

# Business Report: Analyzing Acquisition Channels and Market Expansion for Subscription Offering

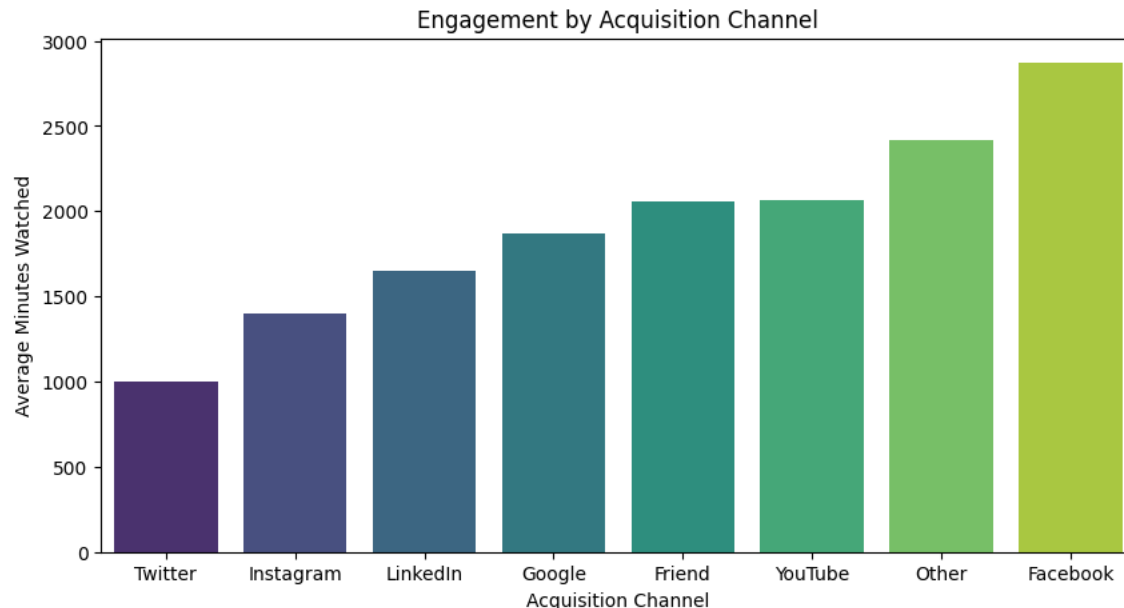
## Executive Summary

This report focuses on analyzing customer acquisition channels and their impact on the learning outcomes of users benefiting from the online company's programming courses. The data stems from two sets: The first set contains information about existing customers that are subscribed, containing information about where they have heard about the platform. The second set contains information from a survey done through the company's non-profit branch that offers free training focused for computer developers.

The end goal of this analysis is to identify the best markets to launch a 60\$/month subscription plan.

## Existing Customer Base

### Acquisition Channel vs. Engagement



The bar chart displays the average minutes watched by users across various acquisition channels.

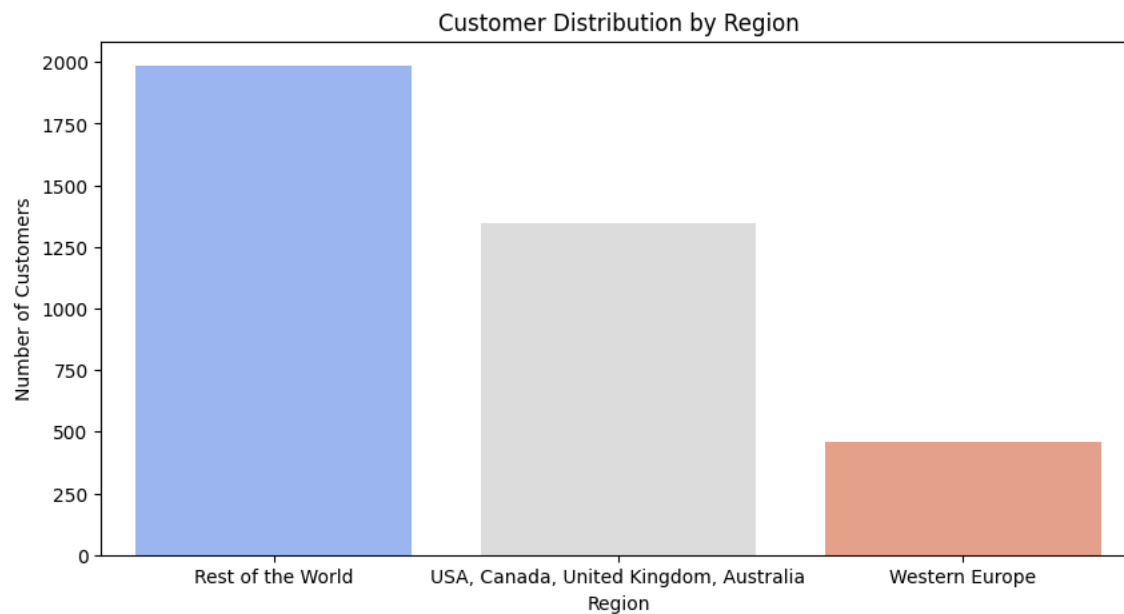
- Facebook has the highest average engagement, with users watching nearly 3000 minutes on average.
- Twitter has the lowest average engagement, with 1000 minutes watched.

- Other platforms like YouTube, Google, and Friend referrals show moderate engagement, with averages between 1500 and 2000 minutes.

This suggests that Facebook is the most effective channel in driving high engagement, while Twitter lags behind. Friend referrals, while not as strong as other channels, still show notable user participation, likely driven by personal recommendations.

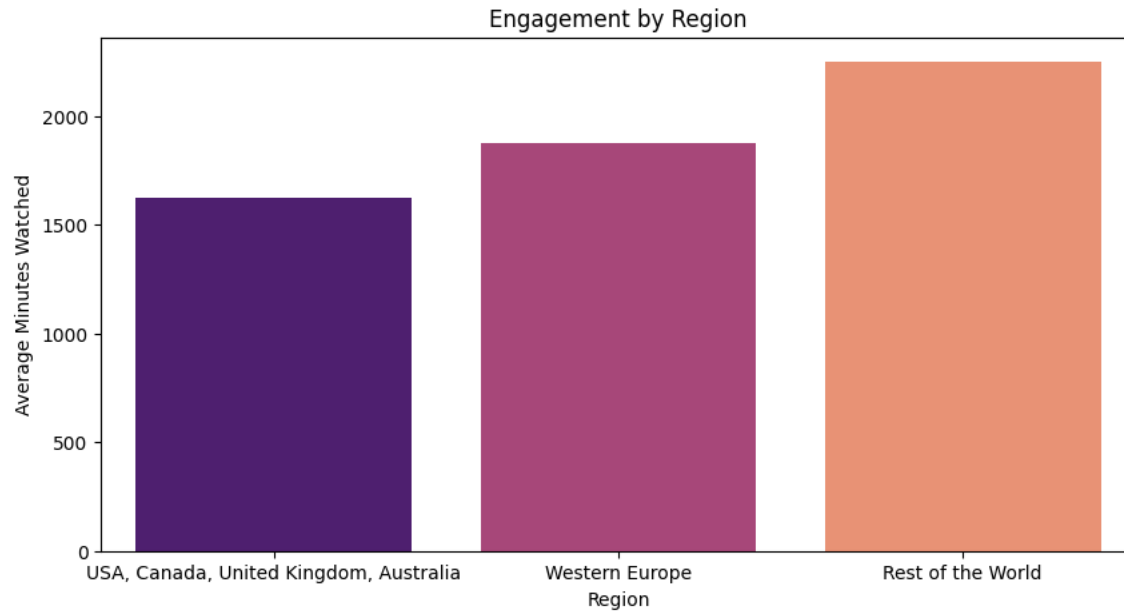
## Geographical Analysis

### Customer



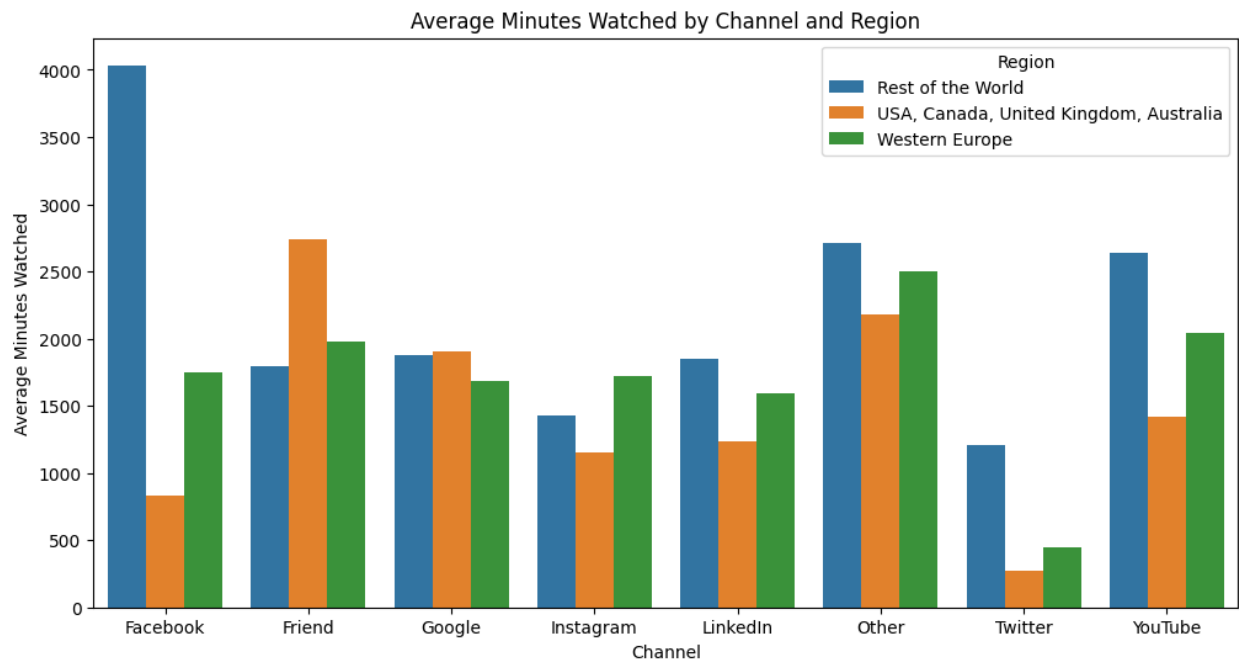
- The rest of the World has the highest customer count, with a little under 2000 customers, suggesting that the platform has a broad international reach.
- USA, Canada, United Kingdom, Australia represents the second-highest customer group, with over 1200 customers, indicating strong engagement in English-speaking countries.
- Western Europe has the lowest customer count, with just under 500 customers, suggesting that this region may have lower penetration or engagement compared to other regions.

This distribution highlights that the platform has strong international appeal but may want to consider targeting Western Europe more strategically to boost engagement.



- Rest of the World has the highest engagement.
- Western Europe follows, despite a lower user base.
- USA, Canada, UK, and Australia have the lowest engagement despite a strong presence.

## Average Minutes Watched by Channel and Region

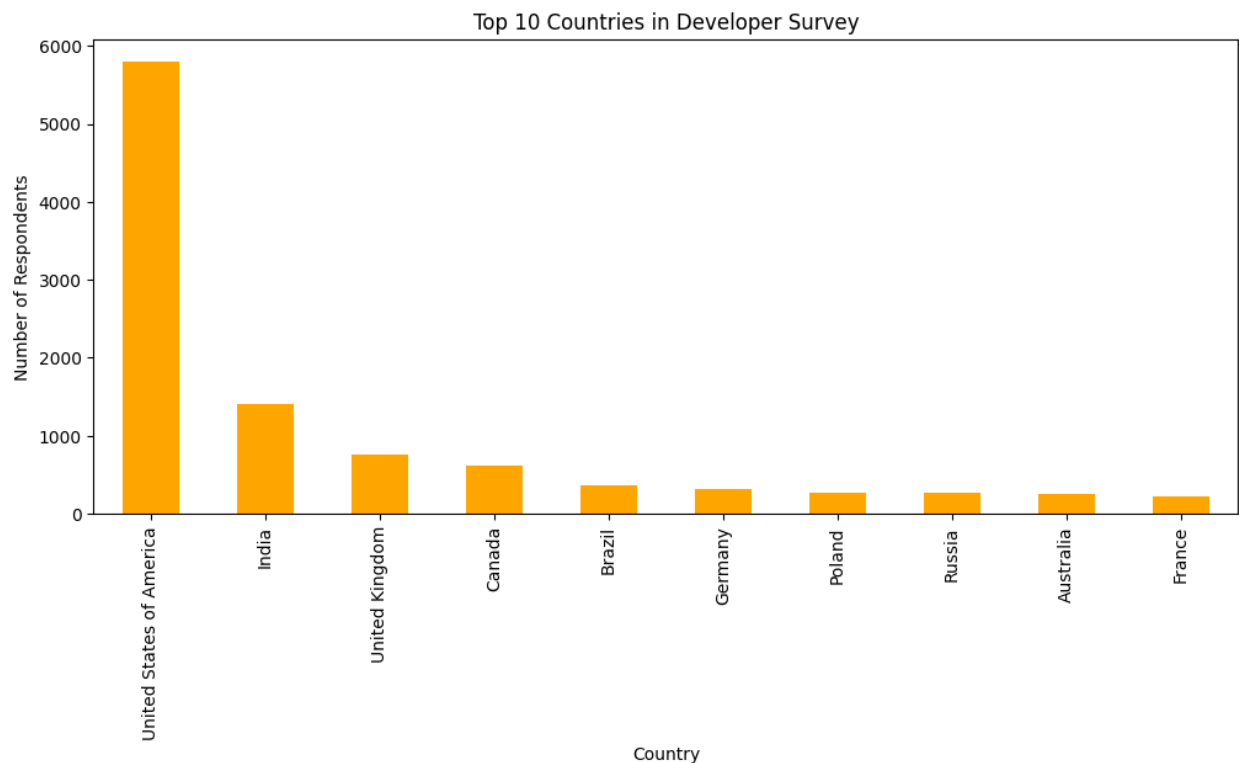


- The bar chart reveals that Facebook has the highest average minutes watched across all regions, with the Rest of the World showing the strongest engagement.

- Friend acquisitions have notable engagement in the USA, Canada, United Kingdom, and Australia, while Google and YouTube maintain steady performance across all regions.
- Western Europe shows consistent but lower engagement compared to other regions. This indicates that Facebook is the leading channel for engagement, with specific channels performing better in different regional markets.

## Free Developer Survey

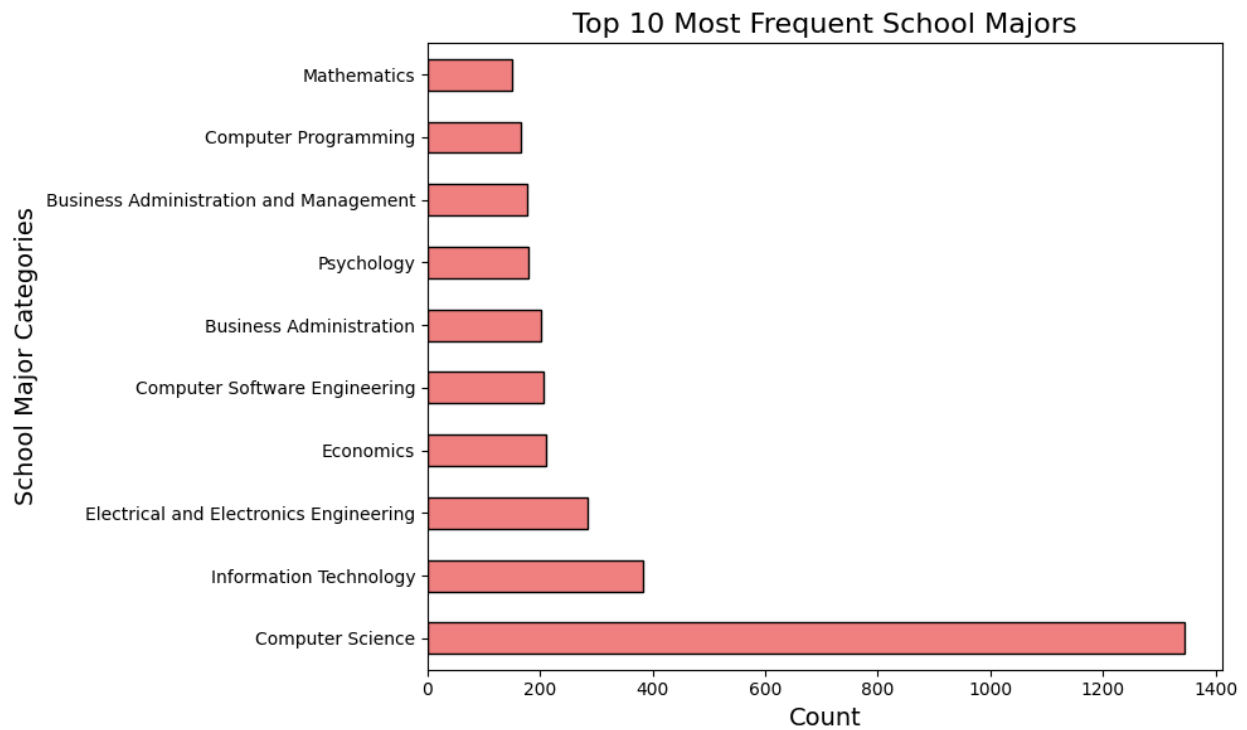
### Subscription Market Geographic Analysis



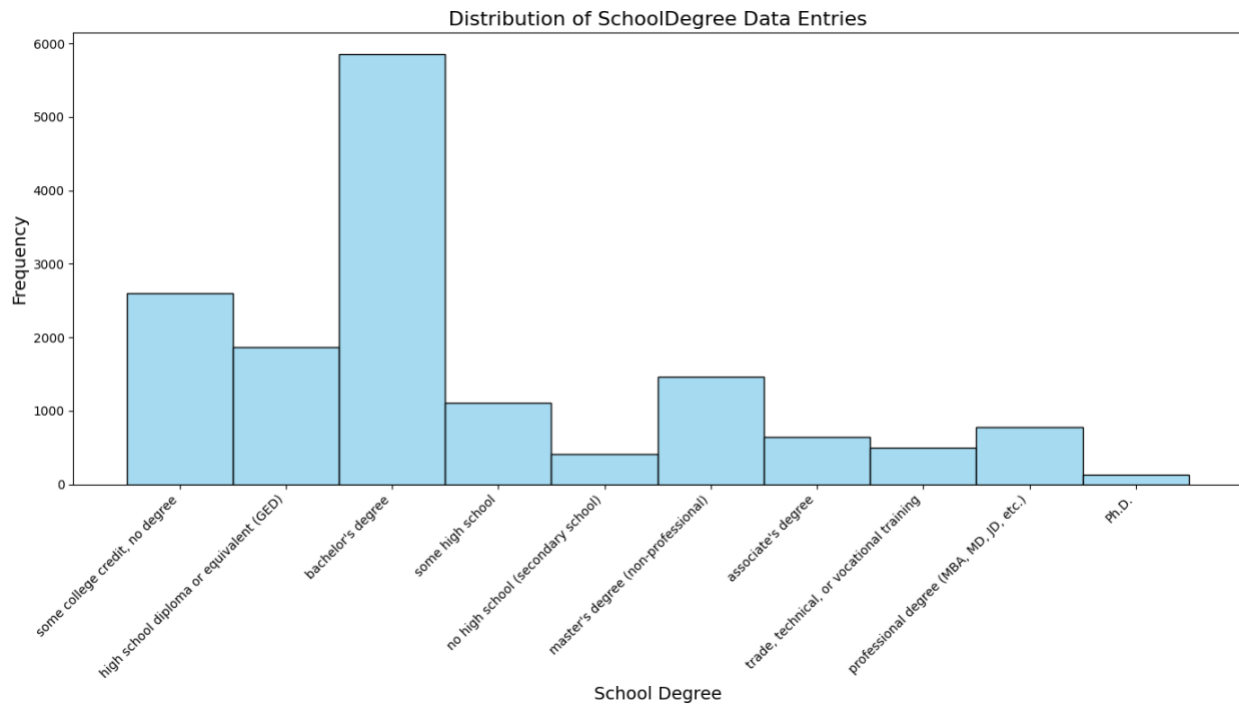
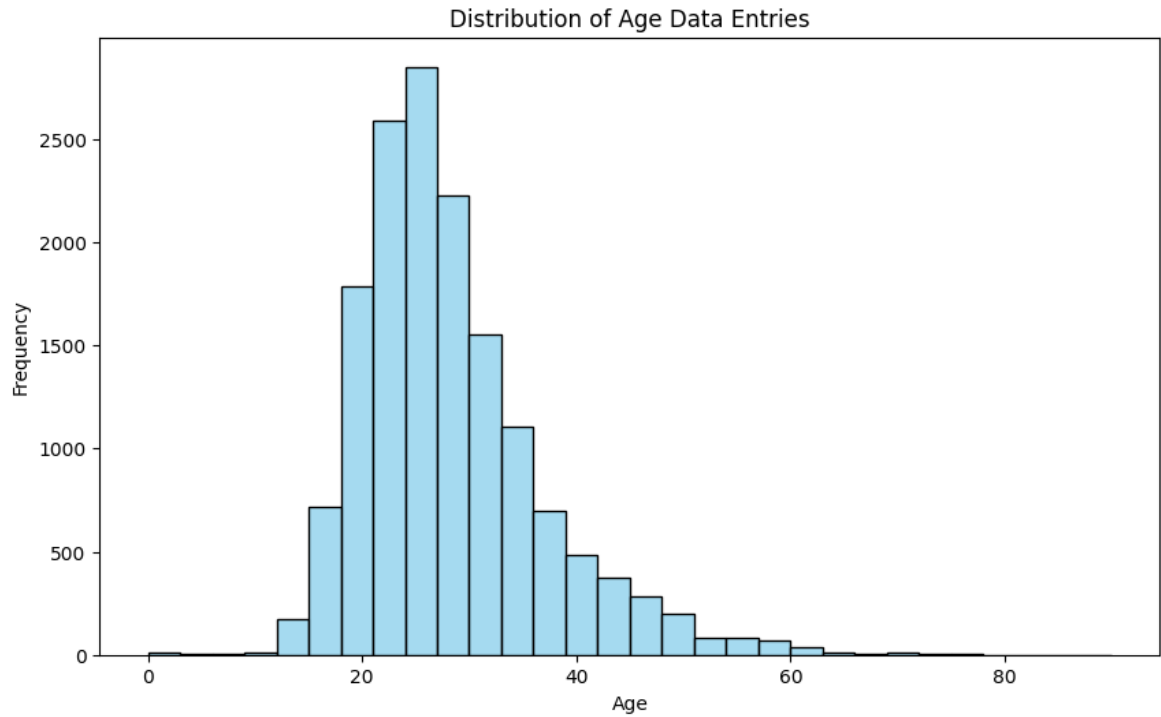
- United States stands out with a substantial lead, having over 5000 respondents, making it the largest market for the survey.
- India comes second with a significant number of respondents, but still much lower than the U.S.

This entails that United States and India should be prioritized for subscription market targeting, as they have the largest developer communities based on this survey.

## Educational Demographics

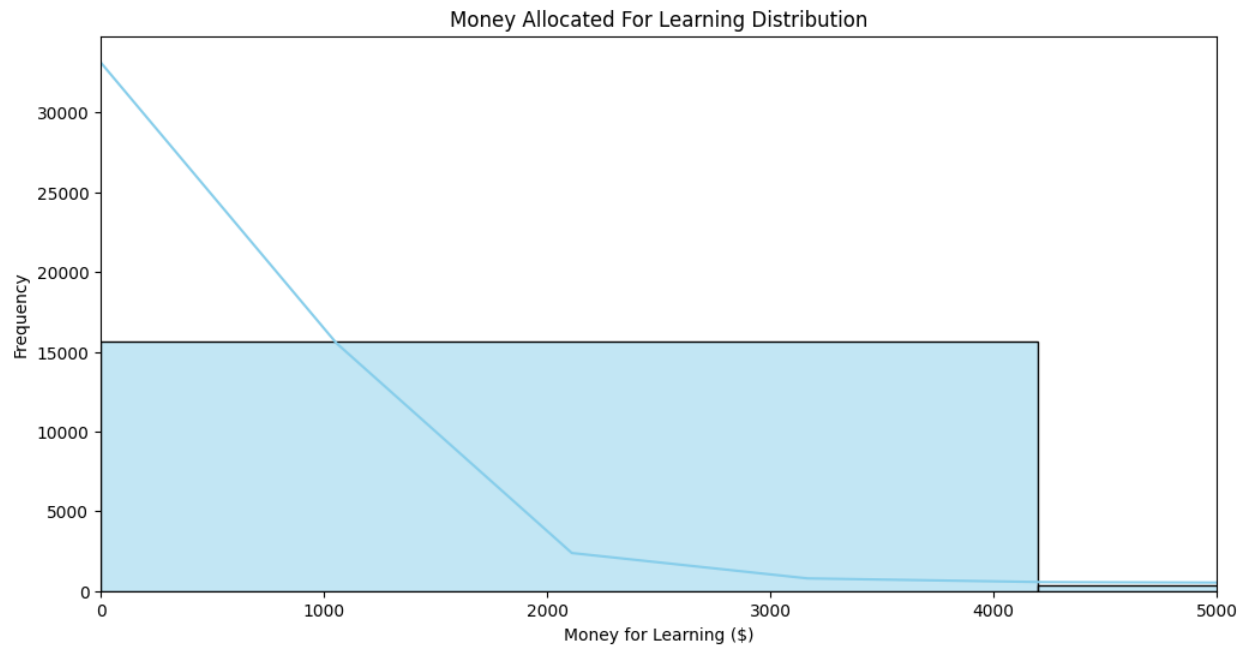


- The most popular school major category is Computer Science, followed by a mix of related fields such as Mathematics, Computer Programming, and Information Technology. This indicates that most respondents are from technical fields, specifically those related to computing and programming.
- There is also a significant number of participants with backgrounds in Business Administration, suggesting a balanced interest between technical and business-oriented skill sets.

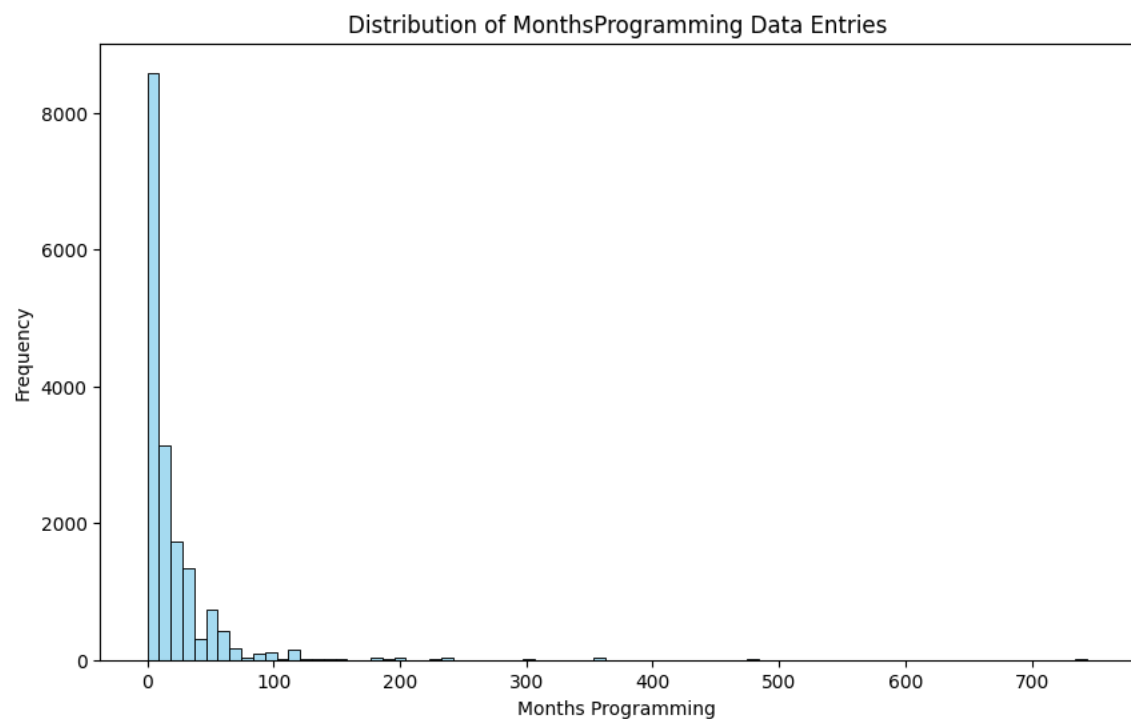


- The most common school degree is the bachelor's degree by far, drawing a clearer picture that the audience is generally in their 20's currently enrolled in tech or business fields in the early stage of their careers, and are seeking to sharpen their programming skillset.

## Career and Financial distribution



- The histogram shows that most respondents allocate a small amount of money for learning, with the majority spending under \$1000. This entails that a 60\$/month subscription is somewhat challenging for a large portion of the survey takers.



Most survey takers had minimal months of programming. Given the information here, there is a steep decline as soon as the months start to pile up. The targeted customers should be anyone that falls in the category after the decline as enough time has passed to show genuine interest towards programming. Thus, the offer from the subscription plan would be deemed more valuable and would convert to higher success rate.

## Recommendations

### 1. Optimize Acquisition Channels for Maximum Engagement

- Facebook should be the leading acquisition channel. Invest in interactive learning content, career-focused ads, and community-driven engagement strategies.
- YouTube and Google: Leverage these channels as they attract a strong user base, particularly among tech-savvy learners.
- Twitter has the lowest engagement, minimize its role in paid campaigns unless retargeting specific niche audiences.

### 2. Targeting the Best Markets for the \$60/Month Subscription

Primary Markets: United States and India

- United States: The largest developer market with high purchasing power. Position the subscription plan as a premium offering focused on career growth.
- India: A fast-growing tech market with strong demand for upskilling. Implement localized pricing or discount strategies to attract budget-conscious learners.

### 3. Customer Segmentation Strategy

- Young adults (20-30 years): Offer hands-on workshops, bootcamps, and live coding events.
- Early career professionals (20-35 years): Provide structured learning paths and certification-focused content.
- Tech-Savvy learners (18-35 years): Develop exclusive YouTube content and premium tutorials.
- Career growth seekers (25-40 years): Create exclusive podcast content and networking opportunities.

### 4. Pricing and Subscription Strategy

- Implement Tiered Pricing: Offer a basic plan with limited access and a premium plan for unlimited resources to appeal to a bigger scale of paying clientele.
- Trial Offers and Discounts: Provide first-time discounts to encourage sign-ups, particularly in India.



## 5. Marketing Execution

- Acquisition Strategy: Scale campaigns on Facebook, Google, and YouTube, while leveraging referral programs.
- Regional Strategy: Tailor messaging for U.S. and India.
- Retention Strategy: Focus on community-building, mentorship programs, and personalized content recommendations to improve long-term engagement.

## Conclusion

The data-driven analysis indicates that Facebook is the most effective acquisition channel, making it the primary platform for marketing efforts. While YouTube and Google serve as strong secondary channels, Twitter should be deprioritized due to low engagement. For the \$60/month subscription plan, the United States and India emerge as the best markets, with the U.S. offering high purchasing power and India presenting a cost-effective but high-growth opportunity. Implementing tiered pricing and localized strategies will be essential to maximizing revenue potential. The focus should particularly on young adults (20-35) seeking to acquire skills and looking for career growth as they present the biggest opportunity for high CLV return on the long run.

By optimizing marketing efforts across the right channels and customer segments, this strategy ensures sustainable growth, higher engagement, and increased conversions for the platform.

## References

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