

Data Analysis and Insights for different page Optimization and How to get more user install & Engagement from the App and Website

AADITHYA M

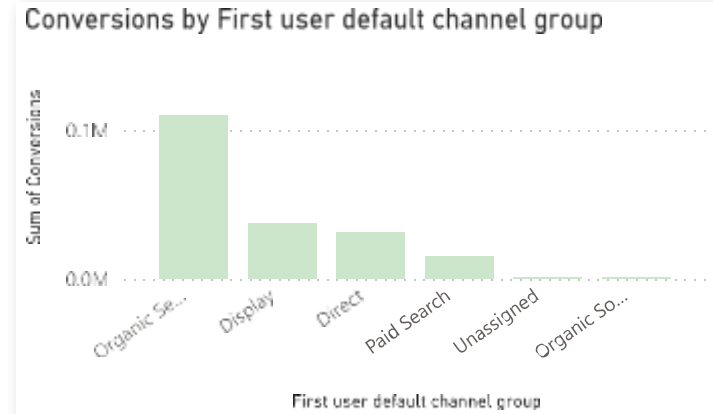
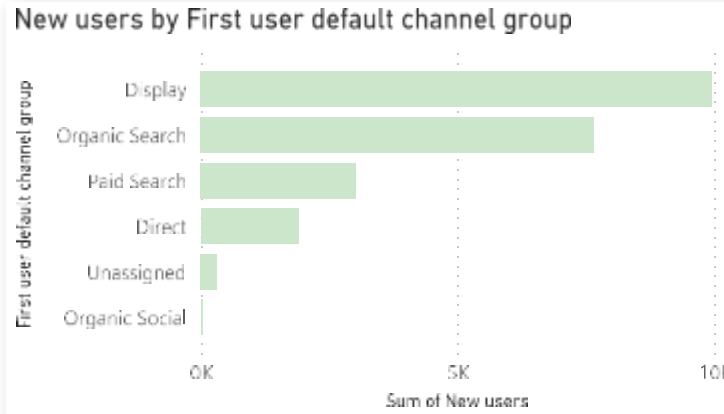
XYZ
Inc

Page Performance of New Users

TOTAL NEW
USERS
23K

AVERAGE
ENGAGEMENT
TIME
461.32

TOTAL EVENTS
1M



From the Visuals, We can consider that Most New users arrive at sites/app through Display. Most Conversion Rate Comes from Paid Search and organic Search

45K

Sum of Users

88.74

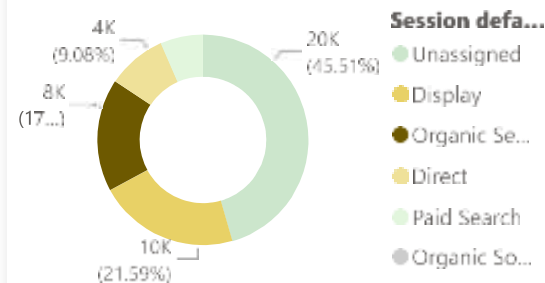
Average of Average engagement
time per session

114K

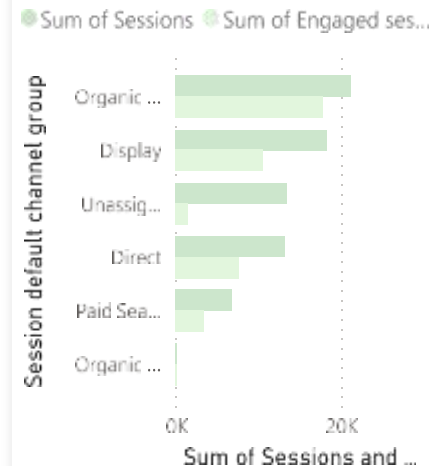
Max of Conversions

Total Users Performance

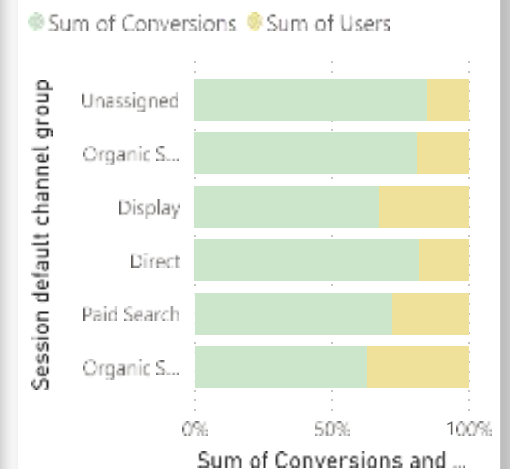
Users by Session default channel group



Sessions and Engaged sessions by Session default channel group



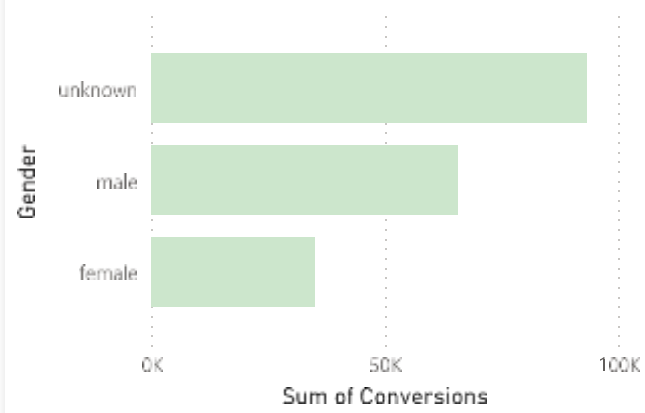
Conversions and Users by Session default channel group



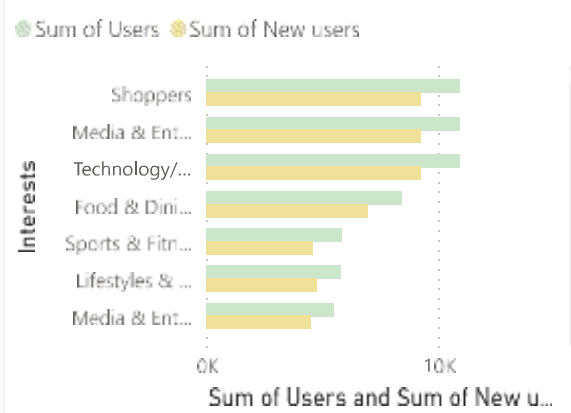
Besides unassigned, Organic Search and paid searches gave the most conversion rate



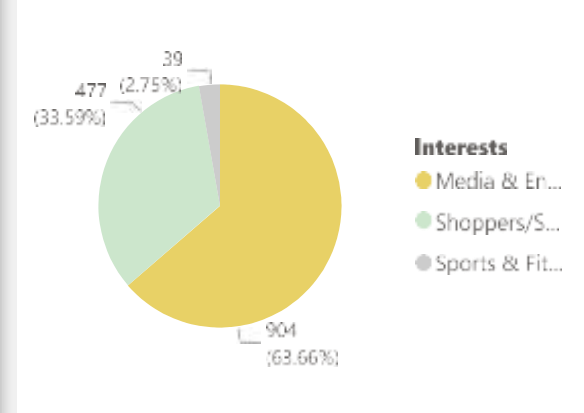
Conversions by Gender



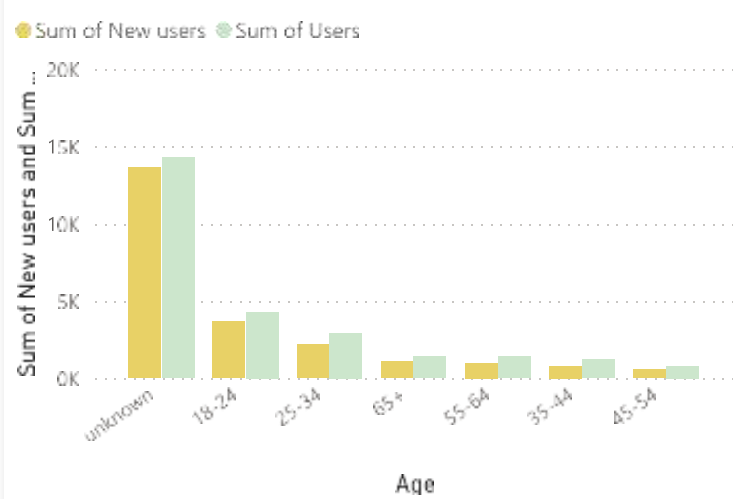
Users and New users by Interests



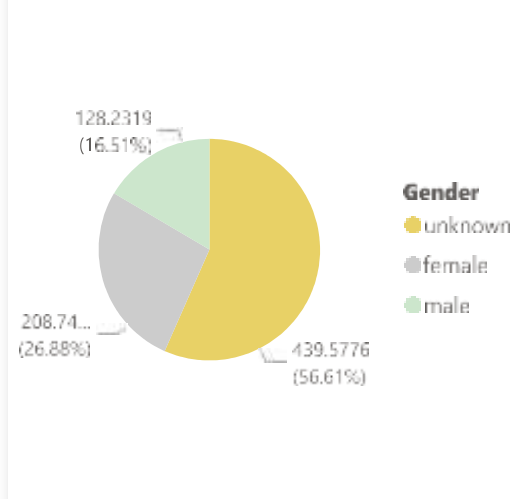
Conversions by Interests



New users and Users by Age

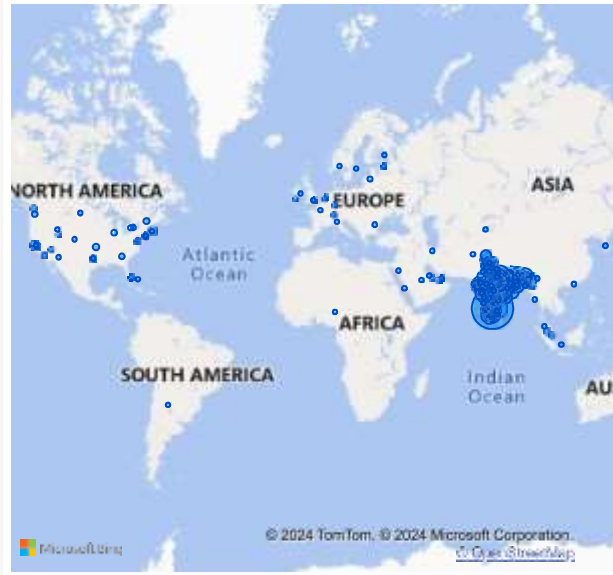


Average engagement time by Gender



Most conversions are done by users who have interest in media and entertainment, who are at the age of 18-24

Users by Town/City

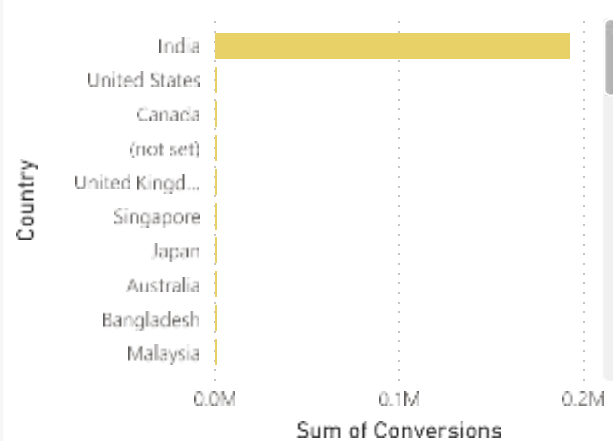


In the map, India has the more users and conversions than United states and Canada.

Users by Country

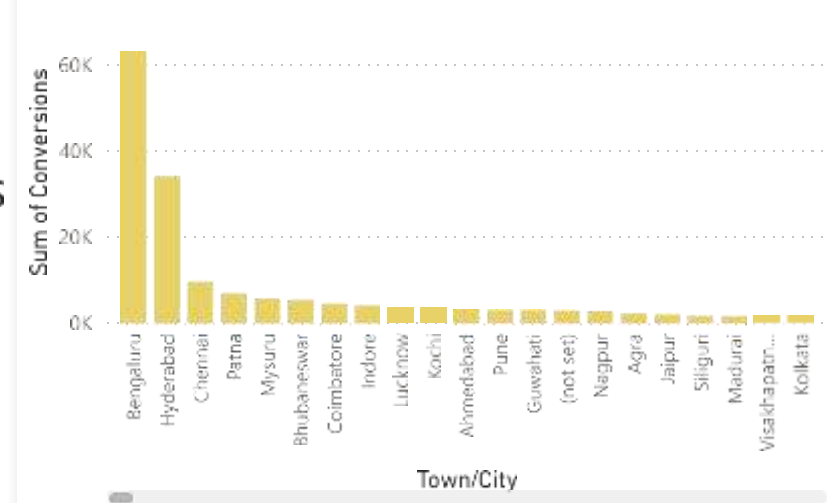


Conversions by Country

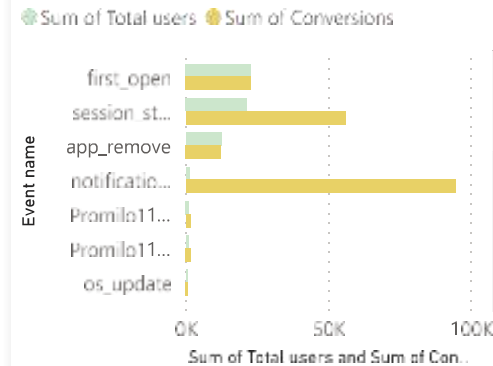


Though Bengaluru has most conversions Patna has higher conversion rate

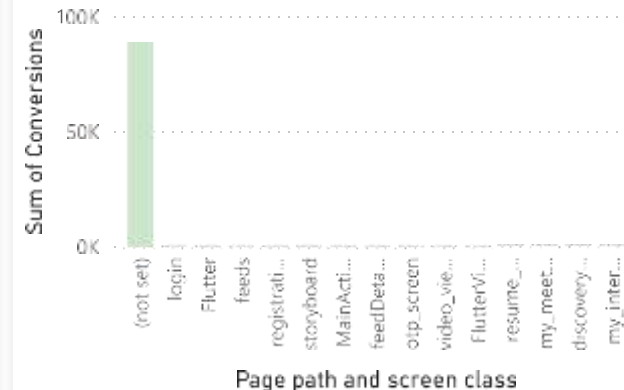
Conversions by Town/City



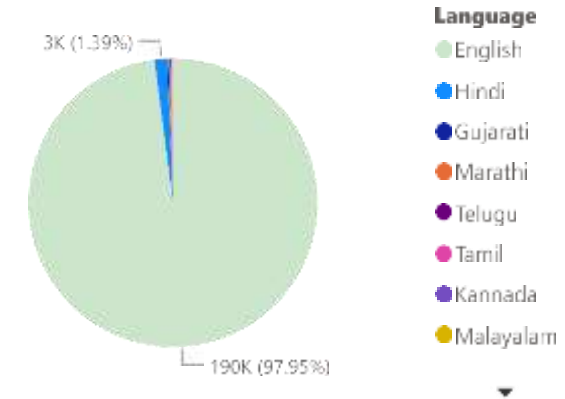
Total users and Conversions by Event name



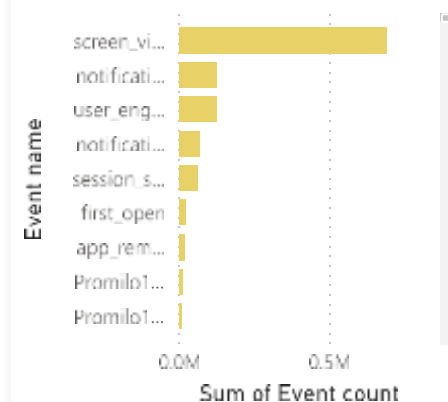
Conversions by Page path and screen class



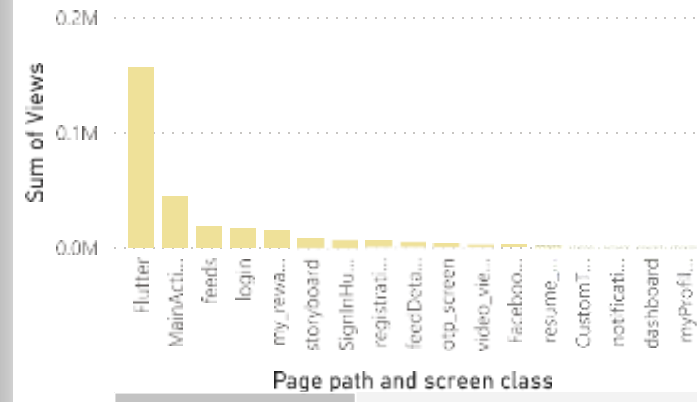
Conversions by Language



Event count by Event name



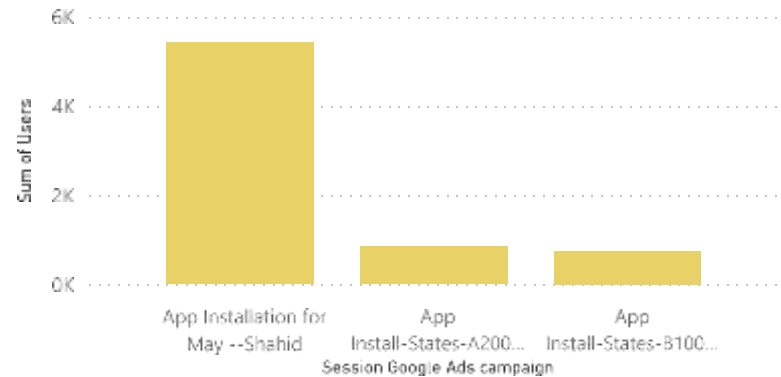
Views by Page path and screen class



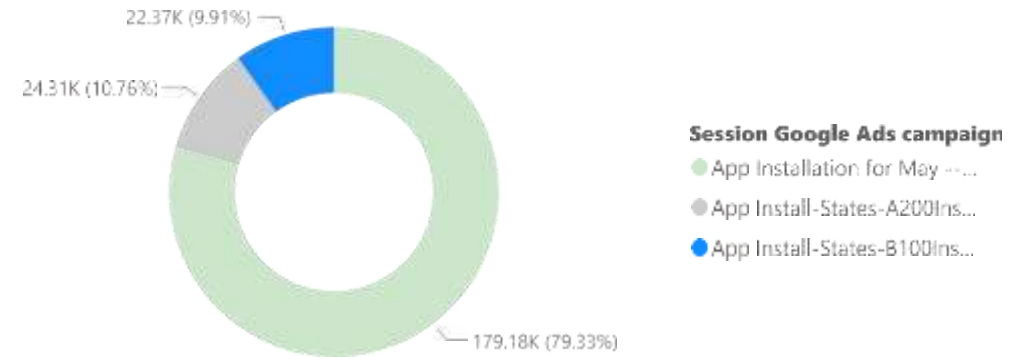
90% of users are English Speakers. Maximum views are from flutter

Screen view have more counts

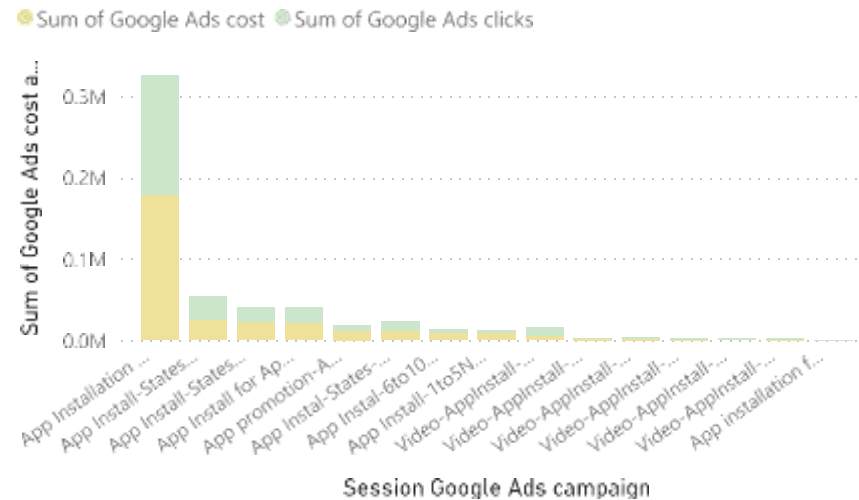
Users by Session Google Ads campaign



Sum of Google Ads cost by Session Google Ads campaign



Google Ads cost and Google Ads clicks by Session Google Ads campaign



App Installation for May --shahid is the most expensive and made more conversions

User Installation and Engagement performance Analysis

New users arrive at site through organic search, Paid search and display

99% of Users are English Speakers

Most of the users are from Metropolitan cities

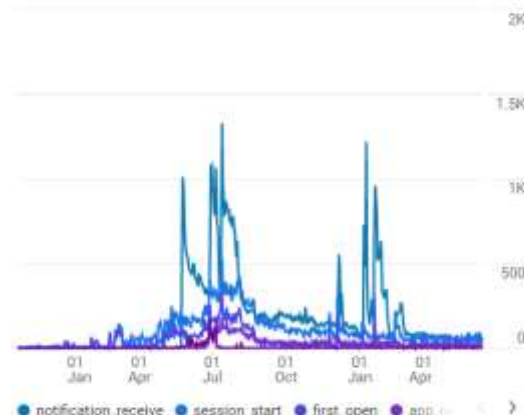
More the engagement rate ,More the conversions

Users who are female have more engagement time on site

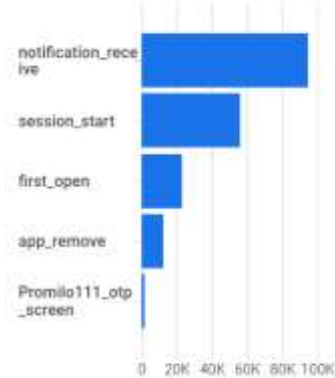


From the report we can see that there is a high users between July to October and Average Engagement time is 5 minutes and 31 seconds

Conversions by Event name over time

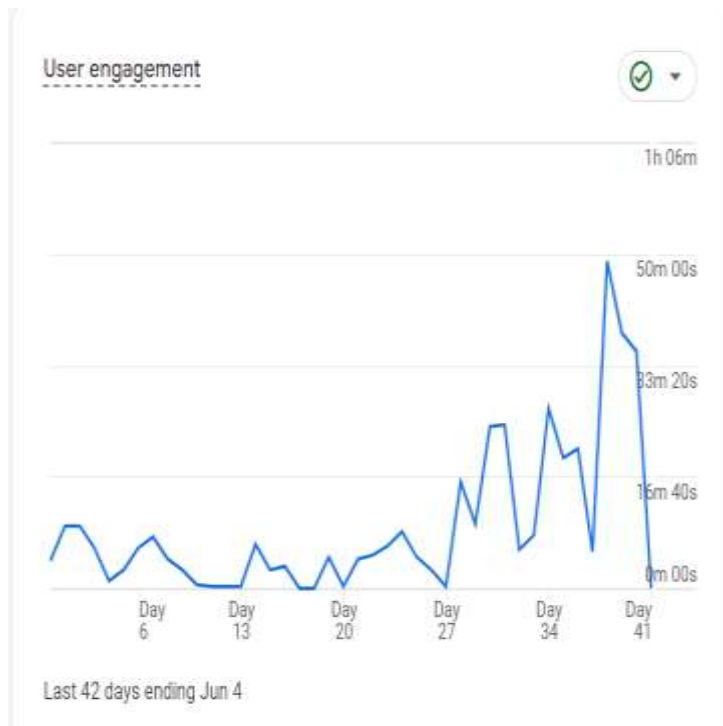


Conversions by Event name



Here , Conversions by notification_receive is more when compared to other events. There are more conversions in the period of April and July

We can conclude that there is rise of users and conversions on particular duration



At this graph, We can see that there are more user engagement on July 1



This graph shows 380 new users and 515 returning users from May to June

Session Google Ads campaign	Conversions
App installation for May 06-05-2022 T1	5
Video-AppInstall-PS-Colleges-11Jul22	101
Video-AppInstall-PS-Jobs-11Jul22	53
Video-AppInstall-PS-Videos-11Jul22	76
Video-AppInstall-PS-Webinar-11Jul22	150

These ad campaigns had low impact on conversions

Marketing Campaign Analysis

- Paid search is one of the channel where more people arrive at site
- Google ads played a important role in it
- More clicks were from App Installation for May –shahid

RECOMMENDATIONS

Target the right audience:

- Most of the users are from India. Ads in regional languages help them to arrive at site
- Asking the user for language preference before entering the website /app will be more beneficial
- They spend more time in app/website if it is in their own language

Most users are more interested in shoppers, media, Technology and entertainment.

Having a good design website /app related to interests will gain new user and retain returning users

- Most users are at the age of 18-24
- Hence they would be going to college or starting a career
- They spend much time on online platforms like Educational sites, Job search sites ,Online Learning sites and other social media platforms.
- Putting up ads on these platforms earn more new users

Reach audience by region

- Most of the users are from metropolitan cities
- Other than these ,cities like Mysuru have high conversion rate

Target audience at cities with high conversion rate

- Other than India, we can target foreign countries too
- There are users from cities like Dallas, London, San Francisco
- Putting up ads related to the country will gain new users

More Engagement Time

- From the data, We can obtain that more the Engagement time , more the Conversions

Make your website interactive and create smooth user experience

- Add beautiful images and videos to keep engaging the users
- Websites/apps should be compatible with both PC and Mobile

By Organic Search and paid search:

- Most users arrive at site through organic search
- We can increase the organic search users with particular keywords
- As more users are interested in media and entertaining, including keywords related to these interest will land up at higher rank
- Paid searches make more conversions
- More clicks from ad make more conversions
- Making use of google ads will earn more users
- Putting up paid ads on social media platforms is recommended

Through social media

- Having a official account on social media platform like Facebook,Instagram,twitter will have huge growth
- As users from organic social is low, we can increase that too
- Posting about app update, reviews, offers will make the audience to look into app/website

Providing links under account bio will make it easy for users to jump it to the website or app

MARKETING STRATEGIES

REFERRALS

- Returning users can refer to New users
- With referral codes, New users and users who referred will be provided with rewards
- By doing so, we can both gain new users and retain returning users
- Retaining returning users is as much important as gaining new users

SEASONAL MARKETING

- In particular events like festivals, summer holidays, Christmas holidays, We can redesign the ads, posts, website related to it
- As we can see from the graph, where particular duration, user count is higher
- We can run more ads during such events

INFLUENCERS

- Social Media plays a major role in digital Marketing
- Promoting through right people will make a huge impact
- Major point is choosing right person. Choose a person who is related to particular website and field
- Posting real in person reviews videos in social media platform will increase the new users

ADS ON RELEVANT SITES

- Paid Ads on irrelevant sites not only targets less audience but also leads to loss
- As said before ,Ads on sites related to education, media, entertainment ,career , shoppers and news articles will gain new users

DO'S

- REDESIGN WEBSITES RELEVANT TO USER'S INTEREST
- KEEP UPDATING ON SOCIAL MEDIA PLATFORMS
- BE USER FRIENDLY

DONT'S

- DON'T WASTE MONEY ON PAID ADS WHICH HAVE LOW IMPACT
- DON'T FORGET TO USE KEYWORDS
- REMOVE THE OLD CONTENT AND DON'T REPOST SAME CONTENT

SUMMARY:

Recommendations:

- Target the right audience
- Reach audience by region
- More engagement time
- By organic Search and Paid search
- Through social media

Marketing strategies:

- Referral
- Seasonal marketing
- Influencers
- Ads on relevant websites

CONCLUSION:

I believe these Insights, recommendations, Marketing strategies will help company to earn more user and gain more profit.

THANK YOU