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Webtoon Content Performance and User Engagement Analysis

Data Analytics Candidate Assignment Report

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Task-1: Engagement Trends for “Why is the Tower of God Show So Popular?”

Overview

This report analyses user engagement metrics for the article titled "Why is the Tower of God Show So Popular? By examining page views and time spent on different sections of the article, we aim to identify trends in user engagement and suggest strategies to enhance the average time spent on the page.

Assumed User Data Overview

Page Views Over Time

The article experienced varied levels of page views throughout the week, as depicted in the following data:

Day	Page Views
Day 1	120
Day 2	200
Day 3	150
Day 4	220
Day 5	180
Day 6	170
Day 7	210

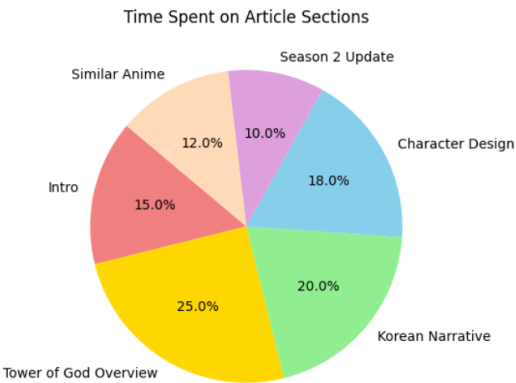
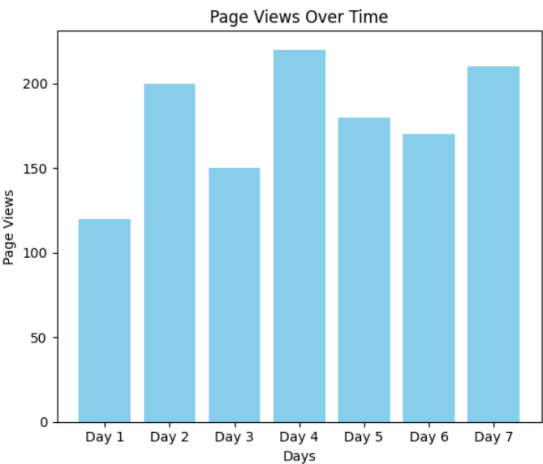
Time Spent on Article Sections

The percentage of time spent by users on different sections of the article is as follows:

Section	Time Spent (%)
Intro	15
Tower of God Overview	25
Korean Narrative	20
Character Design	18
Season 2 Update	10
Similar Anime	12

Visualizations

1. **Page Views Over Time (Bar Graph):** The bar graph shows page views over the week, with day 4 having the highest views, suggesting significant interest possibly due to social media or content releases.
2. **Time Spent on Article Sections (Pie Chart):** The bar graph shows page views over the week, with day 4 having the highest views, suggesting significant interest possibly due to social media or content releases.



Analysis and Recommendations

Engagement Trends: The analysis of the user data reveals key insights:

- The spike in page views on Day 4 suggests a peak in interest, warranting further investigation into potential factors that contributed to this increase.
- The Tower of God Overview section's popularity indicates that users are particularly interested in understanding the main themes and characters of the series.

Strategies to Increase Average Time Spent on the Page:

1. **Enhance Interactive Content:**

Implement interactive elements like polls, quizzes, or discussion prompts tied to the article's themes. For instance, users can vote on their favourite character or predict future plot developments, boosting engagement and time spent on the page.

2. **Add Multimedia Elements:**

Incorporate multimedia like videos, GIFs, or infographics to enhance the content. For example, a video on Bam's character development or an infographic comparing character designs can enrich the user experience and encourage longer page visits.

Conclusion

This report identifies engagement trends in the article through an analysis of page views and time spent across different sections. By implementing interactive and multimedia content strategies, there is potential to significantly increase the average time users spend on the page, thereby enhancing overall user engagement.

Task-2: User Interaction Data for “Refund High School Chapter 22-30”

Overview

The article titled “Refund High School Chapter 22-30: The New Arc of Mook” presents a continuation of the storyline, featuring character developments and new plot twists. Given the assumed user interaction metrics, there is an opportunity to enhance engagement through strategic content changes.

Assumed User Interaction Metrics

Based on hypothetical data, the current engagement metrics are as follows:

- **Bounce Rate:** 40%
- **Average Time Spent:** 2.5 minutes
- **Click-Through Rate (CTR):** 5%

These metrics indicate that while some readers are engaged, there is a significant drop-off, suggesting a need for improvement in content delivery.

Proposed A/B Testing Strategy

To evaluate the effectiveness of different content approaches, we recommend conducting A/B tests with the following variations:

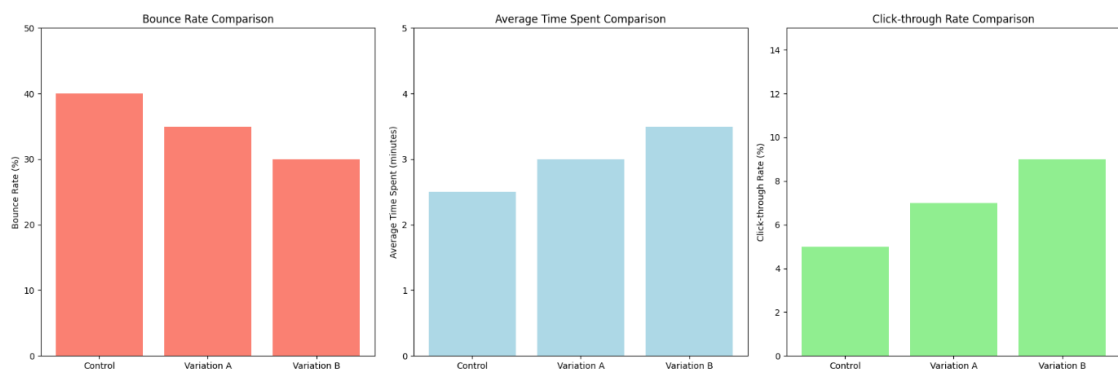
Variations:

1. **Control Group:** Original Article
 - The baseline performance of the original article is represented by the assumed metrics mentioned above.
2. **Variation A:** New Headline
 - **Example Headline:** “Unravelling the Mystery: What Lies Ahead for Aru, Gunn, and Mook in Refund High School?”
 - **Rationale:** A compelling headline can significantly influence user interest and encourage clicks.
3. **Variation B:** New Visuals
 - **Content Changes:** Include visually appealing images, character illustrations, and infographics summarizing key plot points.
 - **Rationale:** Engaging visuals can improve user retention and encourage exploration of the article's content.

Goals for A/B Testing

1. **Bounce Rate:** Aim to reduce the bounce rate from the assumed 40% to a target of 35% for Variation A and 30% for Variation B.
2. **Average Time Spent:** Increase the average time spent on the page from 2.5 minutes to 3.0 minutes for Variation A and 3.5 minutes for Variation B.
3. **CTR:** Enhance the CTR from 5% to 7% for Variation A and 9% for Variation B.

Visualization



Content Changes to Test

1. Variation A: New Headline - Proposed Changes:

- Craft a more engaging and descriptive headline.
- Use subheadings and bullet points to organize content clearly, making it easier for readers to digest information.

2. Variation B: New Visuals - Proposed Changes:

- Integrate high-quality images related to key characters and events in the story.
- Add infographics that highlight major plot points and character relationships, visually summarizing the narrative for quick comprehension.

Implementation Plan

1. **Testing Duration:** Conduct the A/B tests over a two-week period to gather sufficient data for analysis.
2. **Key Metrics:** Monitor bounce rates, average time spent on the page, CTR, and user feedback through surveys.
3. **Analysis and Reporting:** Compare performance metrics between the control and variations to identify which content changes drive better engagement.

Conclusion

The analysis suggests using A/B testing for headline optimization and visual improvements to boost user engagement and interaction metrics.

Task-3: User Segmentation for “11 Best Solo Leveling Arcs in the Manhwa to Read Now”

Introduction

The article “11 Best Solo Leveling Arcs in the Manhwa to Read Now” delves into the key arcs of the popular manhwa *Solo Leveling*. To optimize content delivery and improve user engagement, it's essential to understand the audience's demographics and behaviour. This report outlines user segmentation based on age group and gender and provides recommendations for tailoring content to these segments.

Mock Data for User Demographics and Behaviour Segmentation

The following mock data illustrates the assumed user demographics based on age group and gender:

Demographics:

- Age Groups:

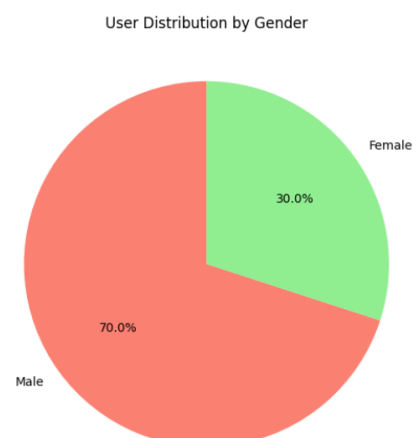
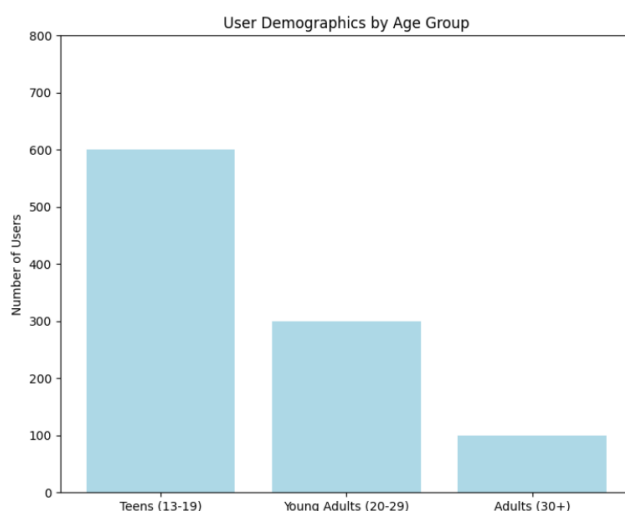
- Teens (13-19): 600 users
- Young Adults (20-29): 300 users
- Adults (30+): 100 users

- Gender Distribution:

- Male: 700 users
- Female: 300 users

Visual Representation

- **Bar Chart:** User Demographics by Age Group
- **Pie Chart:** User Distribution by Gender



Analysis of User Segmentation

1. Age Group Segmentation:

- **Teens (13-19):** Representing the largest demographic, this group is likely drawn to the action-packed and fantasy elements of *Solo Leveling*.

Content Suggestions:

- Utilize vibrant visuals and dynamic language to enhance engagement.
- Incorporate interactive elements such as polls or quizzes related to the arcs to foster community interaction.

- **Young Adults (20-29):** This segment appreciates deeper character development and plot intricacies.

Content Suggestions:

- Provide more in-depth analyses of character arcs and themes.
- Include discussions or recommendations for related series that cater to mature storytelling preferences.

- **Adults (30+):** This group may have nostalgic ties to the manhwa genre and looks for substantial narrative depth.

Content Suggestions:

- Highlight overarching themes of perseverance and personal growth within the arcs.
- Offer retrospective content that connects *Solo Leveling* to other significant works in the genre.

2. Gender Distribution:

- **Male (70%):** This group may predominantly favour action and battle sequences in the arcs.

Content Suggestions:

- Emphasize action-oriented summaries and highlight battles in the arcs.
- Consider hosting live discussions or watch parties for adaptations or fan art.

- **Female (30%):** Female readers may resonate with character relationships and emotional depth.

Content Suggestions:

- Focus on character development, relationships, and emotional moments in the arcs.
- Incorporate more content that celebrates female characters and their roles in the story.

Conclusion

By segmenting the audience based on age and gender, tailored content can significantly enhance user engagement with the article "11 Best Solo Leveling Arcs in the Manhwa to Read Now." Utilizing targeted content strategies for different demographics will foster a more inclusive and engaging environment, ultimately driving higher interaction rates and reader satisfaction.