**TASK 1:**

Review the article “Why is the Tower of God Show So Popular?” and imagine it has user data such as page views, average time spent, and bounce rate. Analyze these metrics and create visualizations (bar graphs, pie charts) to identify engagement trends.

* Suggest two strategies to increase the average time spent on the page based on your analysis.

**SOLUTION:**

Assumed Data:

* Page Views: 10000
* Average Time Spent: 2.8 minutes
* Bounce Rate: 21%

Insights:

* Page views are good, seems like the article is popular.
* Average time spend of 2.8 minutes could be improved, especially if the article is lengthy.
* Bounce rate of 21% indicates a large chunk of visitors leave without engaging further.

Visualizations:

* Bar Graph: To show correlation between average time spent and page views.
* Pie Chart: Showing bounce rate and engaged users.

Strategies to increase average time spent:

* Formatting of the content could be improved and also font of the content could be improved to make the article easier to read.
* Display related articles to engage users further and increase the time spent.

**TASK 2:**

Analyze user interaction data for “Refund High School Chapter 22-30: The New Arc of Mook” and propose an A/B testing strategy. Recommend content changes to test (e.g., different headlines, visuals) that may improve user retention and reduce bounce rate.

**SOLUTION:**

Assumed Data for Chapters:

* Chapter 22: Page Views: 5,000, Bounce Rate: 40%, Average Time Spent: 3.5 mins.
* Chapter 23: Page Views: 4,800, Bounce Rate: 35%, Average Time Spent: 4.0 mins.
* Chapter 30: Page Views: 5,200, Bounce Rate: 36%, Average Time Spent: 3.9 mins.

Insights:

* Chapter 30 is performing relatively well in terms of retention, with a lower bounce rate and higher time spent.
* Chapter 22 has a higher bounce rate and needs improvement.

A/B Testing Strategy:

1. Test 1 – Headline Variations:
   * Variant A: “Aru Gunn Faces His Toughest Challenge Yet – The New Arc!”
   * Variant B: “Mook’s Epic Journey Continues – What Will Happen Next?”

Metrics to Track: Bounce rate, click-through rate (CTR), and average time spent.

1. Test 2 – Visual Layouts:
   * Variant A: A more image-heavy format with full-screen visuals to engage users visually.
   * Variant B: A text-focused layout with minimal graphics.

Metrics to Track: Bounce rate and average time spent.

Expected Outcome:

* If Variant A (headline) drives a lower bounce rate, it may indicate that action-oriented titles perform better.
* If Variant B (visual layout) leads to more time spent on the page, this suggests users prefer less distraction from visuals.

**TASK 3:**

Use "11 Best Solo Leveling Arcs in the Manhwa to Read Now" as a case study, develop a user segmentation report based on demographics or behavior, and suggest ways to tailor content.

**SOLUTION:**

Segmentation Based on User Behaviour:

1. Returning Visitors:
   * Behaviour: Likely familiar with the content, looking for in-depth analysis, or re-reading their favourite arcs.
   * Content Strategy: Create deep dives into specific arcs, character discussions, and “What’s Next” theories. Offer exclusive content such as polls, quizzes, or community discussions.
2. New Visitors:
   * Behaviour: Exploring the content for the first time, possibly unfamiliar with the plot and characters.
   * Content Strategy: Offer an introductory guide, breaking down key arcs and characters. Provide summaries of each arc to get them up to speed quickly. Add beginner-friendly content like FAQs or “where to start” articles.

Segmentation Based on Age Groups:

1. Young Readers (13-18 years):
   * Behaviour: Prefer visual content and fast-paced storylines.
   * Content Strategy: Use more images, short descriptions, and cliff-hanger teasers to retain their attention.
2. Older Readers (18-34 years):
   * Behaviour: Interested in character development, plot details, and theories.
   * Content Strategy: Provide long-form content with in-depth analysis, discussions on themes, and character motivations.