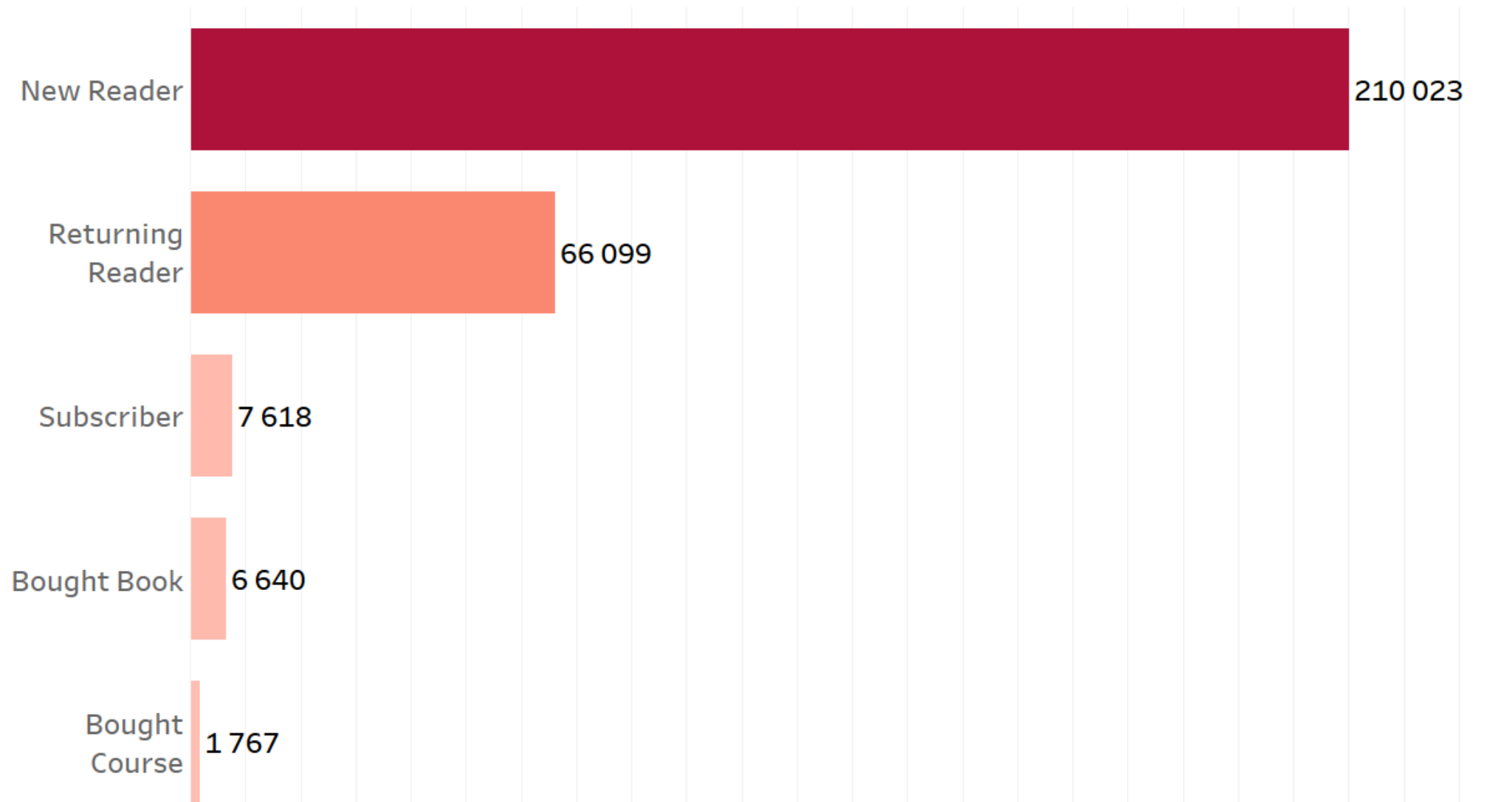


# DILAN'S TRAVEL GUIDE



## Funnel



# Funnel

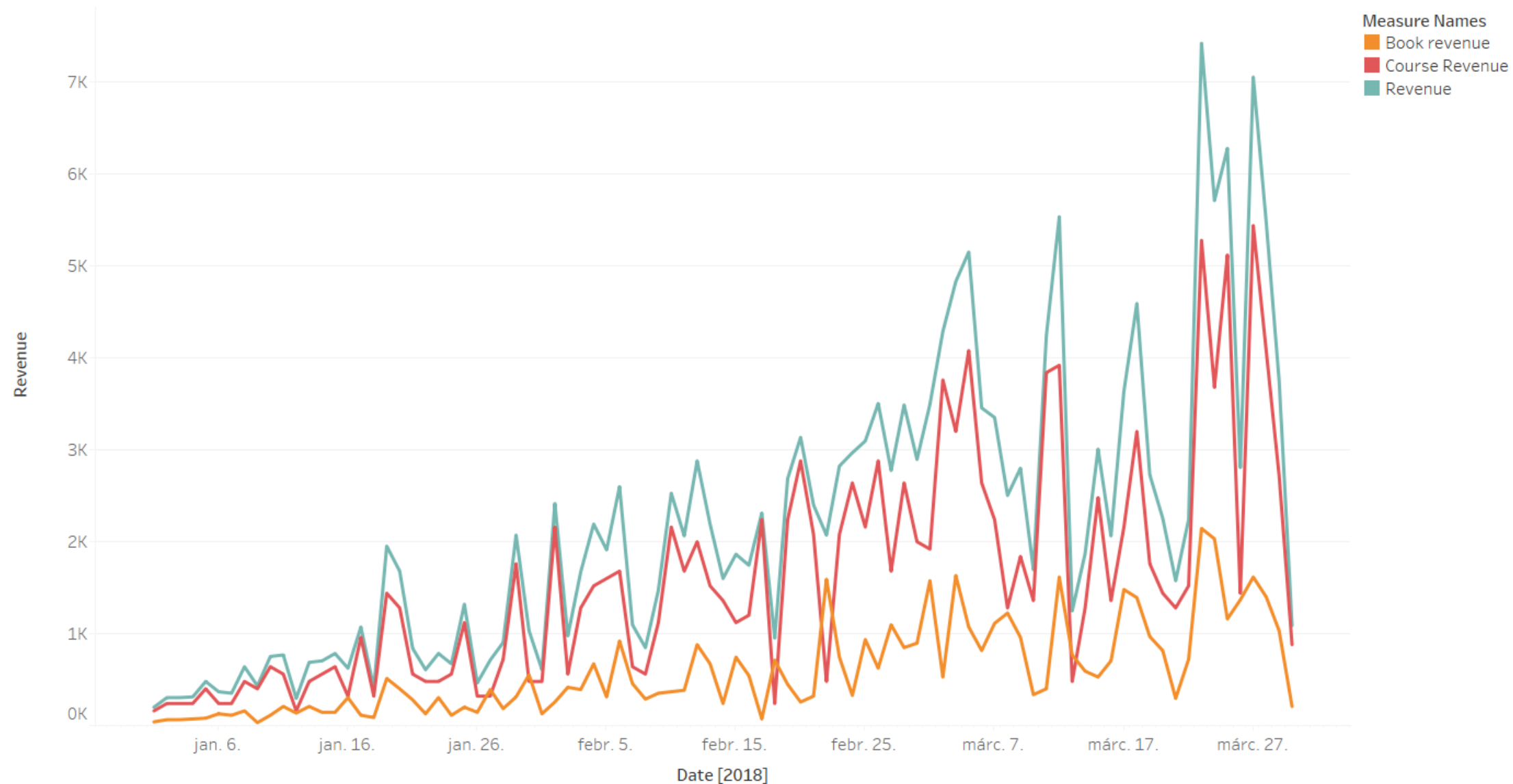
Only **1/3** of readers  
return to the blog:

- **Episodic** articles may help with retention.

Most **subscribers**  
are customers too:

- Getting more readers to subscribe should be a **priority**.

## Daily Revenue



The trends of Book revenue, Course Revenue and Revenue for event\_date Day. Color shows details about Book revenue, Course Revenue and Revenue.

# Daily Activity



The trend of sum of user\_id for event\_date Day.

# Key Metrics

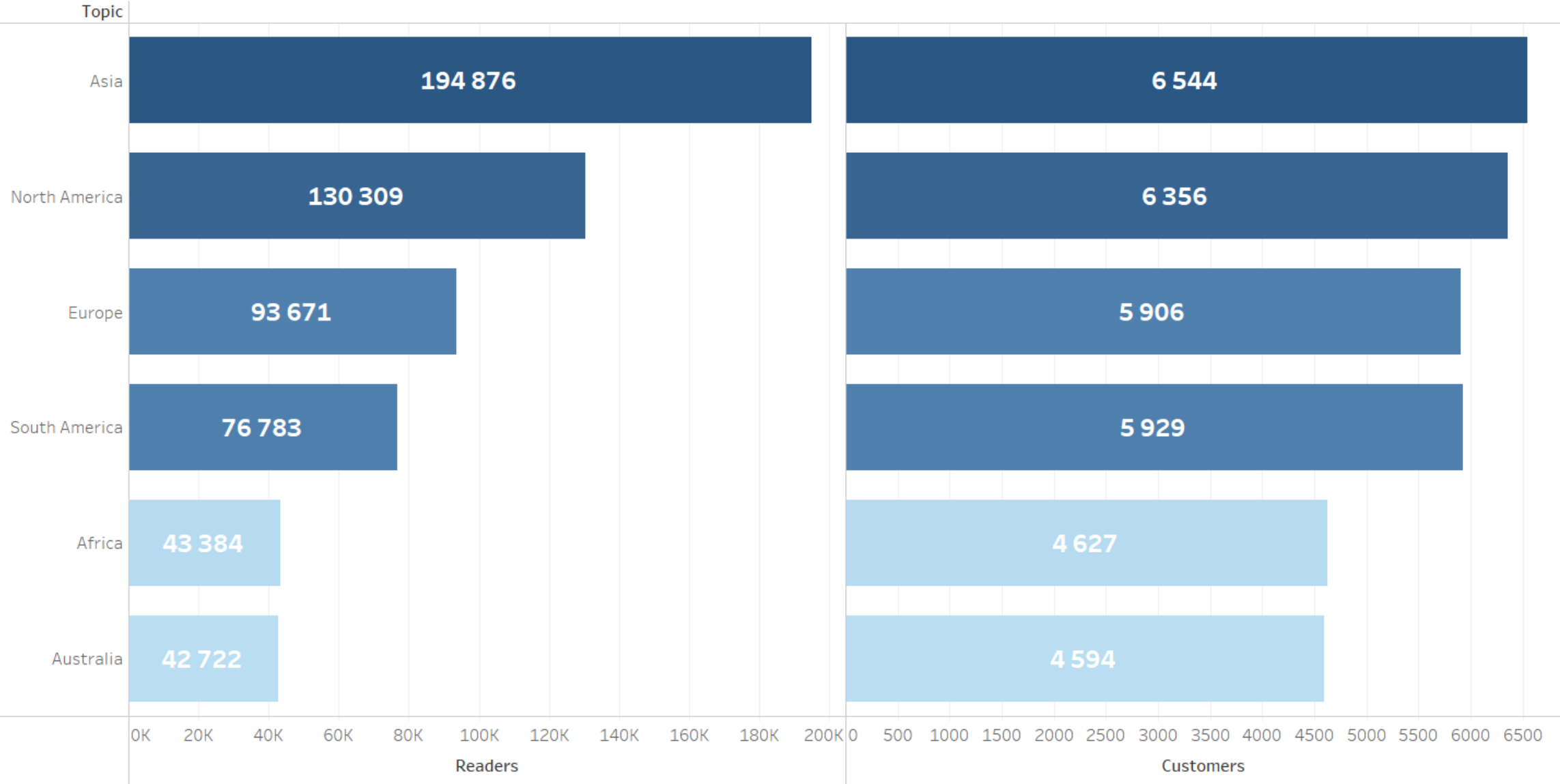
## Daily Revenue:

- **Course sales** give us most of the revenue.

## Daily Activity:

- Great metric to filter who are **actively engaged** with the blog.

Topic Analysis



Sum of Readers and sum of Customers for each Topic. Color shows sum of Customers.

# Topic Analysis

## Readers:

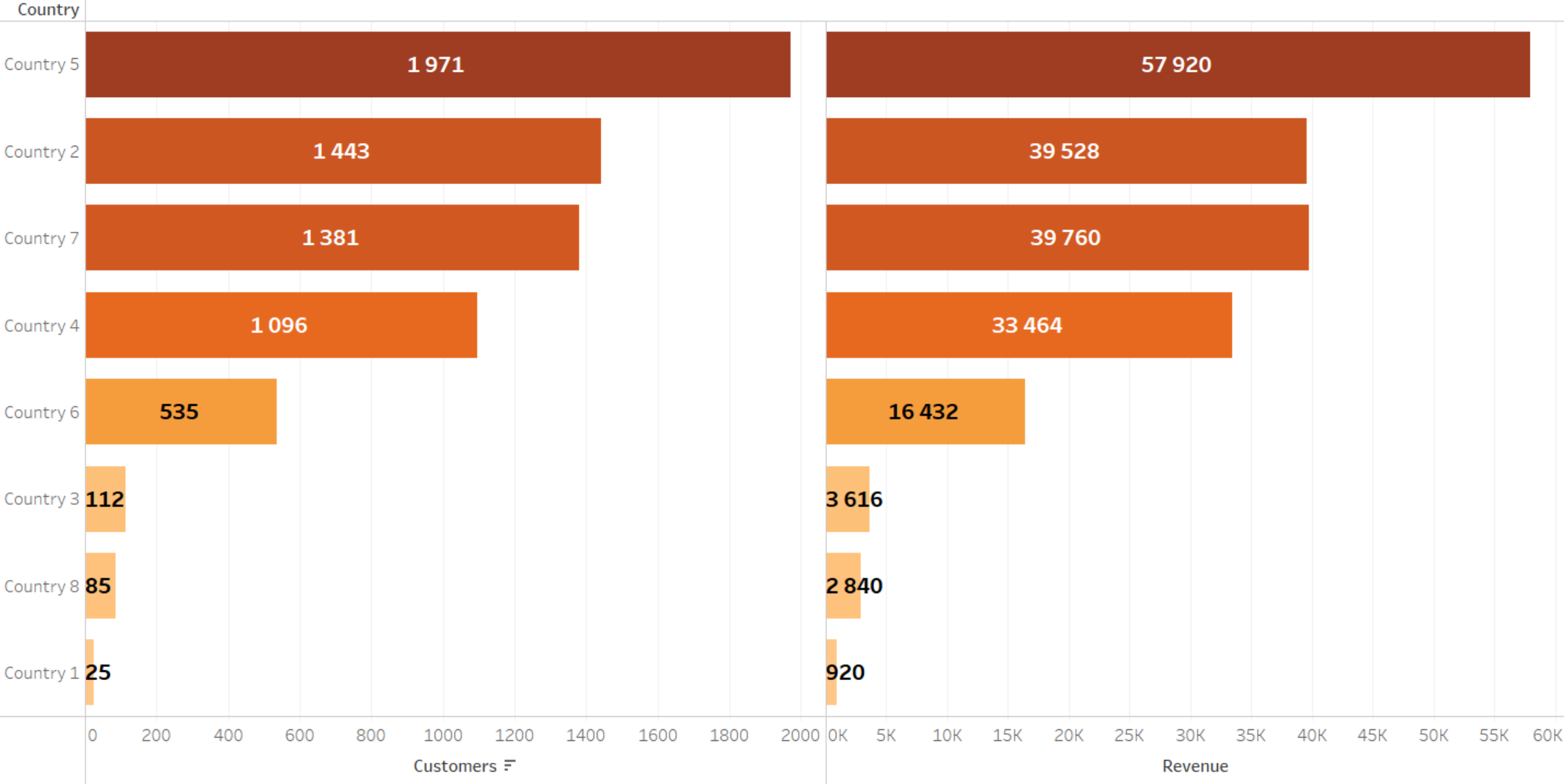
- Some topics generate **much more reads** (Asia, NA, EU as top 3).

## Customers:

- Customers seem to read **wider range** of topics.
- On average they read articles about 5 (from 6) topics!

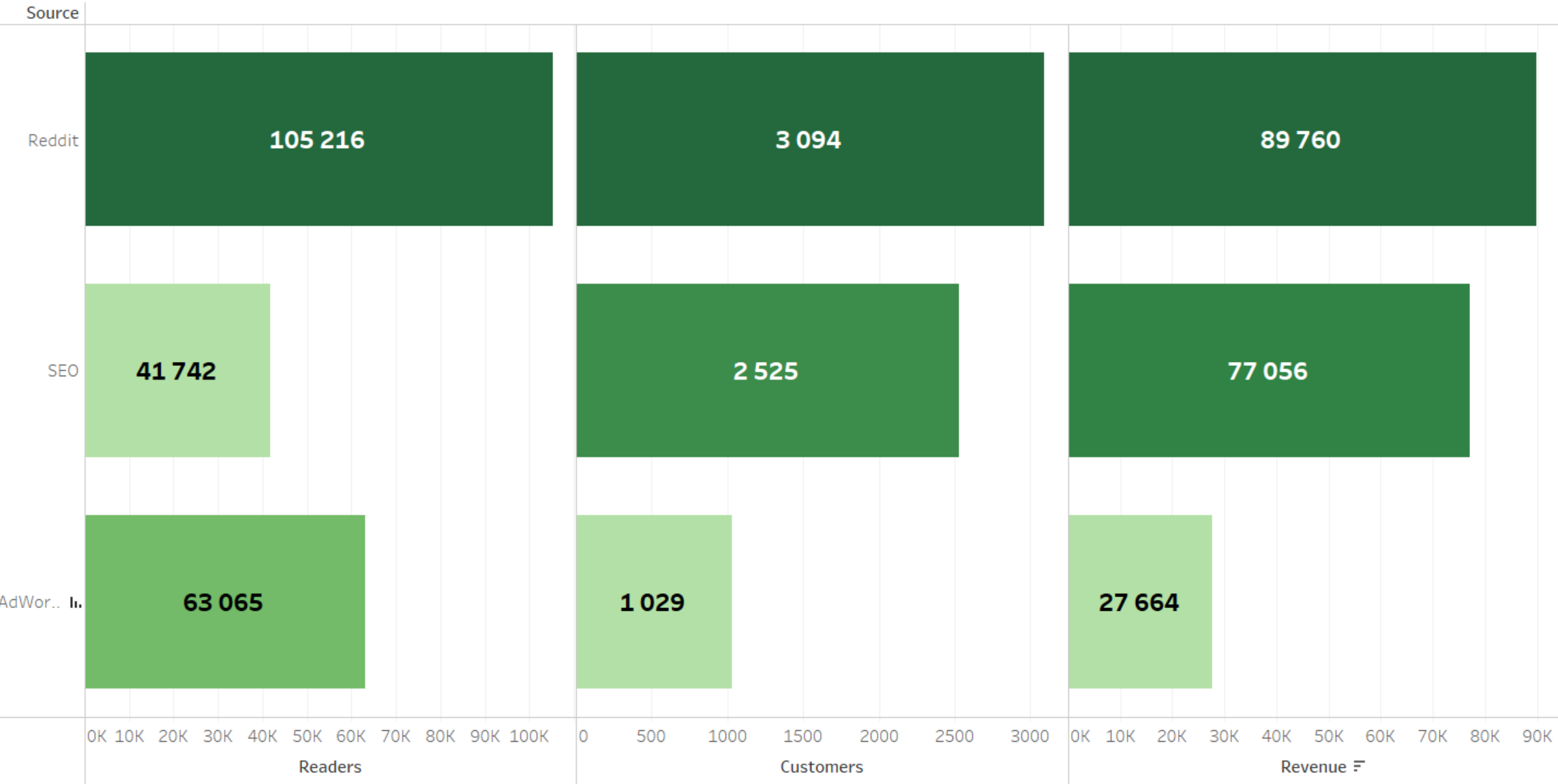


Country Analysis



Sum of Customers and sum of Revenue for each Country. Color shows sum of Customers. For pane Sum of Customers: The marks are labeled by sum of Customers. For pane Sum of Revenue: The marks are labeled by sum of Revenue.

# Source Analysis



Sum of Readers, sum of Customers and sum of Revenue for each Source. For pane Sum of Readers: Color shows sum of Readers. The marks are labeled by sum of Readers. For pane Sum of Customers: Color shows sum of Customers. The marks are labeled by sum of Customers. For pane Sum of Revenue: Color shows sum of Revenue. The marks are labeled by sum of Revenue.

# Feature Analysis

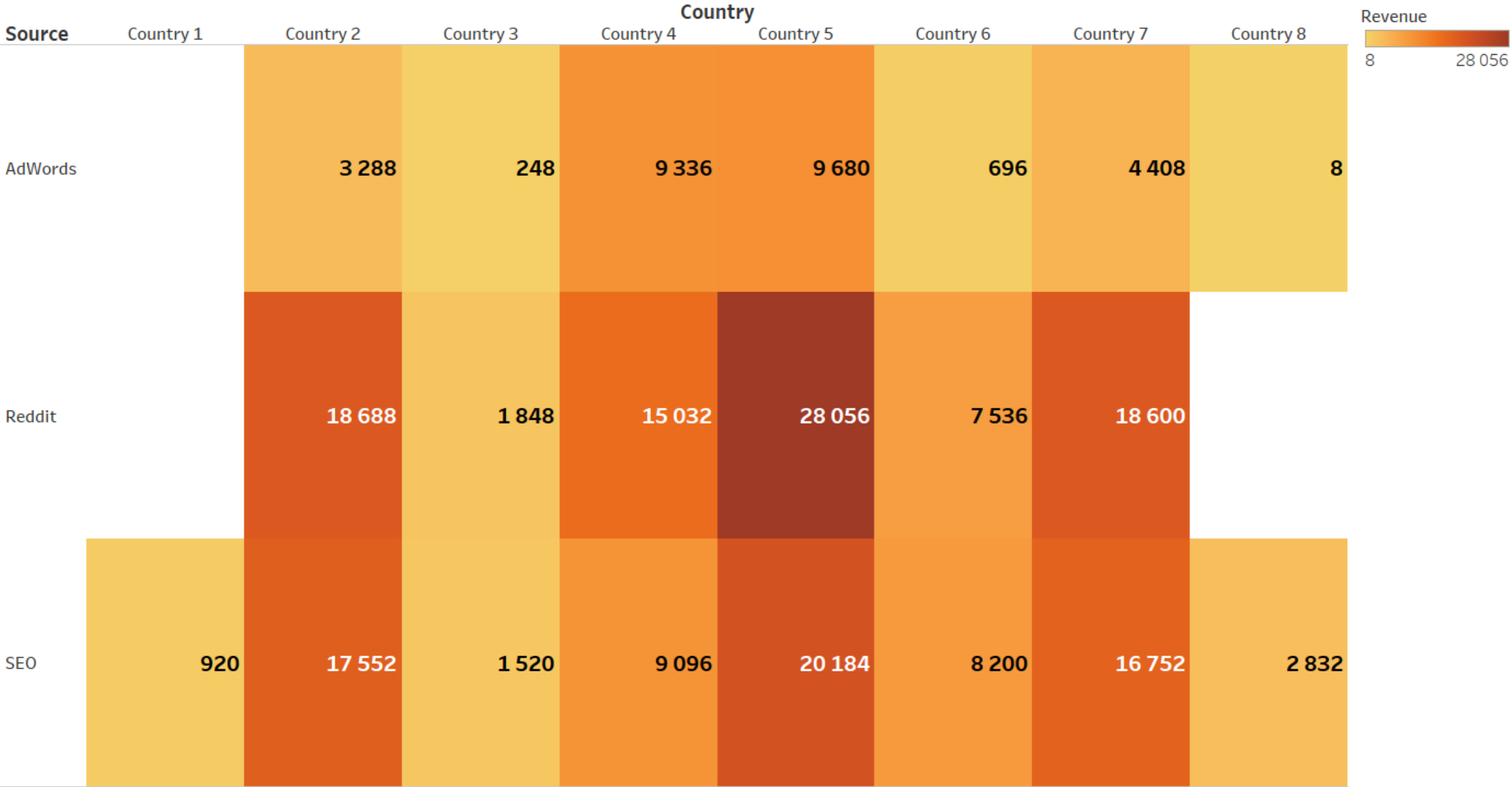
## Country Analysis:

- Both in number of customers and in revenue, **country 5,2,7,4** are the most profitable.

## Source Analysis:

- Reddit wins all three categories (should allocate **more budget** to this source)
- Reddit brings many **casual readers**, SEO has the **highest conversion rate** from reader to customer.

Segments



Sum of Revenue broken down by Country vs. Source. Color shows sum of Revenue. The marks are labeled by sum of Revenue.

# Segments

- AdWords doing **poorly** in revenue analysis:

Should allocate **more budget** to SEO and Reddit.

- SEO generates revenue from the **most countries**.
- Top 5 segments:
  1. Customers from **Country 5, Reddit**
  2. Customers from **Country 5, SEO**
  3. Customers from **Country 2, Reddit**
  4. Customers from **Country 7, Reddit**
  5. Customers from **Country 2, SEO**

# Classification – Random Forest Model

## Goal:

- Try to predict if a **reader is a customer** or not.
- It can predict with a **high** (~85% accuracy)

## Features (ranked by importance):

- Number of Blog Reads (**most important by far!**)
- Subscribed
- Number of Topics Read
- Country
- Source

# Conclusion

Course sales give most of the revenue

Readers who spend money are interested in wide range of topics

SEO and Reddit ads bring most of the buying readers

Topics with more episodes might retain more casual readers

We can predict readers spending money with the model