Dilan's Travel Blog

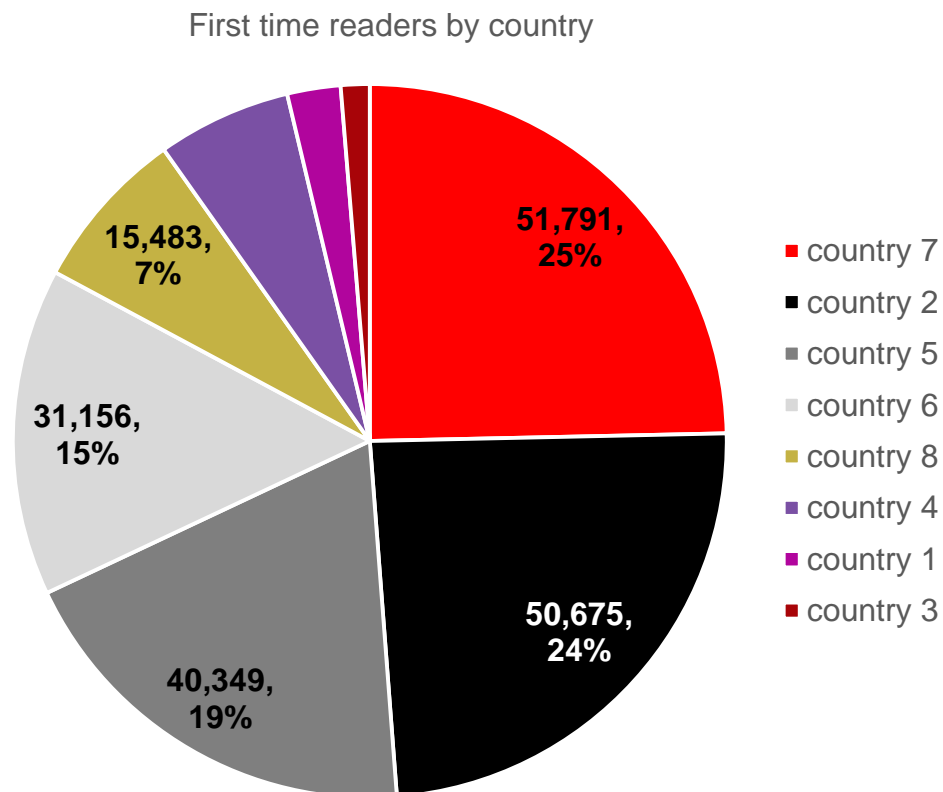Data analysis and interpretation

By Amy Birdee

Introduction

Aim of the project:

- Analyse and interpret the main business metrics of Dilan's travel blog business

- Delve deeper into the data and create a funnel to understand the blog's users

- Subscriber and revenue regression analysis with forecasting

- Provide suggestions on next steps for the business

Country analysis
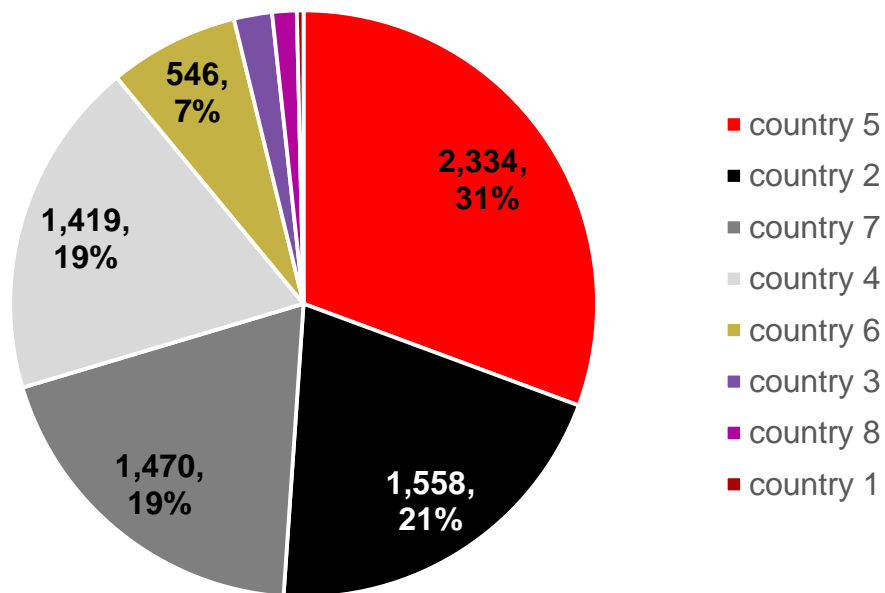
Majority of first time readers are from Country 7…

First time readers by country

■	country 7
■	country 2
■	country 5
■	country 6
■	country 8
■	country 4
■	country 1
■	country 3

- **Majority first time readers: Country 7**

- **Returning readers from Country 7: 28%**

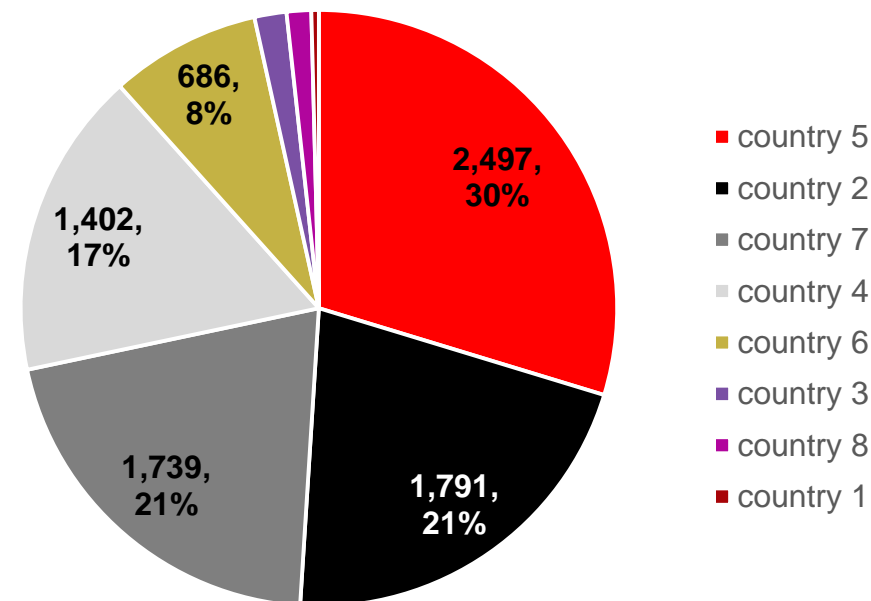- **Subscribers from Country 7: 3%**

- **Paying users from Country 7: 3%**

Country analysis

…but Country 5 produces the most subscribers and paying users

Subscribed users by country

- 2,334, 31% — country 5
- 1,558, 21% — country 2
- 1,470, 19% — country 7
- 1,419, 19% — country 4
- 546, 7% — country 6
- country 3
- country 8
- country 1

Paying users by country

- 2,497, 30% — country 5
- 1,791, 21% — country 2
- 1,739, 21% — country 7
- 1,402, 17% — country 4
- 686, 8% — country 6
- country 3
- country 8
- country 1

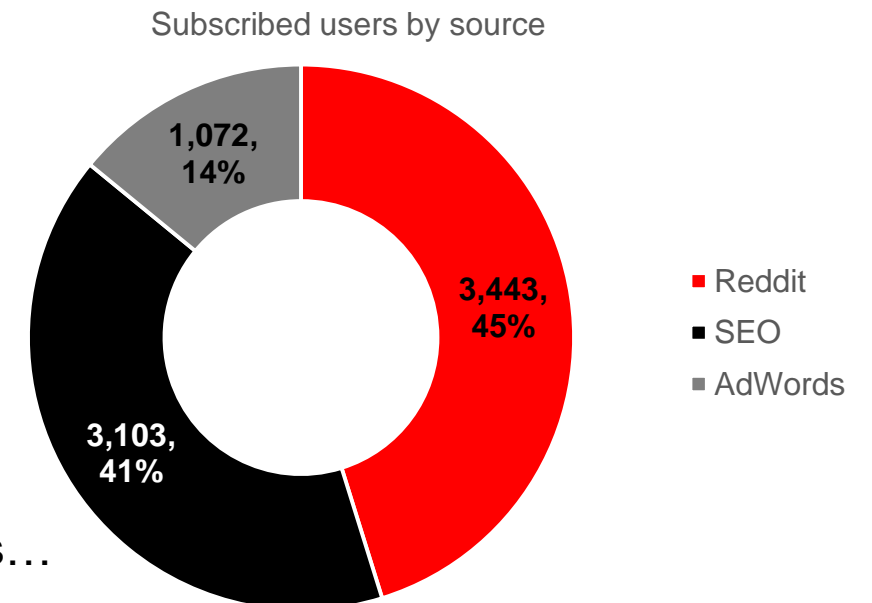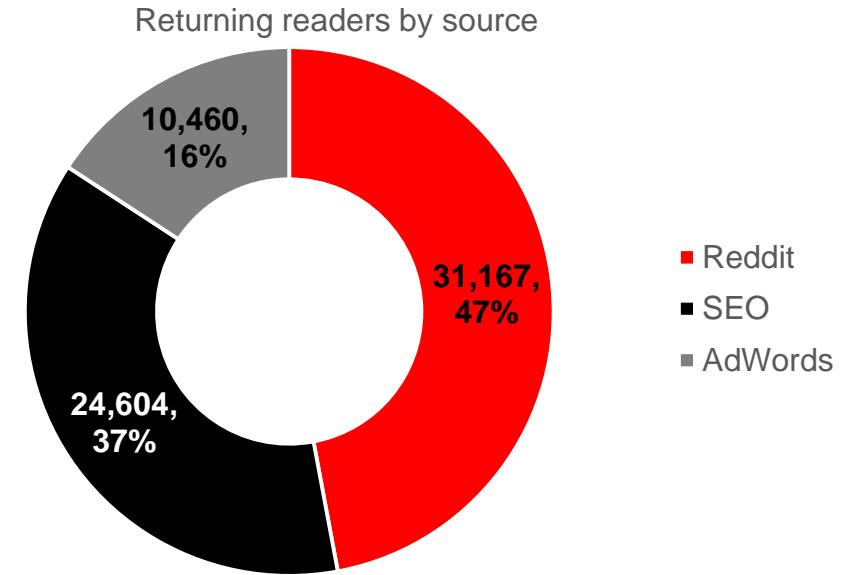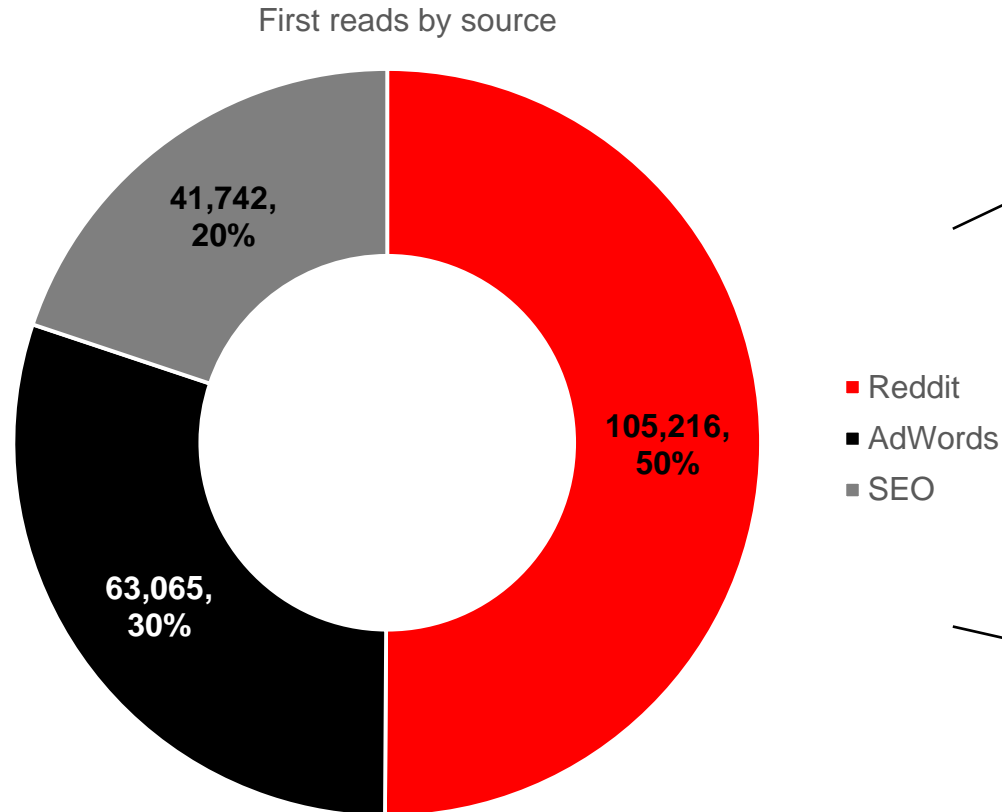- **6% of first time readers in Country 5 become subscribers (double Country 7)**

- **5% of first time readers in Country 5 become paying users**

Source analysis

Majority of the cost budget goes to AdWords (circa $500)…

First reads by source

105,216, 50%

63,065, 30%

41,742, 20%

■ Reddit
■ AdWords
■ SEO

Returning readers by source

31,167, 47%

24,604, 37%

10,460, 16%

■ Reddit
■ SEO
■ AdWords

Subscribed users by source

3,443, 45%

3,103, 41%

1,072, 14%

■ Reddit
■ SEO
■ AdWords

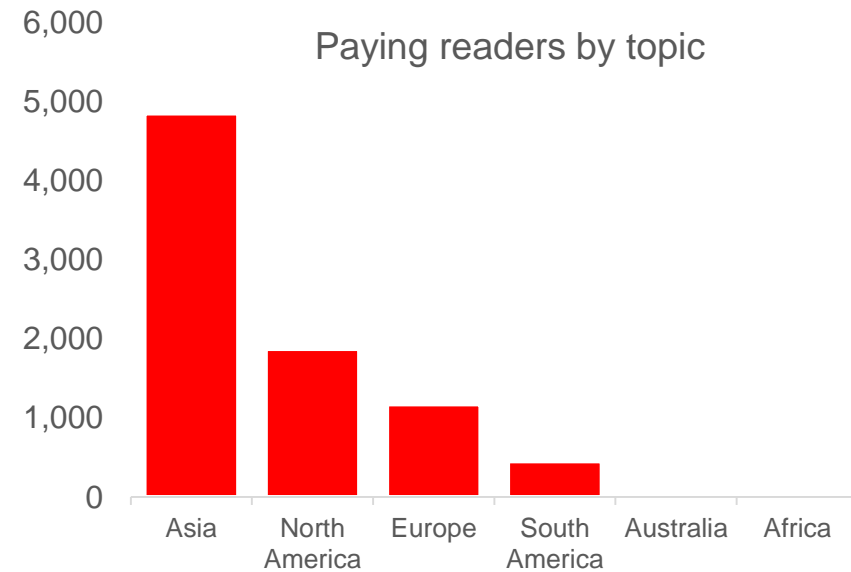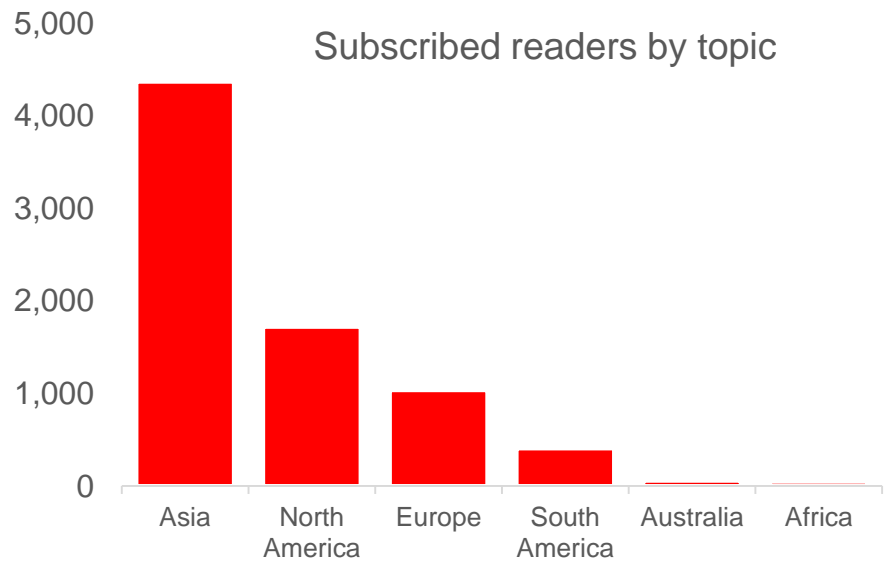…but Reddit brings in the most returning readers and subscribers…

Source analysis

…And the most paying users for both the ebook and course

Paying users by source

- Reddit
- SEO
- AdWords

3,903, 46%

3,233, 39%

1,271, 15%

Paying users by source for ebook

- Reddit
- SEO
- AdWords

3,090, 47%

2,522, 38%

1,028, 15%

Paying users by source for course

- Reddit
- SEO
- AdWords

813, 46%

711, 40%

243, 14%
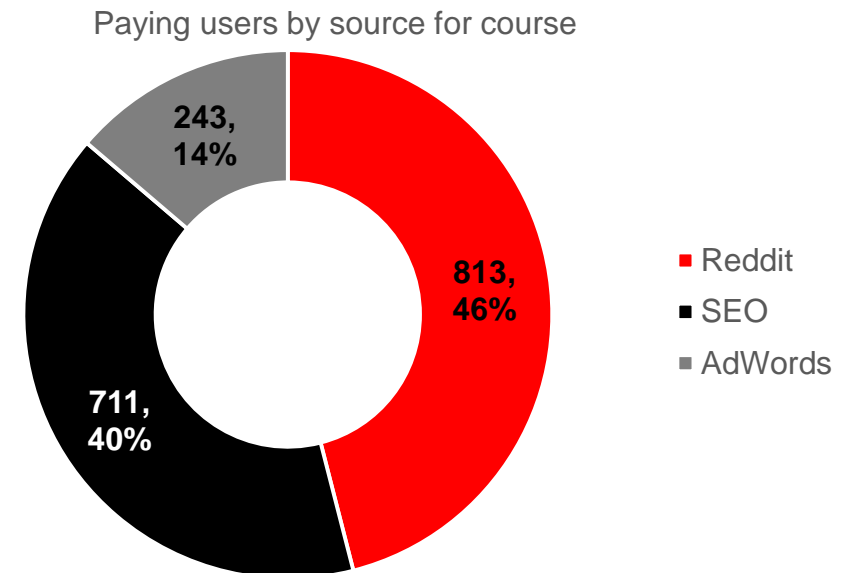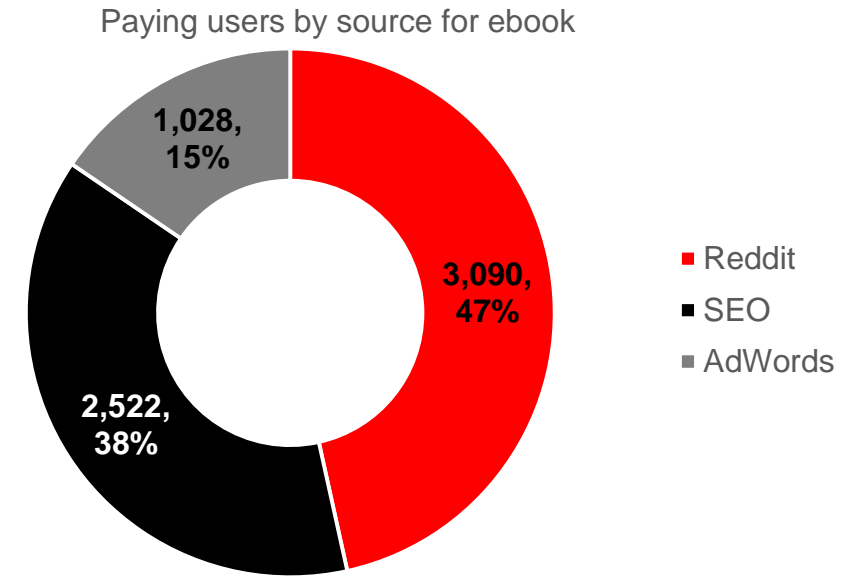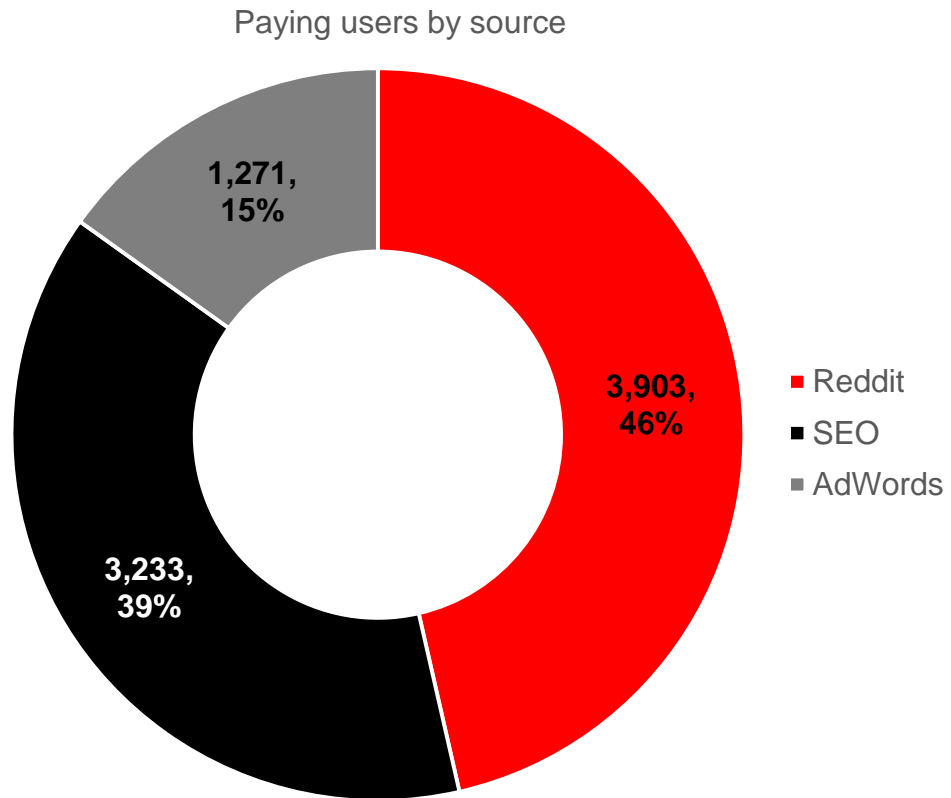
Topic analysis

Most readers are interested in Asia…but little interest in Africa or Australia

First reads by topic

Returning readers by topic

Subscribed readers by topic

Paying readers by topic
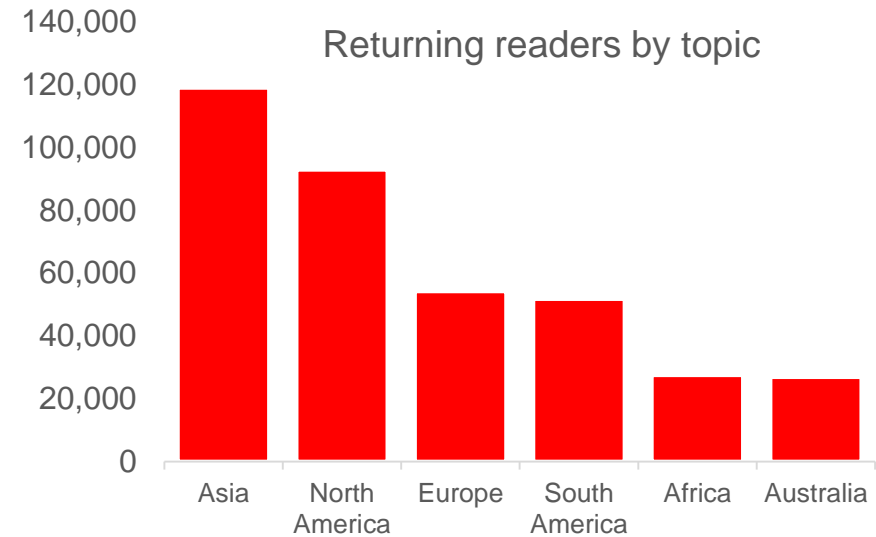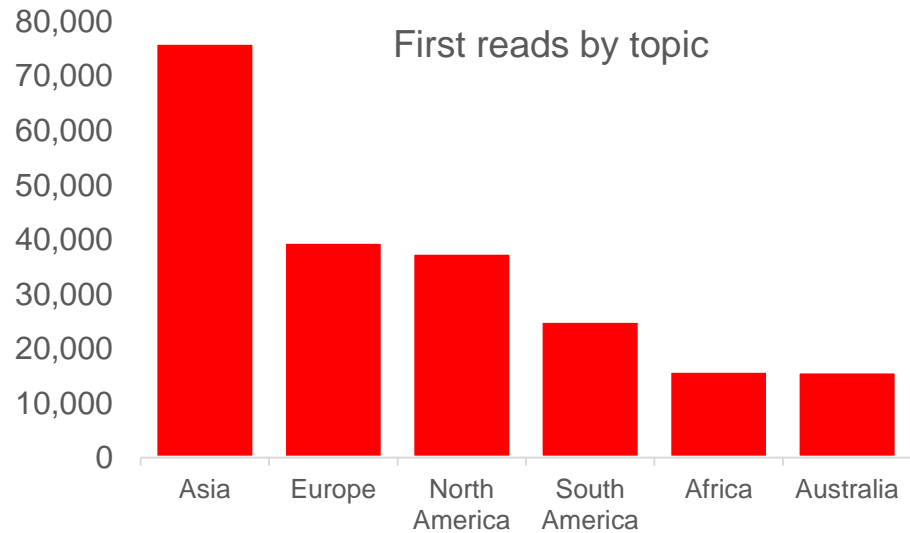
Funnel analysis

Focus should be on increasing number of returning readers

First read	**210,023**
Return reader	**66,231**
Subscriber	**7,618**
Purchased ebook	**6,640**
Purchased course	**1,767**

0   50,000   100,000   150,000   200,000   250,000
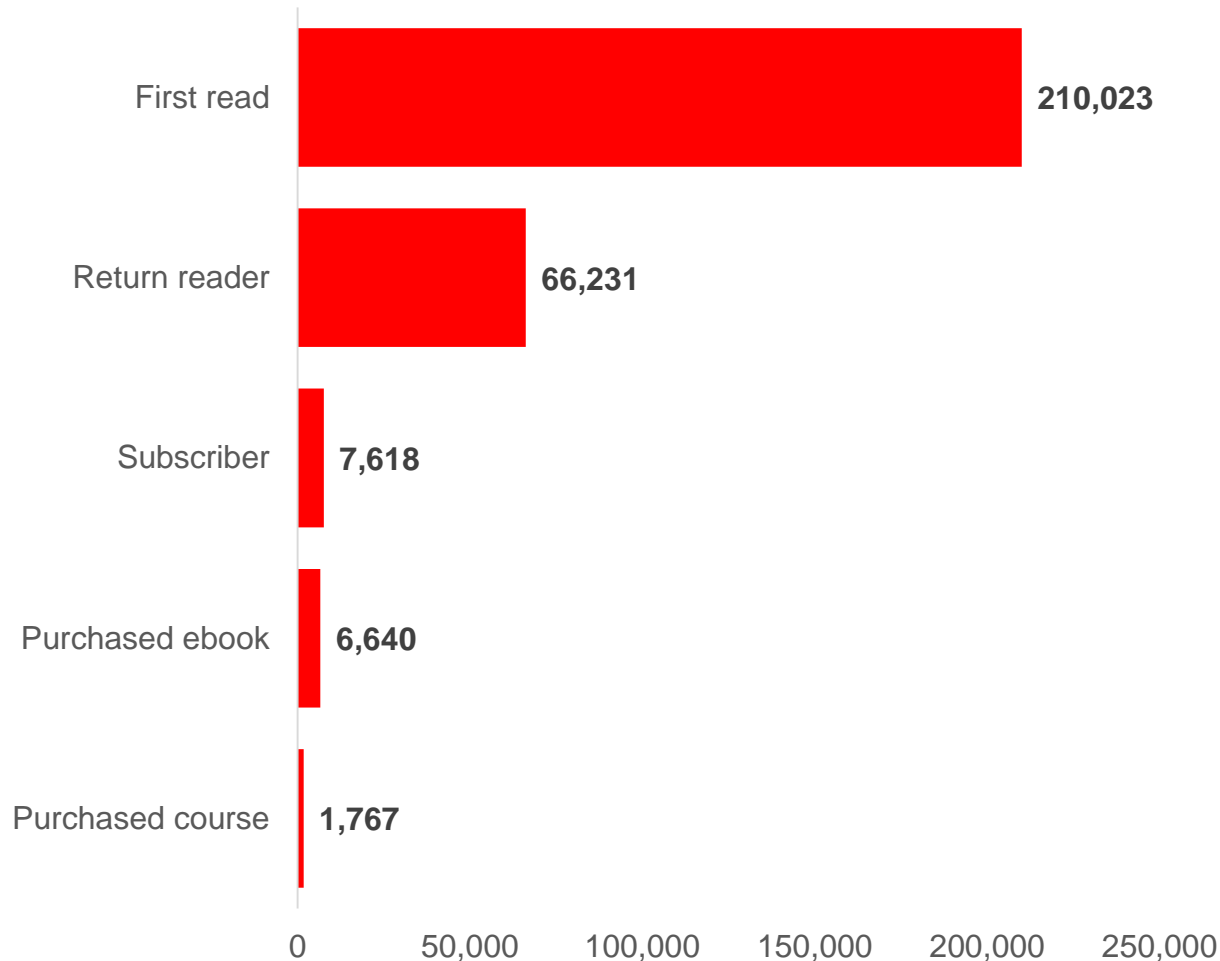
- **Returning readers make up 32% of all blog visitors**

- **Focussing on certain countries, advertising strategies or topics could increase this**

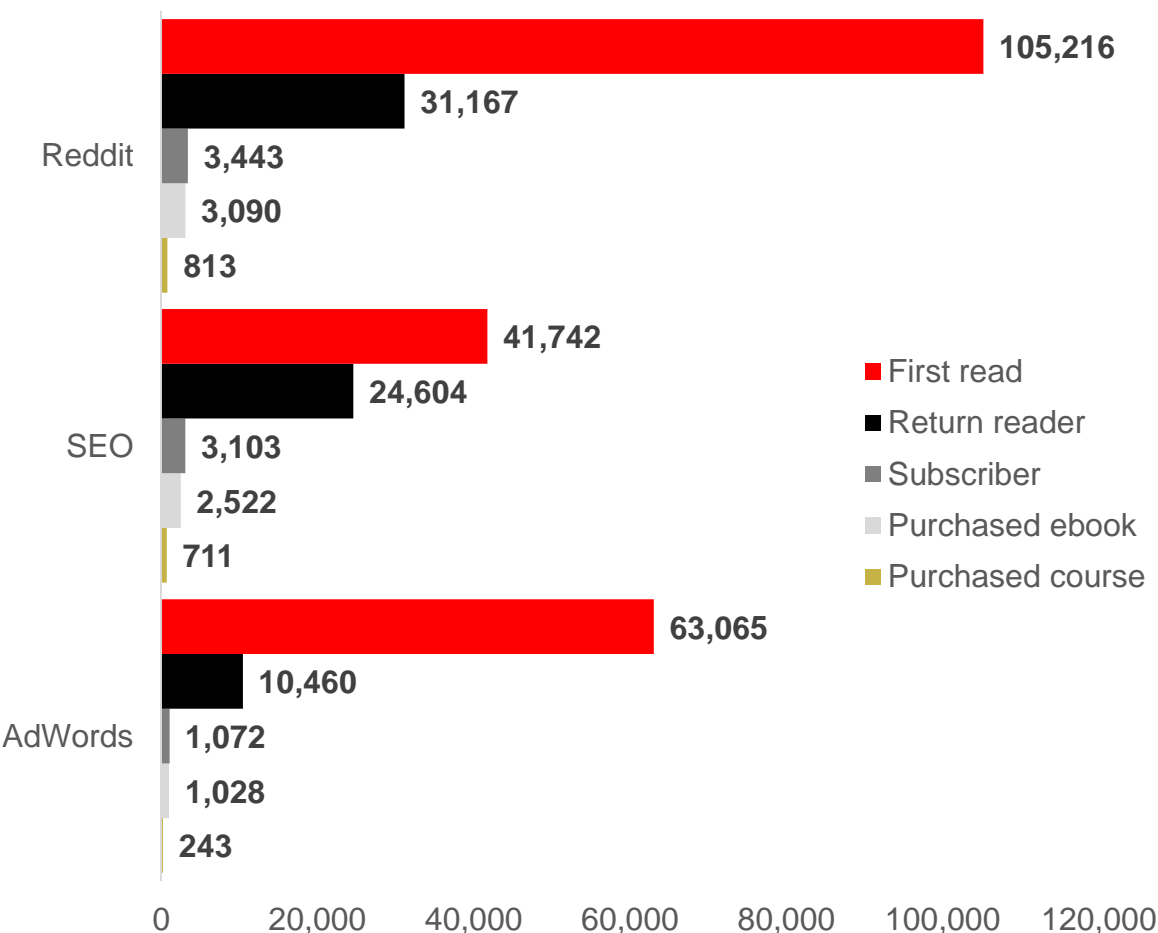- **This in turn will result in more subscribers**

Funnel analysis

Funnel analysis suggests focussing on Country 5 and Reddit to increase returning readers and subscribers
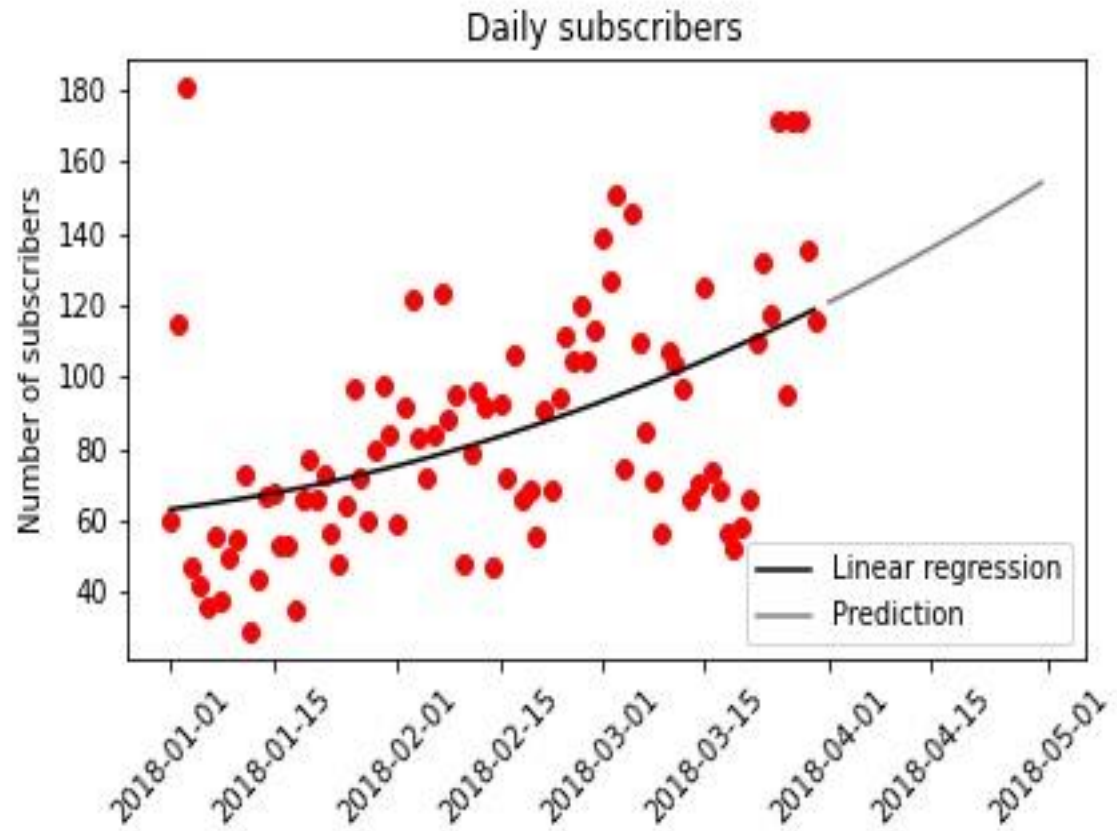

Funnel analysis by country
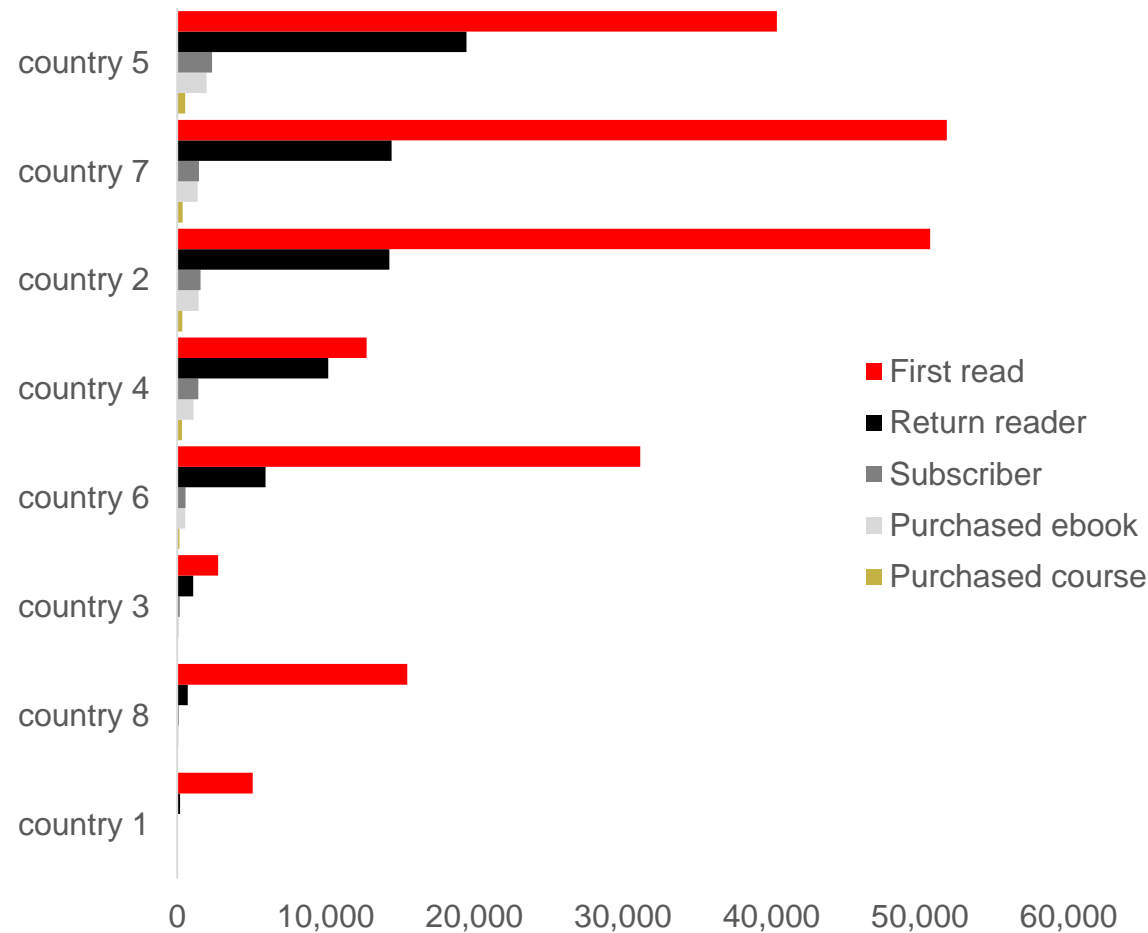
Funnel analysis by source

Linear regression: subscriber analysis

Daily subscribers

- **Daily subscriber data fairly volatile but trend seems to be upward**

- **Linear regression model suggests daily subscriber numbers will increase to circa 154 within a month**

- **Suggest using this figure with caution as data volatility has resulted in an R^2 number of 0.24**

- **Range for R^2 is 0.0-1.0 with a higher value representing a better model fit**

Linear regression: revenue analysis
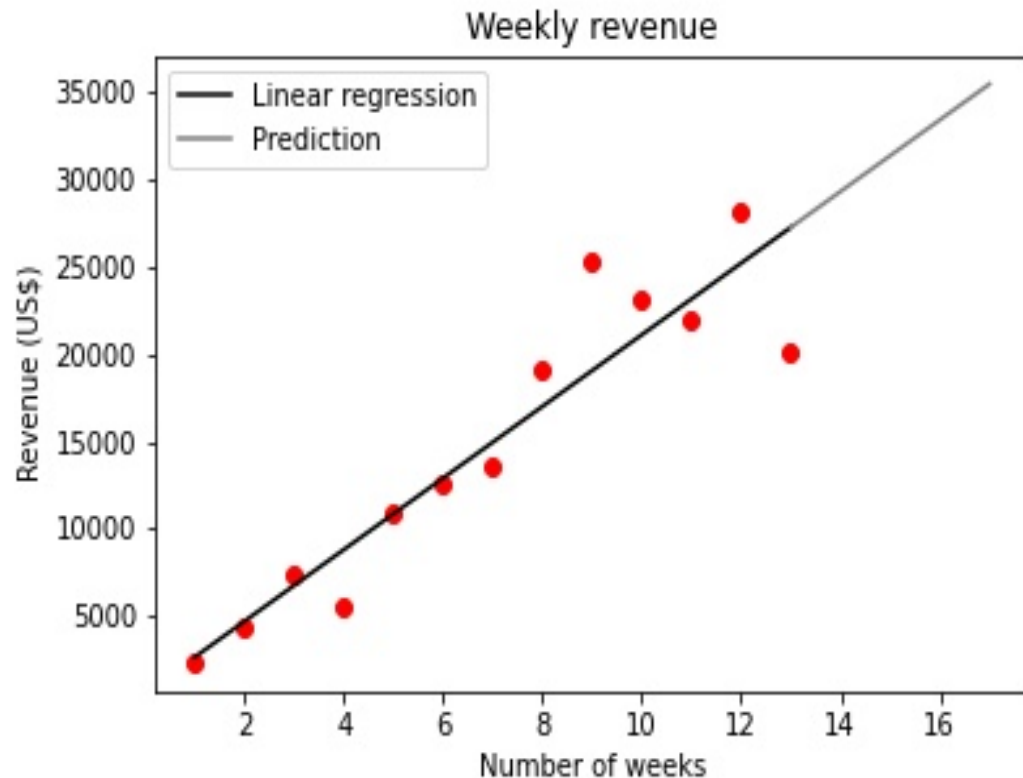
Weekly revenue

- **Weekly revenue data look encouraging with continuous upward trend**

- **Linear regression model suggests weekly revenue will increase to circa $35,500 within a month**

- **Model is a better fit than the subscriber model with an R^2 score of 0.86**

- **Revenue could increase further by reviewing monthly spend on some advertising sources**

Conclusion

- Focussing efforts on Country 5 (and perhaps also Country 2) should help to increase both subscribed and paid users

- Reddit brings the most readers, subscribers and paid users to the blog – suggest investing more advertising money here and less on AdWords

- People like reading about Asia and North America! Spend more time on these articles with less focus on Africa and Australia

- Funnel analysis backs up these conclusions

- Future subscribers and revenue data look encouraging but could be increased by more focussed targeting by country, advertising source and topic

Thank you

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