Data Analyst Case Study
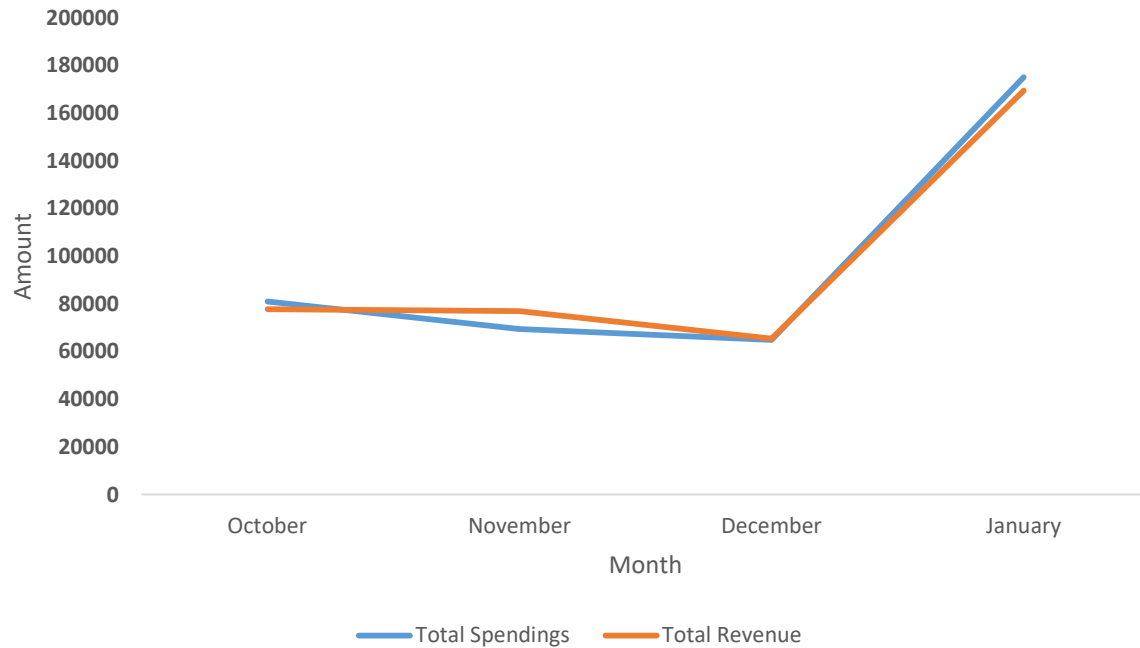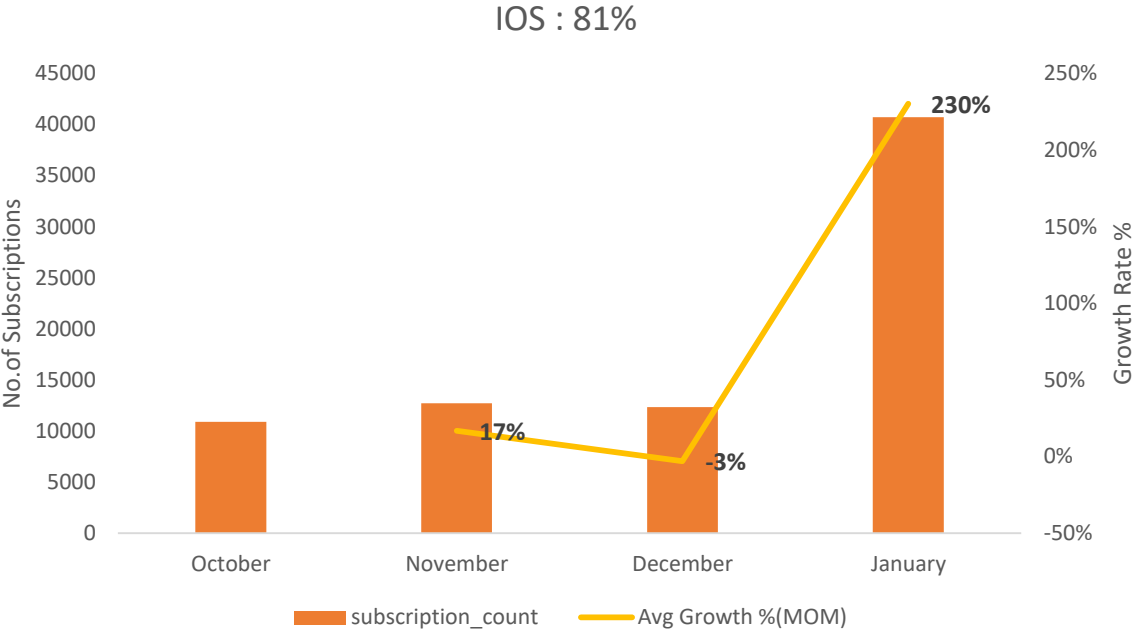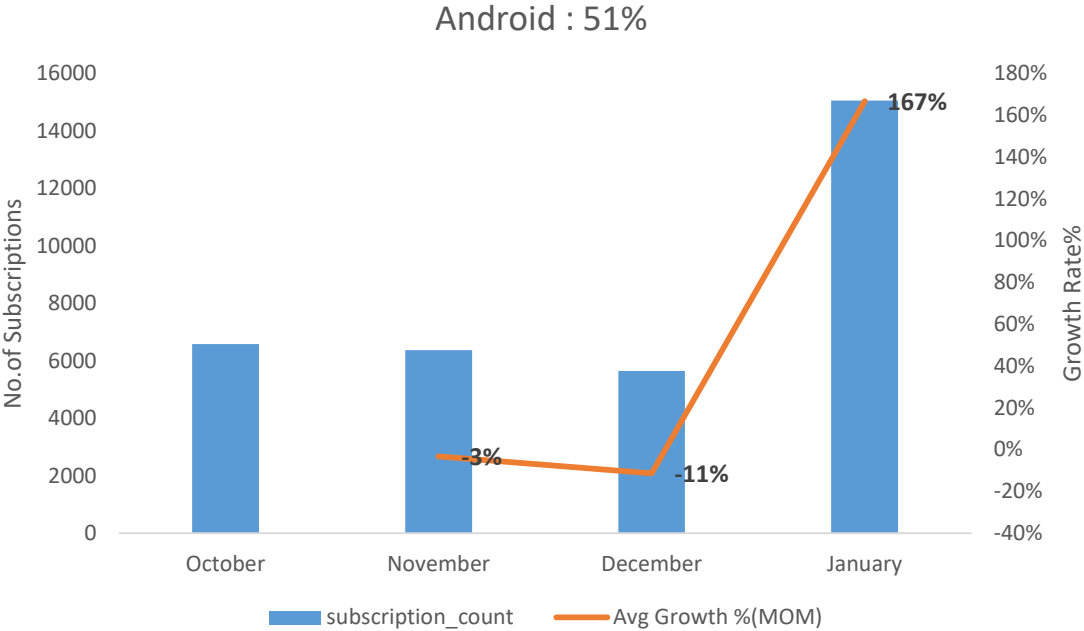
Vinod Varma

Spend vs Revenue:
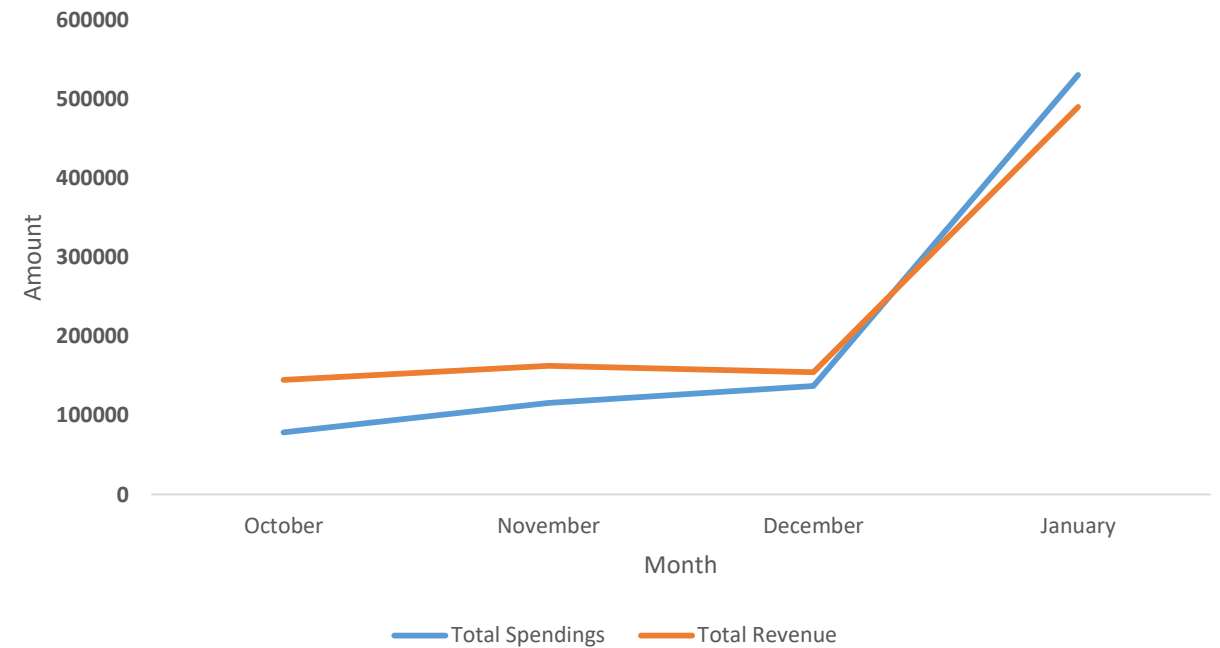
- The revenue was always more in Q4 for IOS for the amount of spending compared to Android
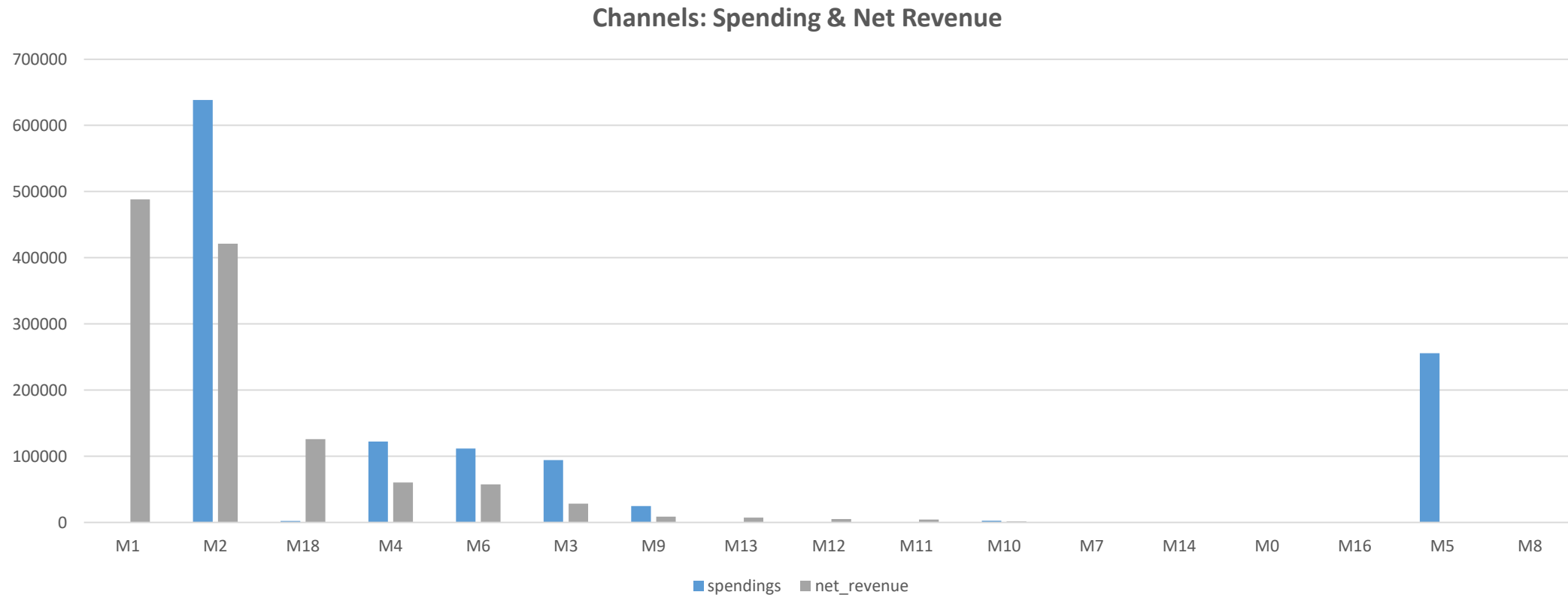
Subscriptions Average Growth Rate:

- IOS has an average growth rate of 81% in customer subscriptions over the continuous months against to Android with 51% Month over Month.

From the above mentioned data and charts, its clear that IOS would be the potential platform to invest more money.

Marketing Channel Performance:

Channels: Spending & Net Revenue

- Marketing channel M1, M18 are giving high yield even though with no spending from the company
- M2, M4, M6, M3 are performing moderately compared to the other marketing channel against to the total spend.

Monthly Subscription Effectiveness:

MARKETING CHANNEL W/ NO.OF SUBSCRIPTIONS

■ October ■ November ■ December ■ January
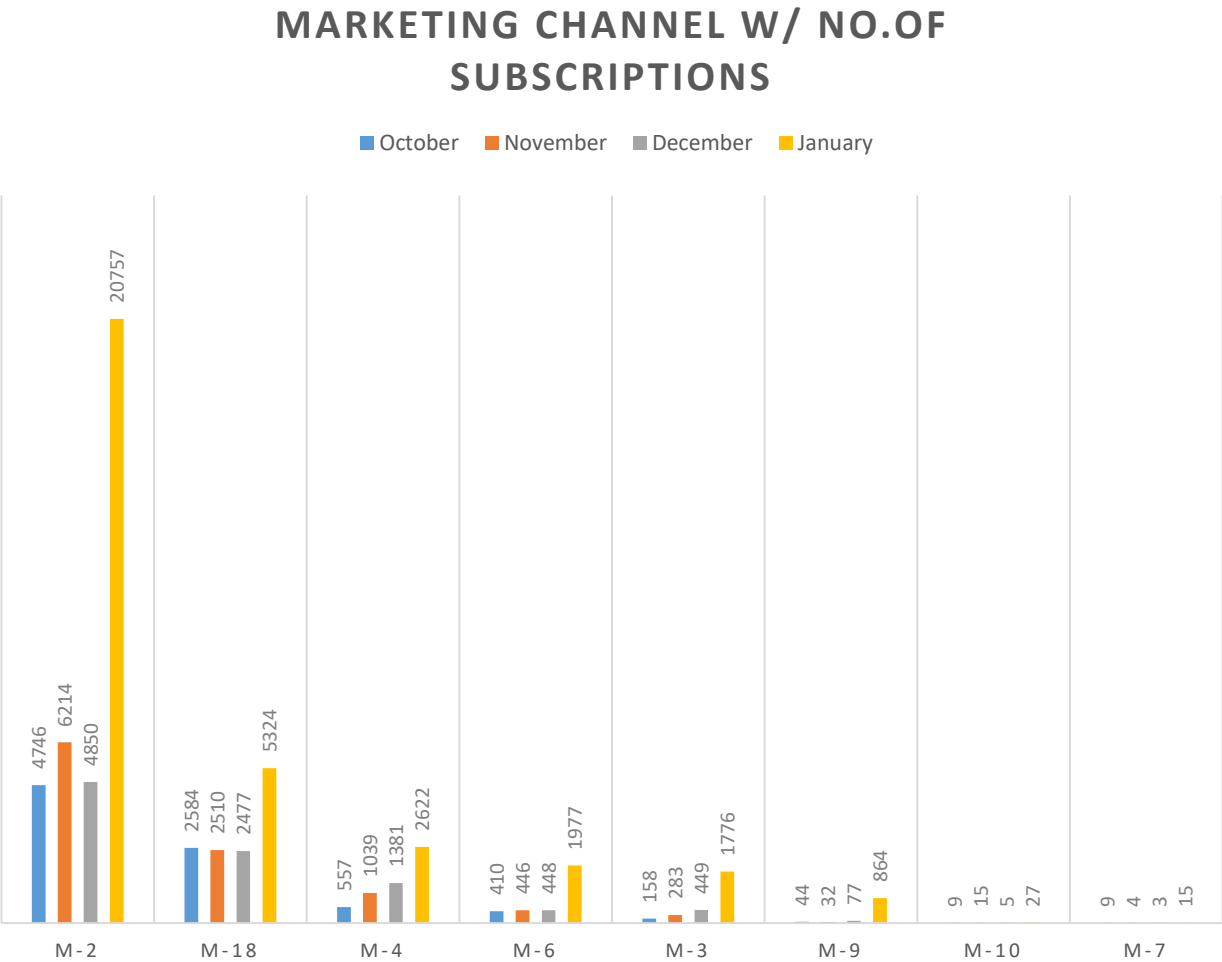
- M4 have the steady increase in no.of new subscriptions compared to any other channel with an average growth rate of 70% MoM
- Where as M2, M18 have rapid increase only in January with optimal no.of subscriptions in previous months.

As attributed it's becoming clear that in terms of Optimizing the spending for the marketing channels, Focusing M1(Not Paid), M18 would be a good idea. And for better results in terms of steady increase in number of subscriptions, Marketing channels M4, M2, M6 in order are respectively more promising.

Country Performance Analysis:

TOTAL SUBSCRIPTIONS

Countries w/ Spend & Revenue
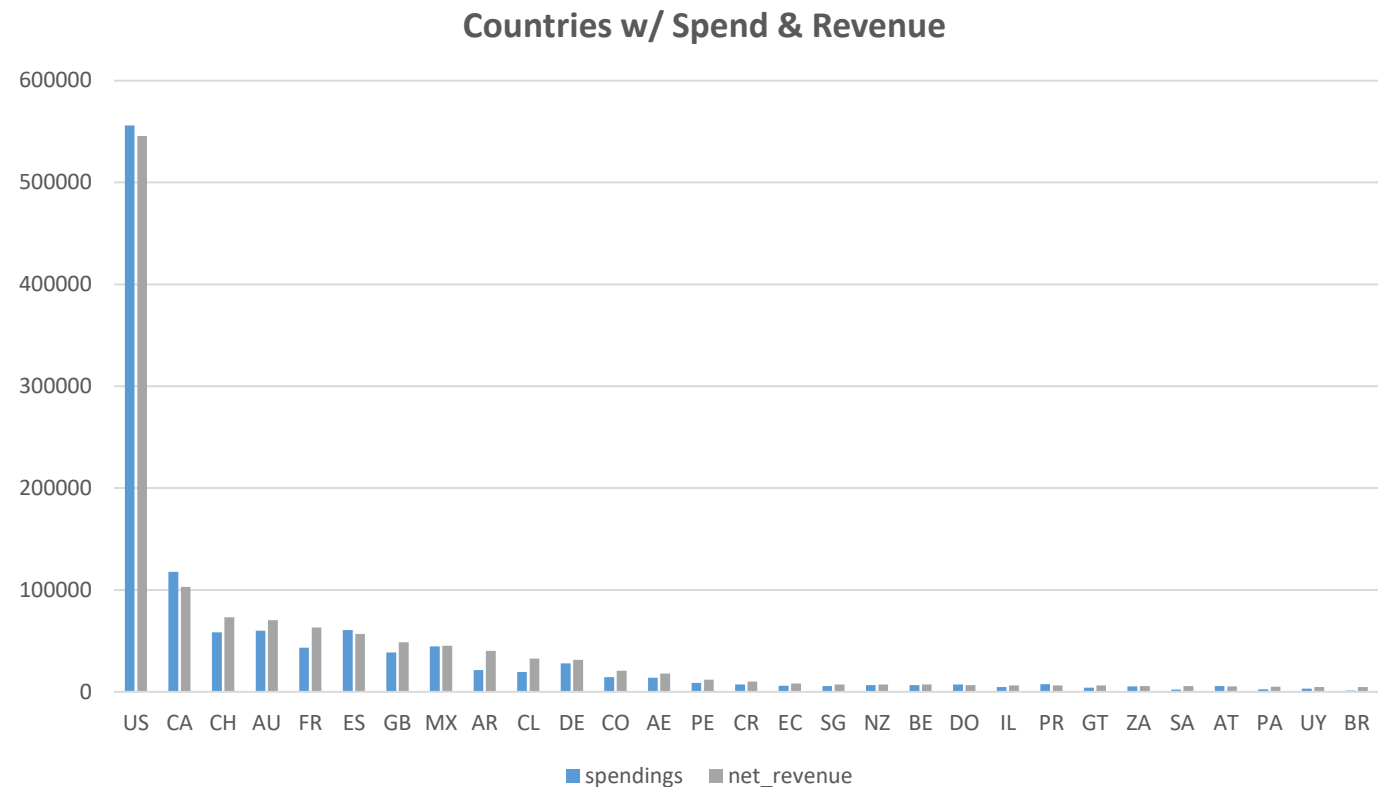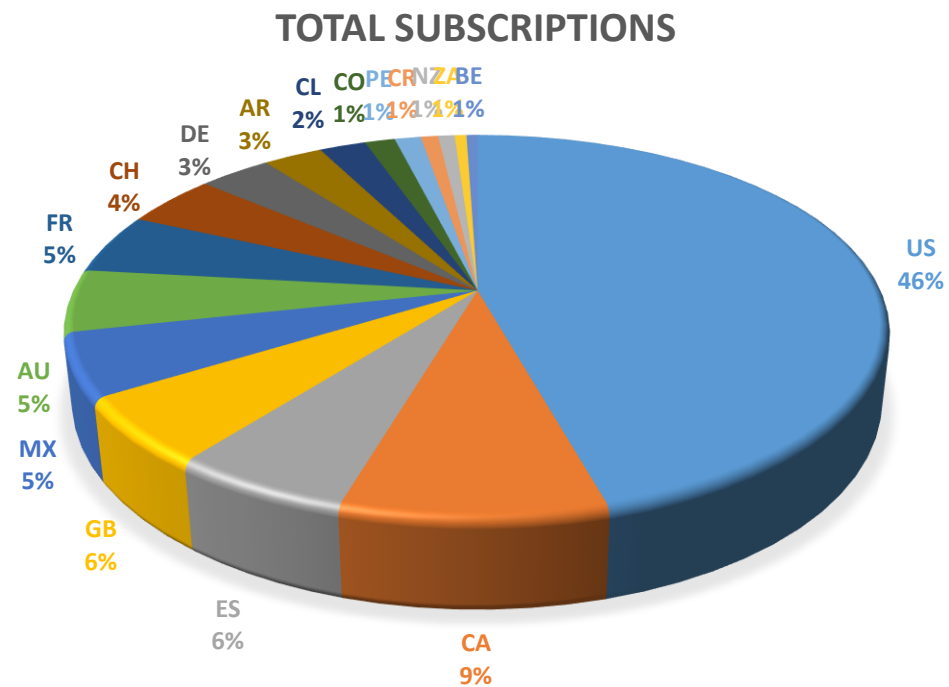
- US it self have a contribution of 46% of total subscriptions, followed by CA, ES, GB, MX, AU, FR, CH with small contribution of 5% and little above.
- From the other chart It's evident that revenue generation is approximately equalizing the total spending for all the countries, so it's better look into monthly percentage breakups.

SUBSCRIPTION COUNT COMPARISON
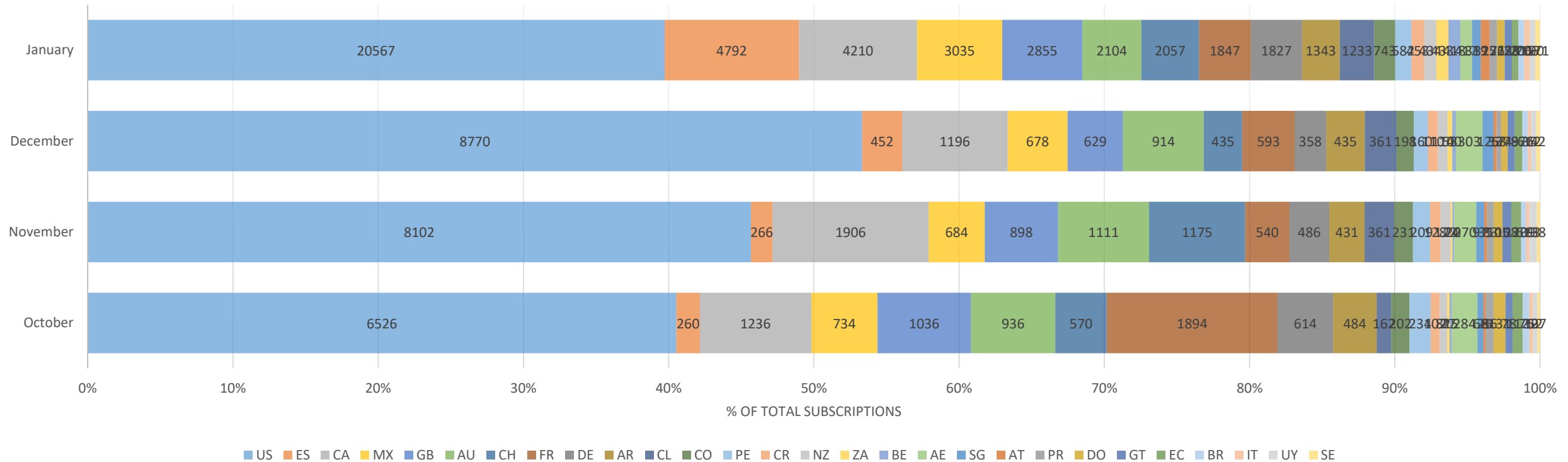
- ES has been securing higher % of total subscription very quickly, staring from 2% in October to 8.5% in January.
- US, AU are facing drop in total % of share in total subscriptions in January even though total number is increasing.
- GB, MX are also producing better out come over the four months of span in no.of new subscriptions.

For better return on investment., ES, GB, MX are looking out as very good prospects.

Thank you