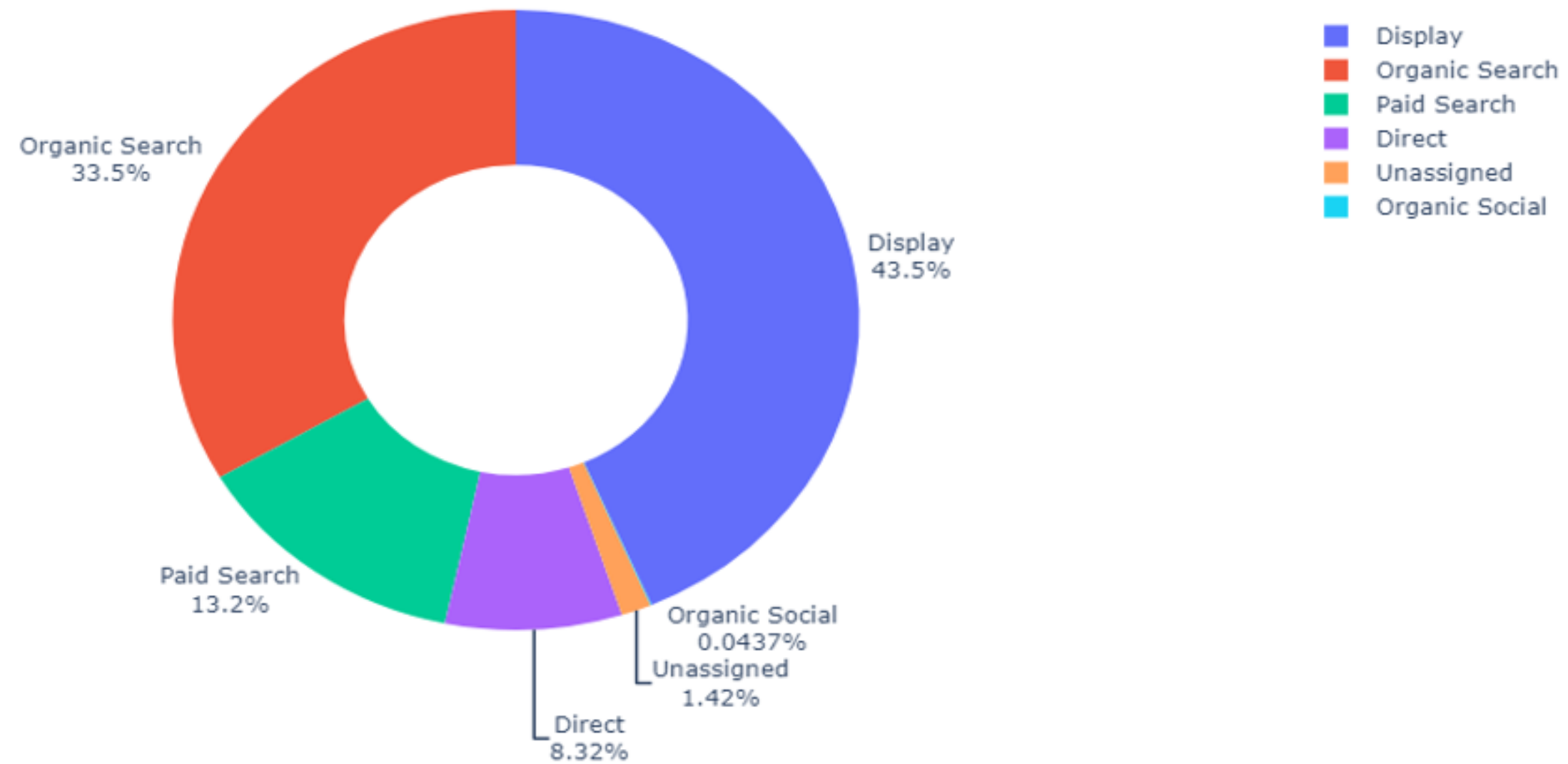
- As an intern in the Business Analytics team, my task is to analyse a provided dataset and generate actionable insights to optimize page performance for a fictional company called "XYZ Inc."
- The analysis aims to generate actionable insights and recommendations to optimize page performance, increase user installation, and enhance user engagement on the company's App and Website.

## **UNDERSTANDING THE DATASET :**

- Key Variables: The key variables in this dataset were User Acquisition, Event Report, Traffic Acquisition, Conversion Report, Pages & Screens Report, Demographics Report, Citiwise Report and Gender Report.
- Data Preprocessing: Null values were eliminated, checked for duplicate records and eliminated them and checked for outliers if any were present.

# User Acquisition Insights

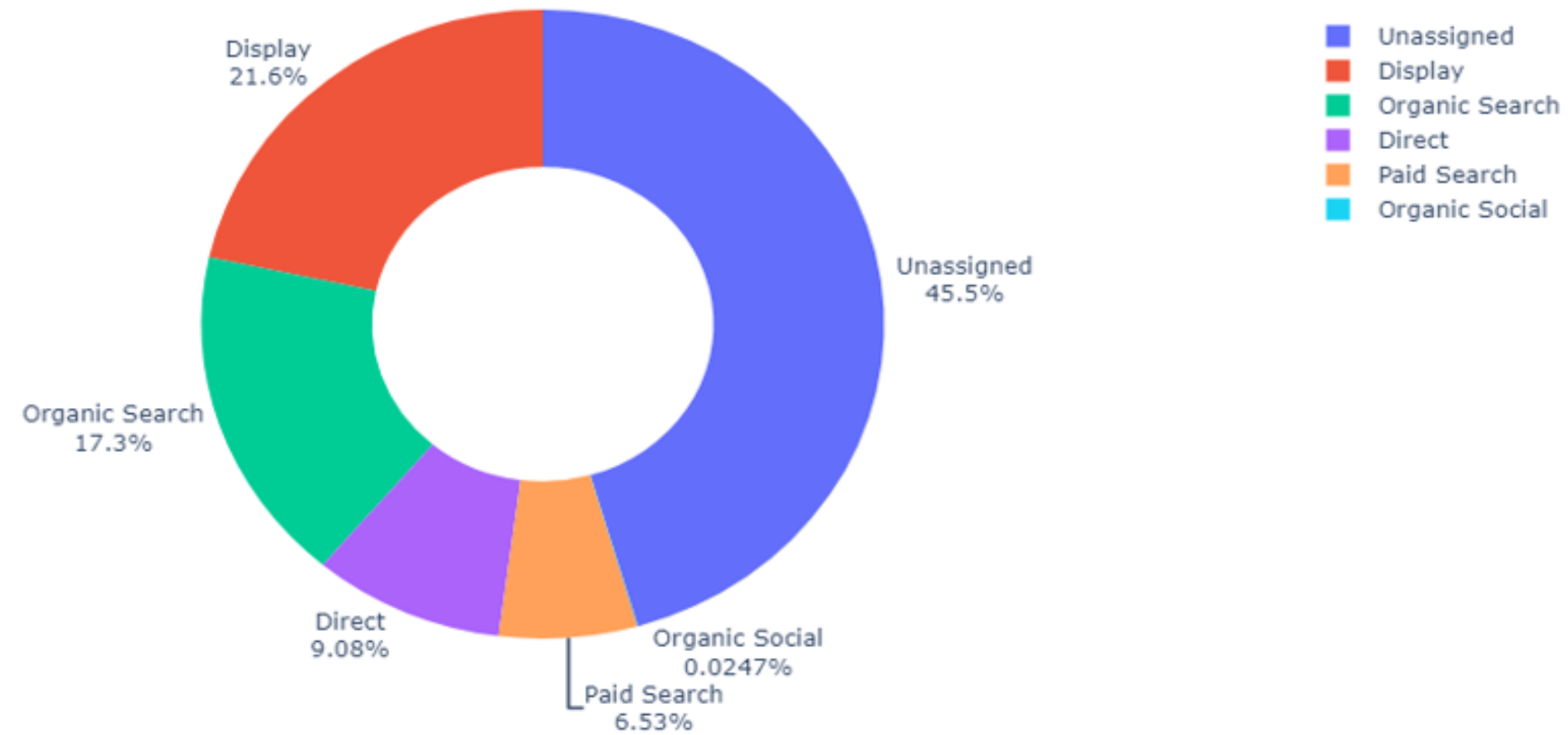
## User Acquisition



Display has been the most successful channel for acquiring new users

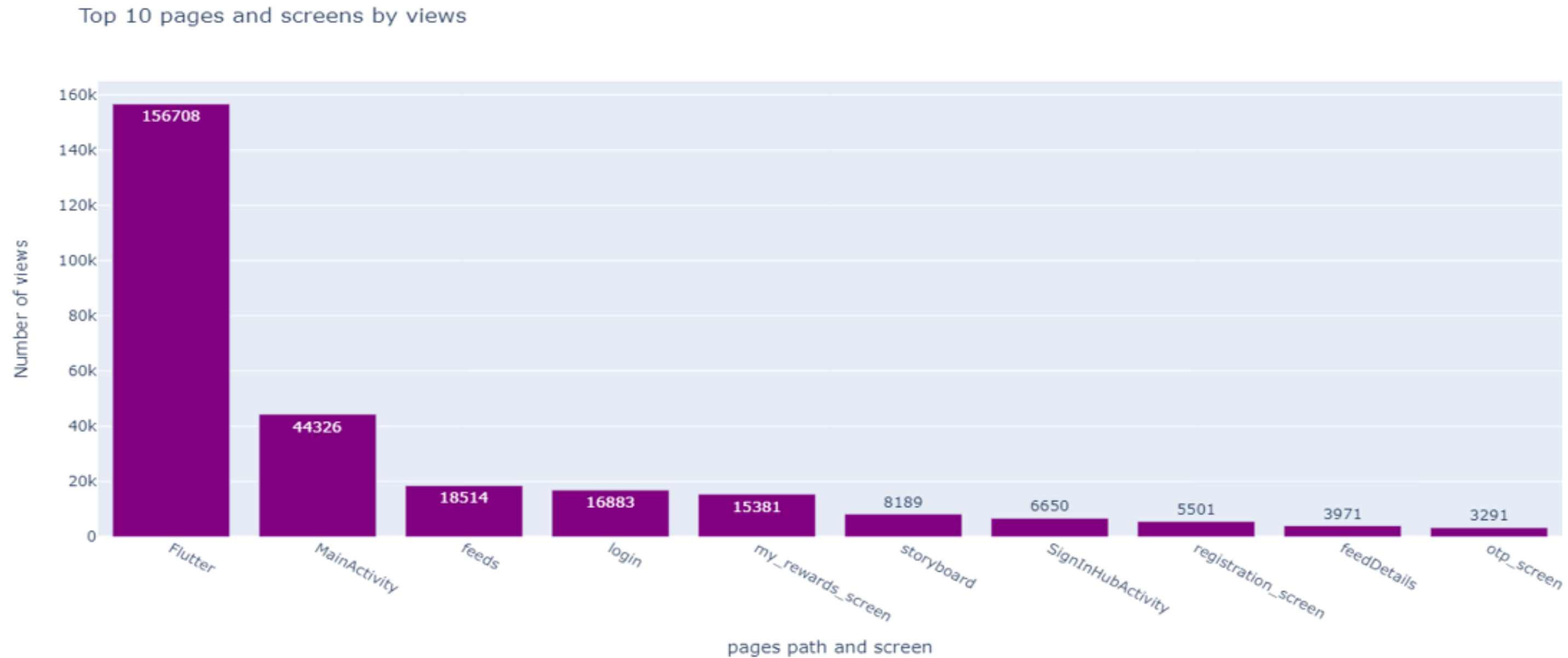
# Traffic Insights

Traffic



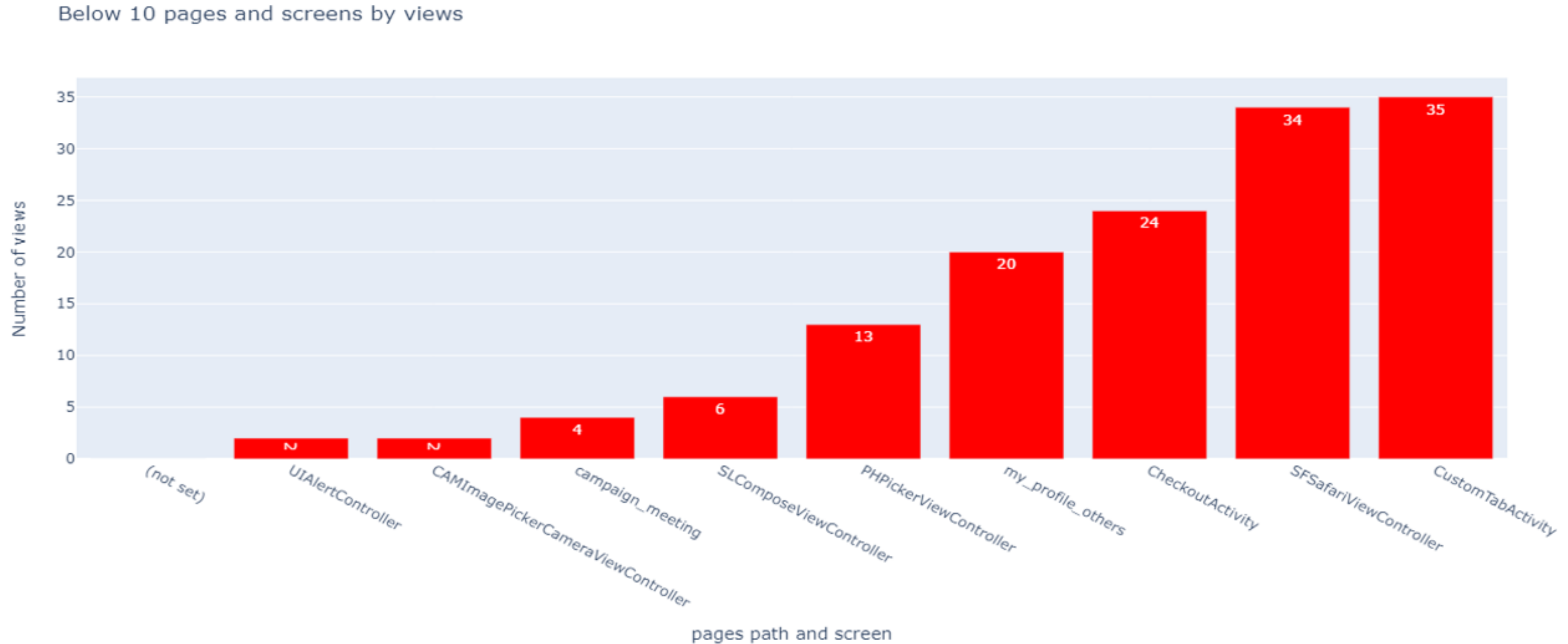
Unassigned has been the most successful channel for acquiring new users

# Top 10 Pages path & Screen



Flutter is the highest at 1,56,708.

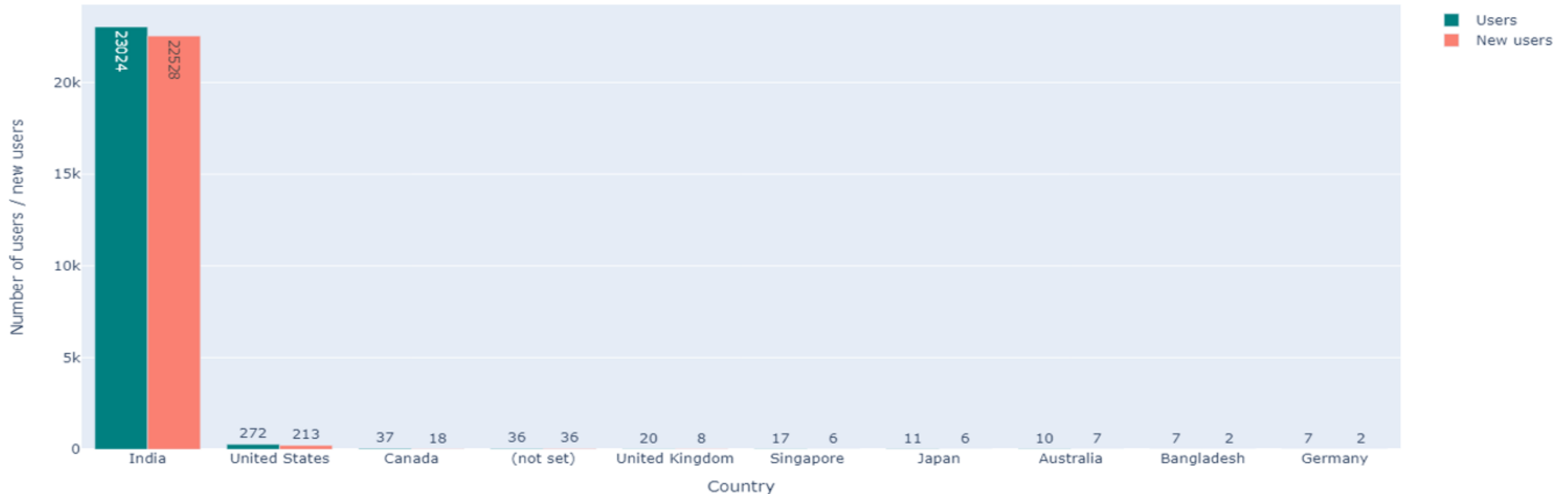
# Below 10 Pages and Screen Views



Below 10 pages and screens by views. that should be controlled or Optimized

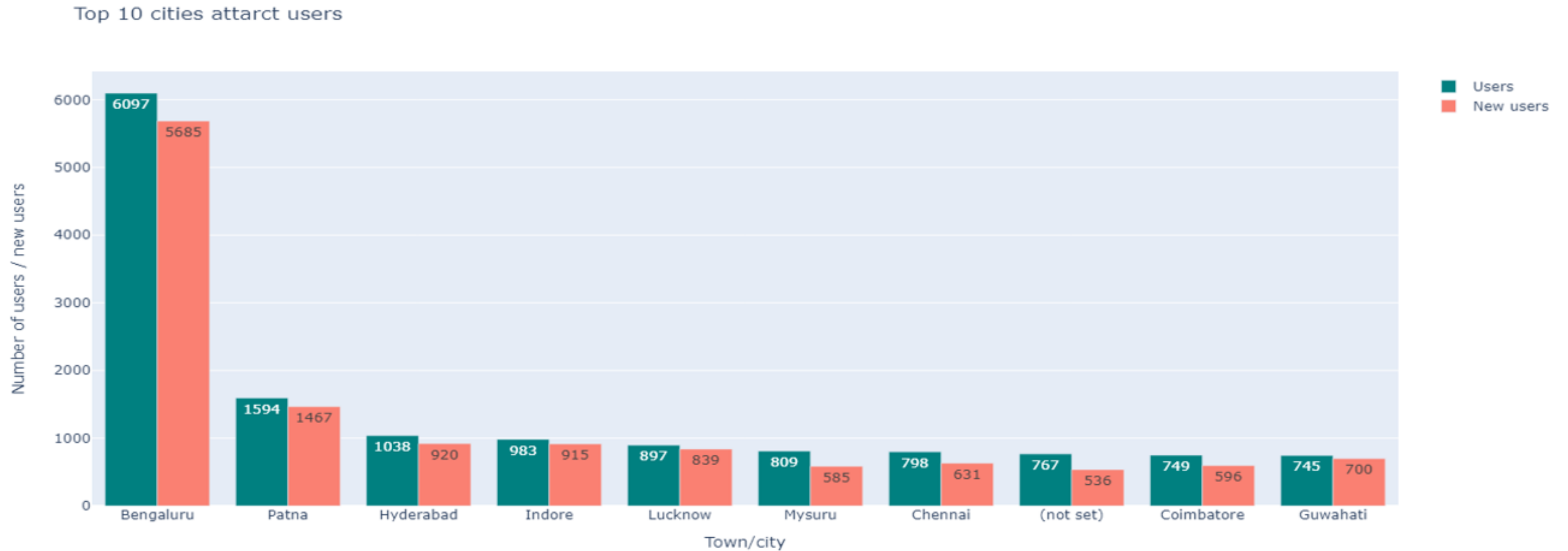
# Top 10 Country installed application

Top 10 country who install application



india is the Top country that has the highest number of users and new users, 23024 and 22528

# Top 10 Cities

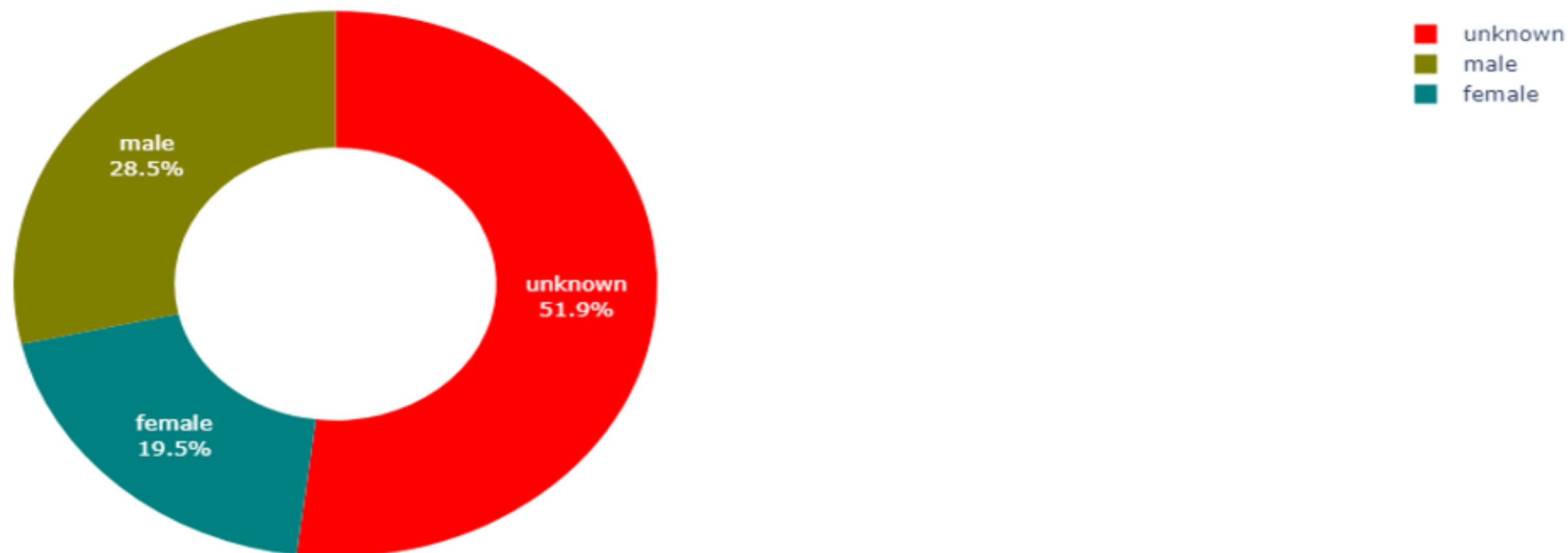


Bengaluru is the Top city that has the highest number of users and new



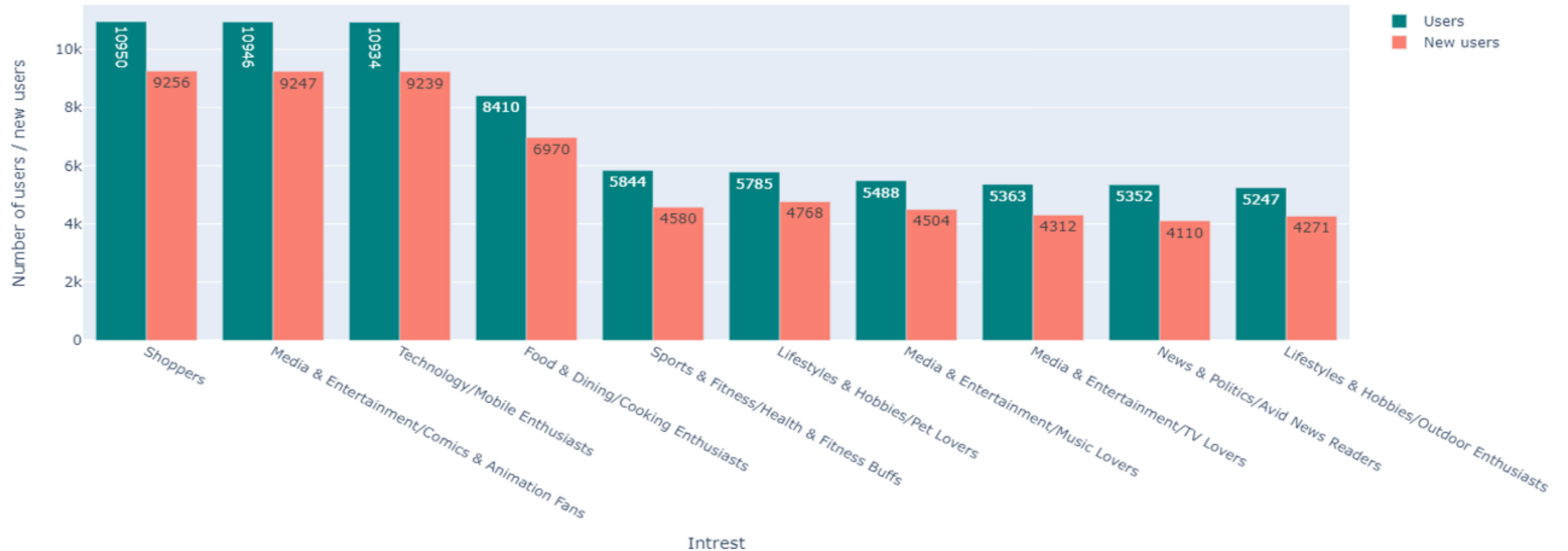
# Gender Report

User gender wise percentage



# Top 10 Interest Users

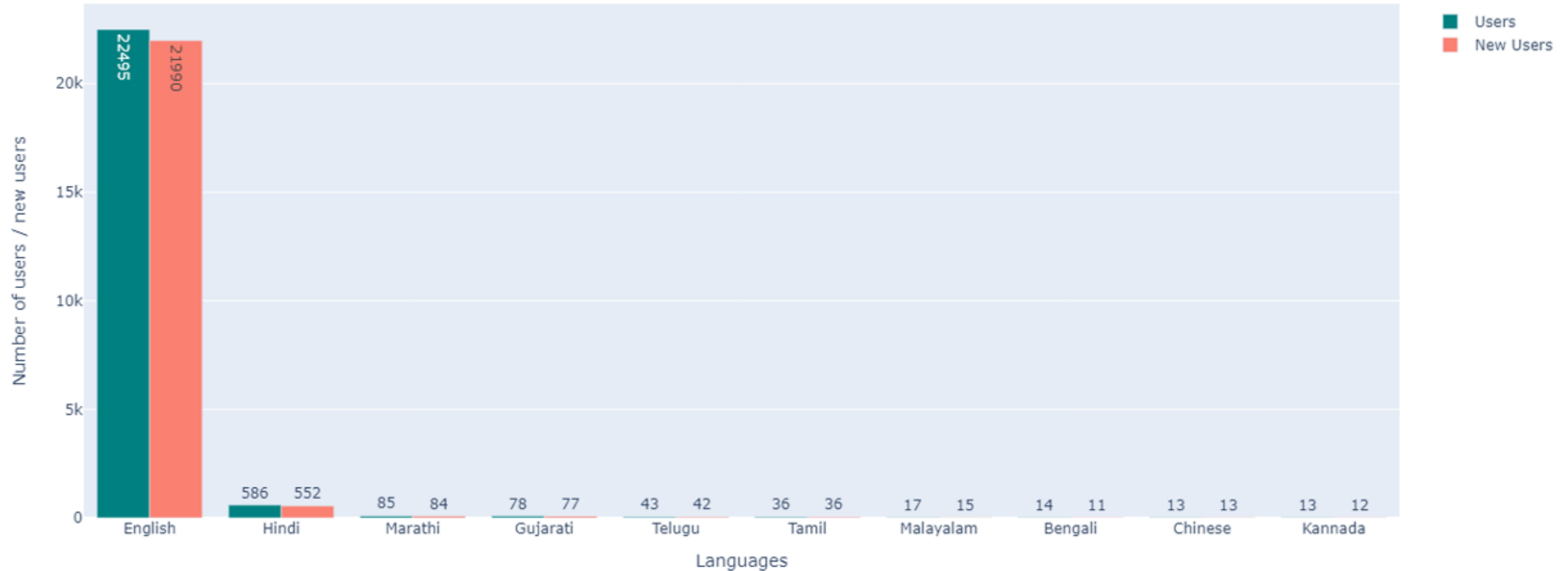
Top 10 Interest users and user users attract



Shoppers is attracting more interest in users and new users

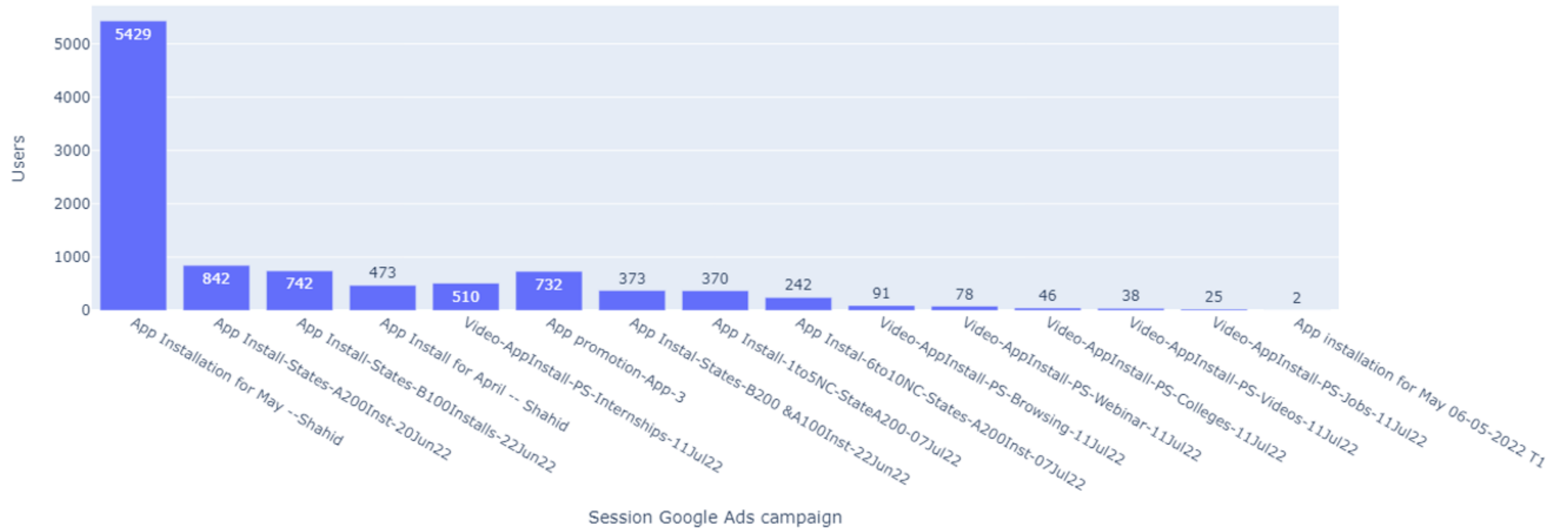
# Top 10 Language

Top 10 language preferences by users and new users



English is the popular language for the user and new users. so we have to put our application's default language

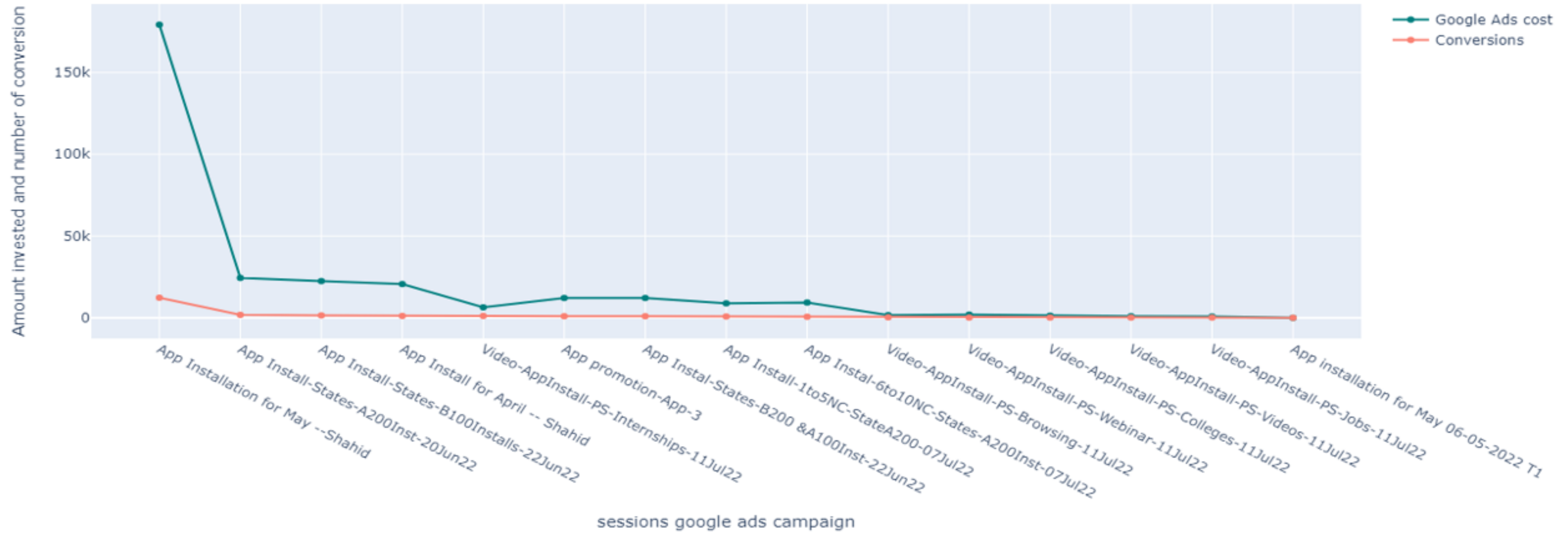
# Session Google Ads



We can improve or keep maintain the area of user's interest

# Cost Invested

Cost invested in google add againsts conversion



Conversion report

## **EXPLORING USER DATA INSIGHTS Event Report:**

- The "notification\_receive" event has resulted in the highest number of conversions.

## **Gender Report:**

- Men have more conversions and new users compared to females.
- Females, on the other hand, exhibit a higher engagement rate than men.
- User Gender percentage-wise report, already discuss the unidentified category by “unknown” have to clear

## **Factors Influencing User Installation & Engagement Demographics Report:**

- India has the highest number of users among all countries in the dataset.

## **Citi wise Report:**

- Top 5 cities with the highest average engagement time are Budaun, Jammu, Eluru, Dharmapuri, and Erode

## **User By Interest Report:**

- Users interested in "Shoppers" have the most conversions.
- "Media & Entertainment/Comics & Animation Fans" show the most engaged sessions.
- "Sports & Fitness/Sports Fans/Racquetball Enthusiasts" have the highest engagement rate.
- "Media & Entertainment/TV Lovers/Game, Reality & Talk Show Fans" exhibit the most engaged sessions per user.
- "Shoppers/Shoppers by Store Type" have the highest average engagement time.

## **User By Language Report:**

- English language users have the most significant number of users, event count, and conversions.
- Chinese language users, however, show the highest engagement rate, engaged sessions per user, and average engagement time.

## **User By Age Report:**

- The age group "18-24" has the most conversions and average engagement time.
- The age group "45-54" has the least number of conversions



## **Traffic Report :**

- Strengthen brand recognition to boost direct traffic. Optimize paid search campaigns and prioritize social media engagement to tap their full potential and regularly monitor traffic source and adapt strategies to achieve sustainable growth and success

## **Top 10 interest of users:**

- we can improve or keep maintain the area of users interest . Most of the users and new users are using the app for shopping, media and entertainment, comic and animation fans and technology

## **Evaluating Marketing Campaign Effectiveness Google Ads Report:**

- "App Installation for May --Shahid" campaign achieved the most users, engaged sessions, clicks, cost, conversions, and event count.
- "App Install-1to5NC-StateA200-07Jul22" campaign had the highest cost per click



## **Actionable Insights for Performance Optimization:**

- As per the Exploratory Data Analysis, we can conclude that the targeting of the Indian market has been achieved.
- We can target the worldwide market with keeping in mind of the things that have worked in the Indian market.
- It has been seen that the females have been more engaging with the campaigns with compared to males and the interest which has led to the greatest number of audiences has been shopping.
- We can strategize an online marketing campaign targeting the youth aged 18 – 24 years particularly the females to boost the conversion

The background features four decorative geometric patterns in the corners. The top-left corner has a series of parallel diagonal lines in a light blue-grey color. The top-right corner contains a cluster of overlapping semi-circles in yellow, red, teal, and dark blue. The bottom-left corner also features a cluster of overlapping semi-circles in red, teal, and dark blue. The bottom-right corner has a series of parallel diagonal lines in a light blue-grey color, mirroring the top-left pattern.

**THANK YOU**

