Dilan's Travel Guide

Data analysis by Szilvia Szentkereszty

In this presentation:

- short description about the dataset

- steps of data analysis

- answers for the asked questions

About the dataset

- Dilan's Travel Guide is a blog, with new and returning readers, newsletter subscribers and customers
- The blog is available in 8 countries, and it's topics are about the six continents
- New readers can come from 3 different sources:
    - Reddit
    - SEO
    - ADwords
- Customers can purchase an e-book or a video course

Data exploring

STEP 1: Data preparing in Bash

- making different data files from the given dataset for the new readers, returning readers, subscribers and customers

STEP 2: Basic data exploring in SQL

- creating SQL tables
- loading the data into the tables
- segmentations
- daily data analysis

STEP 3: Data visualization in Google Sheets

Questions to answer:

1. In which country should Dilan prioritise his effort and why?
2. Any other advice to Dilan on how to be smart with his investments based on the data from the last 3 months?
3. Can you see any more interesting information (beyond the above 2 questions) in the data from which Dilan could profit?

# 1. In which country should Dilan prioritise his effort and why?

He absolutely should focus on country_5.

country	new readers	returning readers	subscribers	customers	revenue
country_5	40 349	19 477	2 334	1 971	57 920
country_7	51 791	14 417	1 470	1 381	39 760
country_2	50 675	14 269	1 558	1 443	39 528

The reasons are (as the following charts show):

- from country_5 had the more returning readers, subscribers and customers
- it is also in the TOP3 when it comes to new readers
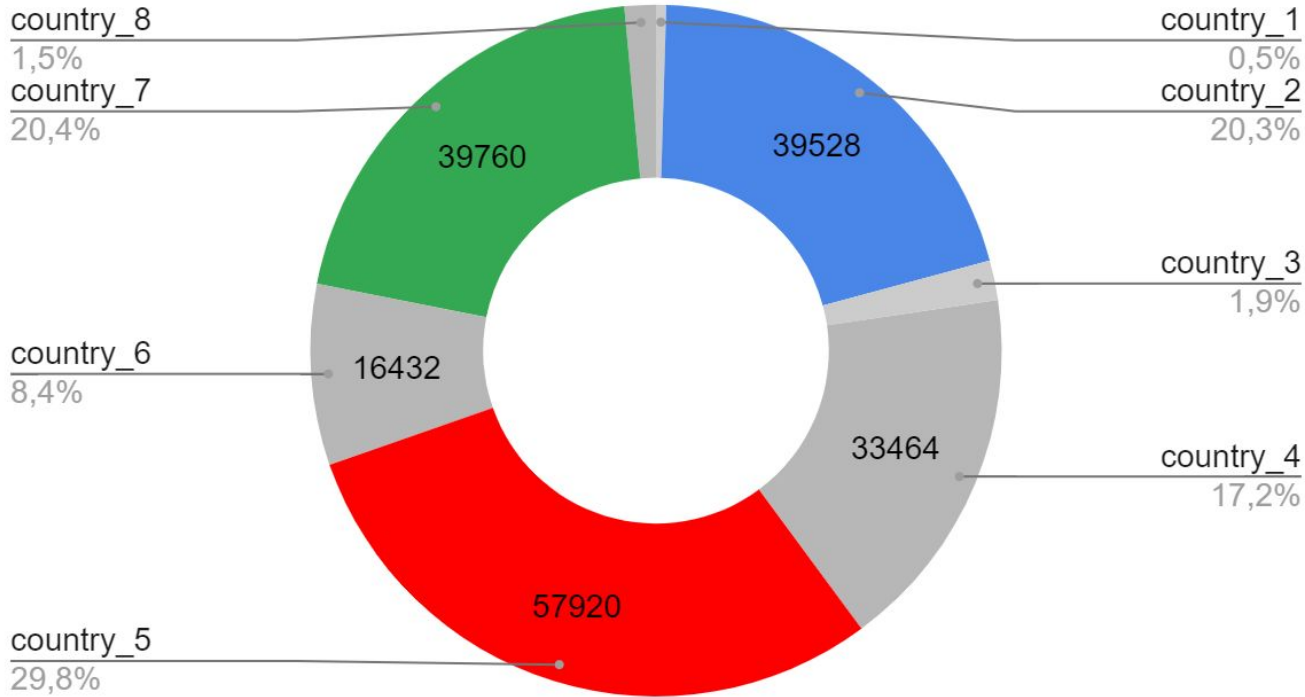- country_5 had the most revenue for this quarter

Clients by country
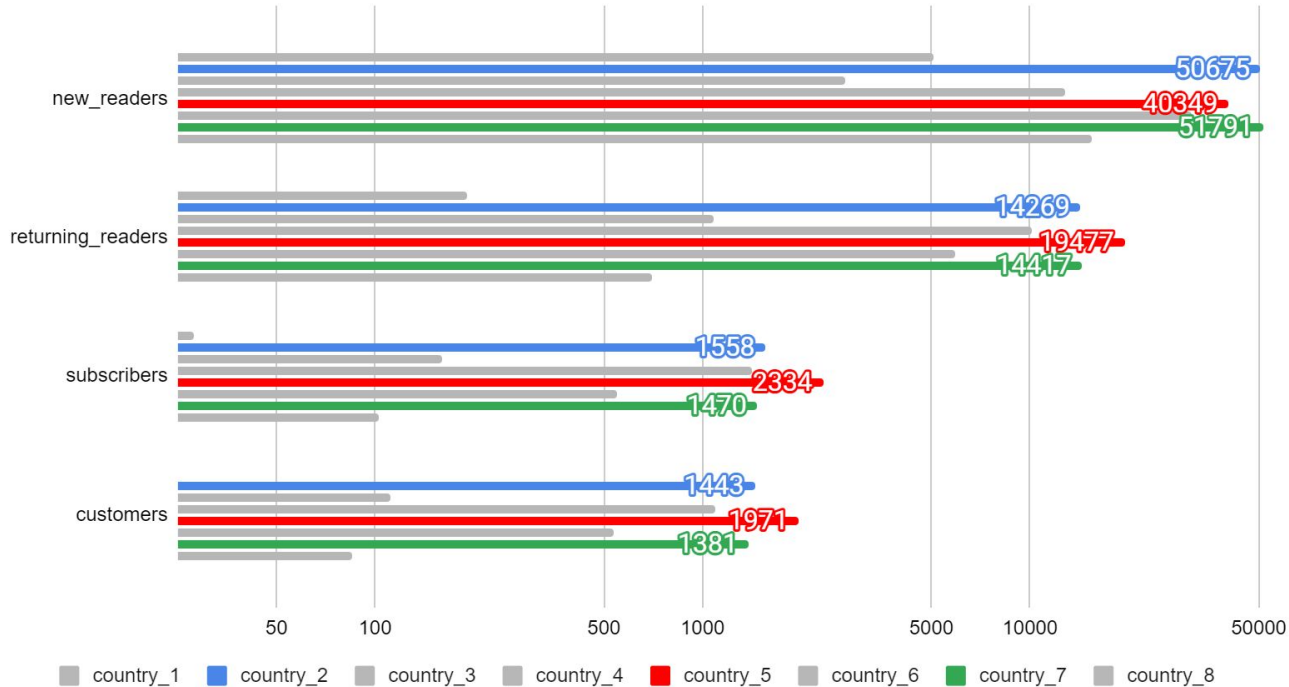
The number of clients from the TOP3 countries.

Country_5 performs the best.

Quarterly revenue by country

country_8 1,5%
country_7 20,4%
country_6 8,4%
country_5 29,8%

country_1 0,5%
country_2 20,3%
country_3 1,9%
country_4 17,2%

39760
39528
16432
33464
57920

Revenue per countries

Country_5 also performs the best in this field.

2. Any other advice to Dilan on how to be smart with his investment?

2.1 He should allocate his marketing budget differently between the sources, and maybe he could afford to spend more on marketing
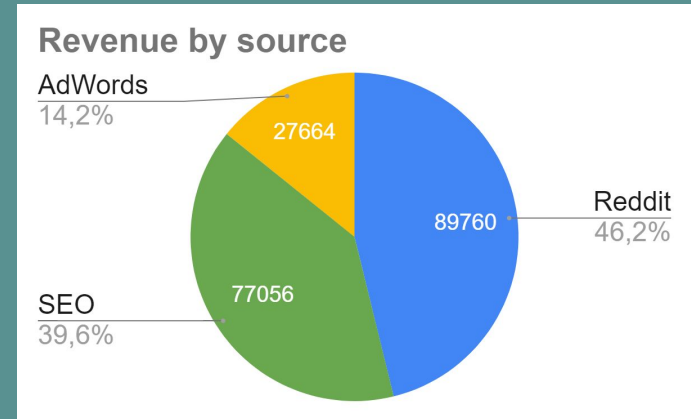
2.2 He should concentrate more on Asia

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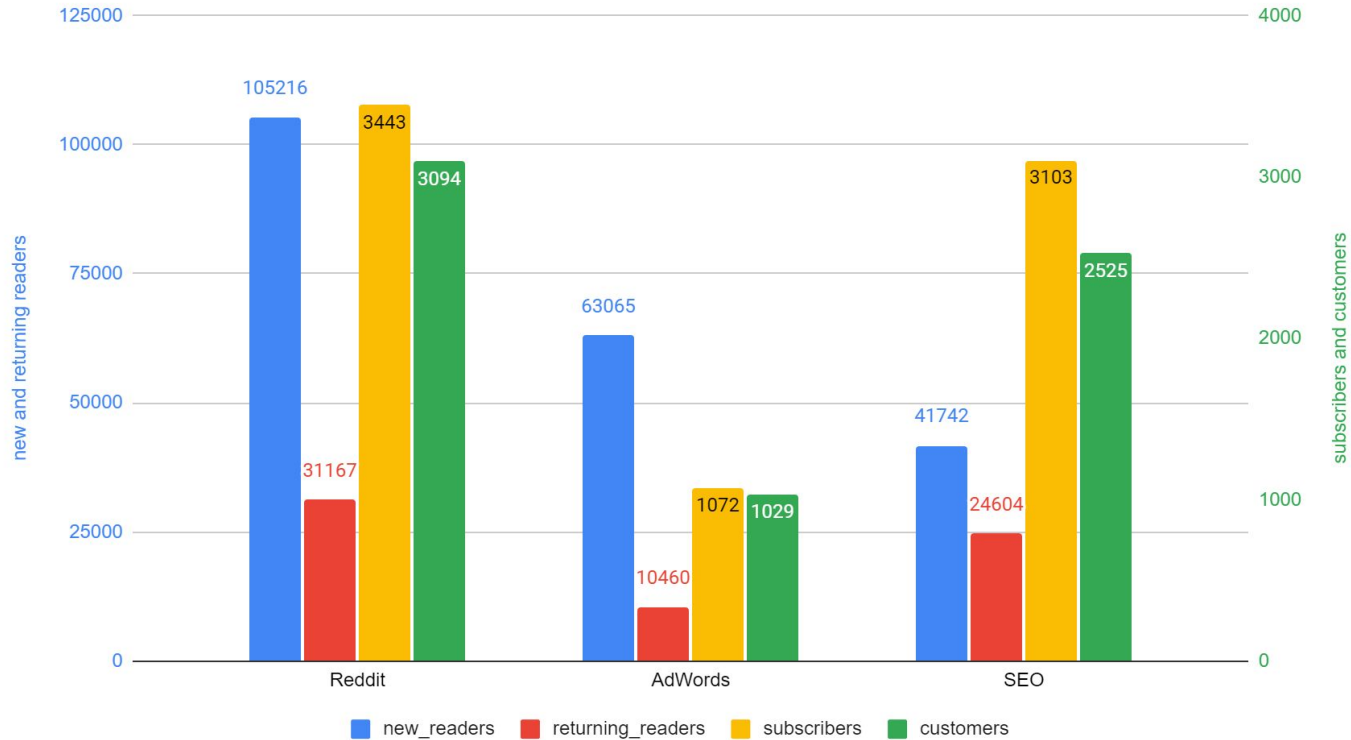
Dilan's current monthly marketing costs are:
- $ 500 for AdWords
- $ 250 for Reddit
- $ 250 for SEO

But the best performing source is Reddit, and the worst is AdWords, so he should spent less on AdWords and more on Reddit.
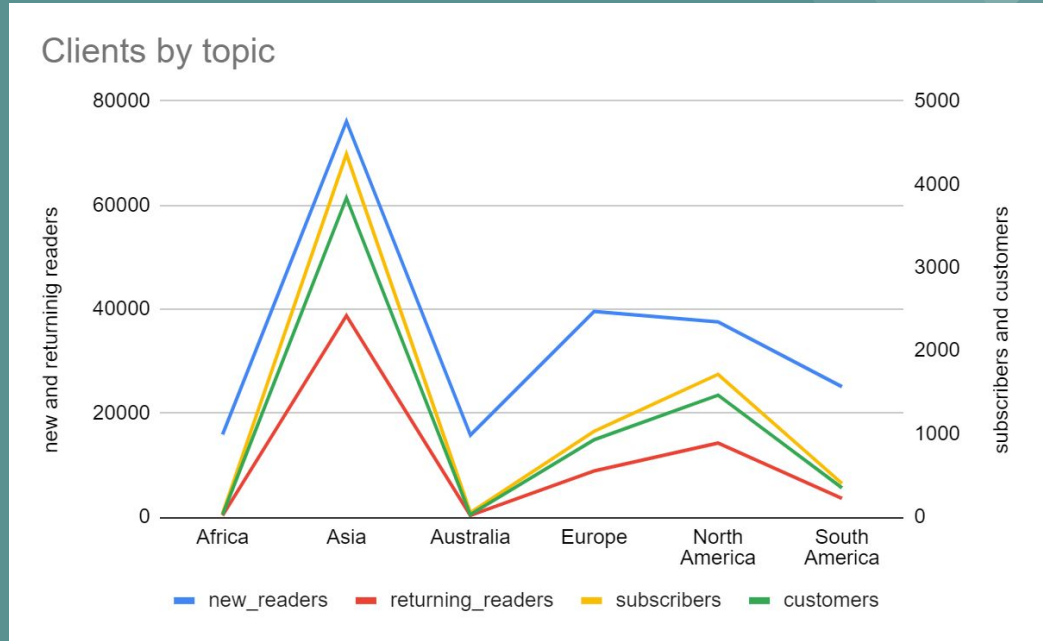
Revenue by source

AdWords
14,2%

27664

Reddit
46,2%

89760

SEO
39,6%

77056

Clients by source

Most of the clients come from Reddit, so it's another reason to spend more on this source.

2.2 He should concentrate more on Asia

Dilan has six different topics on his blog, but most of his clients are interested in the contents about Asia.

Clients by topic

3. Any more interesting information in the data from which Dilan could profit

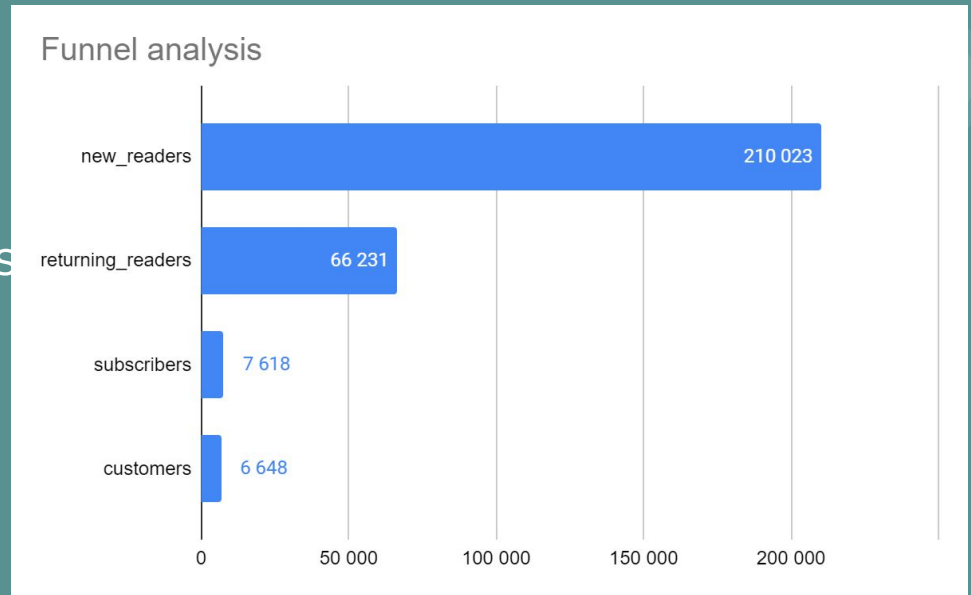3.1 Funnel analysis

3.2 Daily users data

3.3 Sales data

3.1 Funnel analysis

Dilan has two big gaps in his funnel:

- between the new and returning readers
- between readers and committed users (subscribers and customers)

In my opinion he should focus the first gap, because his sales data is relatively good (see it later).

Funnel analysis

new_readers	210 023
returning_readers	66 231
subscribers	7 618
customers	6 648

0   50 000   100 000   150 000   200 000

3.2 Daily users data

- Dilan had a relatively constant amount of new readers in this quarter
- the number of returning readers showed a good amount of rising
- in the numbers of his subscribers there were a little decrease in the last month
- but his customers' number is also overall rising

Daily readers data

Daily subscribers and customers
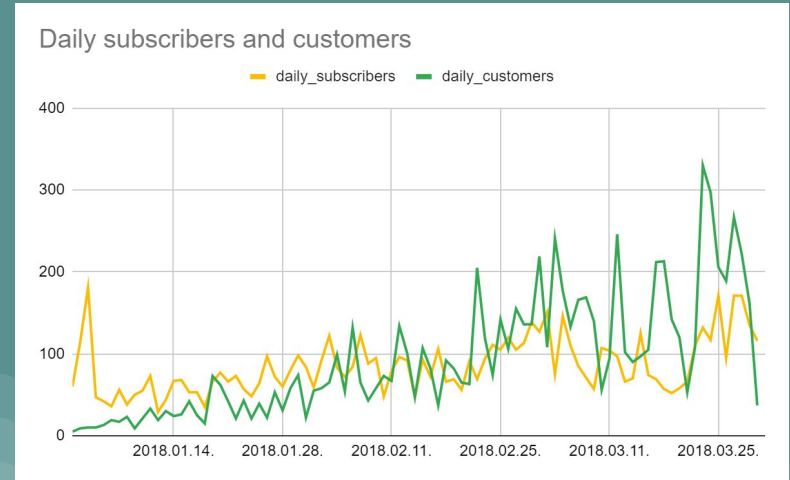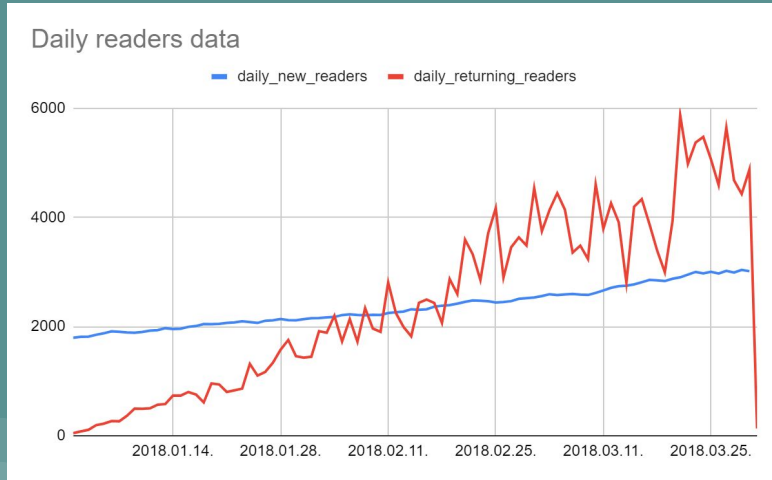
3.3 Sales data

- In total Dilan has a high revenue from his products.
- The e-books are more popular, but his video course is also performs well.
- His daily revenue is not steady, but overall continuosly rising.

E-book sold
6640

E-book revenue
53120

Video course sold
1767

Video course revenue
141360

Daily revenue