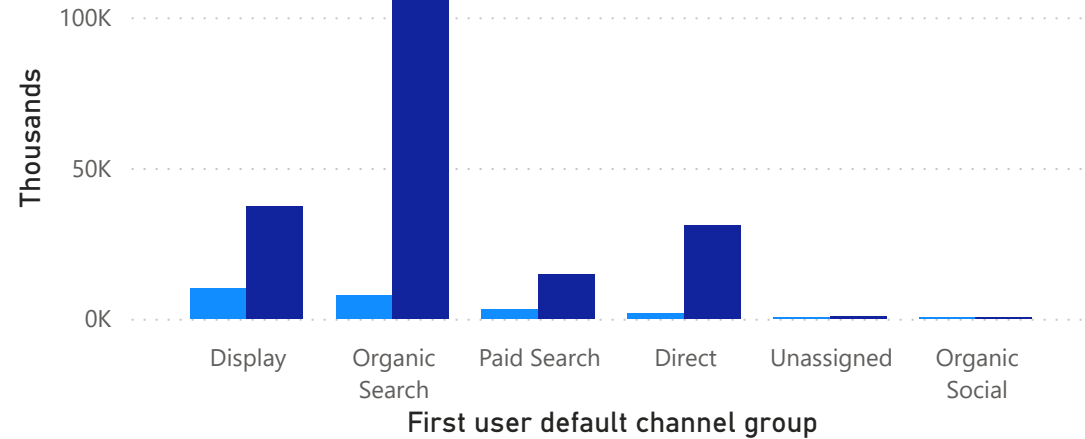




PROMILO

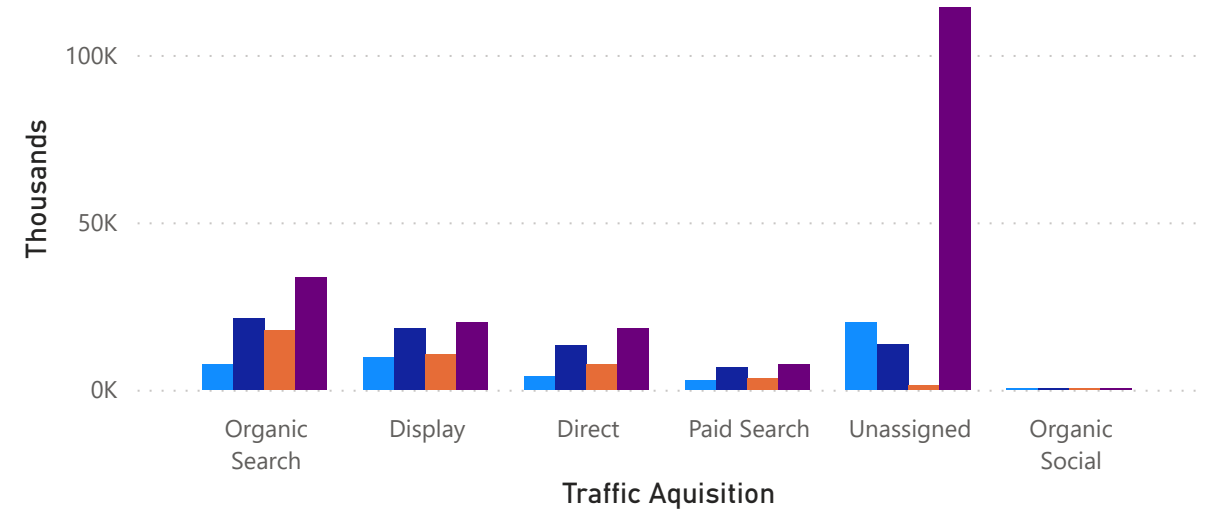
DATA ANALYSIS AND INSIGHTS FOR DIFFERENT PAGE OPTIMIZATION &
HOW TO GET MORE USER INSTALL & ENGAGEMENT FROM THE APP & WEBSITE

● Sum of New users ● Sum of Conversions



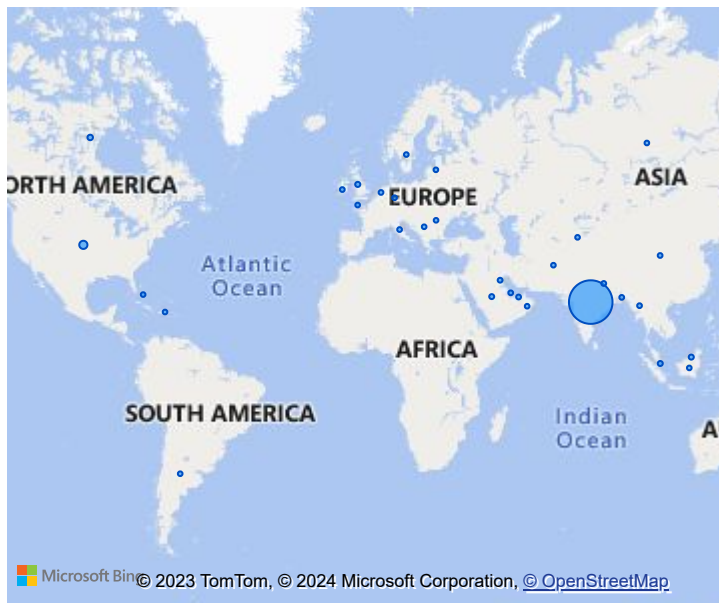
User Acquisition : The above chart results that Display , Organic search and Direct channel processed a reputable number of user acquisition.
The conversion shows even after a turns of new users by Display channel, the organic search lead a good number of conversion.

● Sum of Users ● Sum of Sessions ● Sum of Engaged sessions ● Sum of Conversions

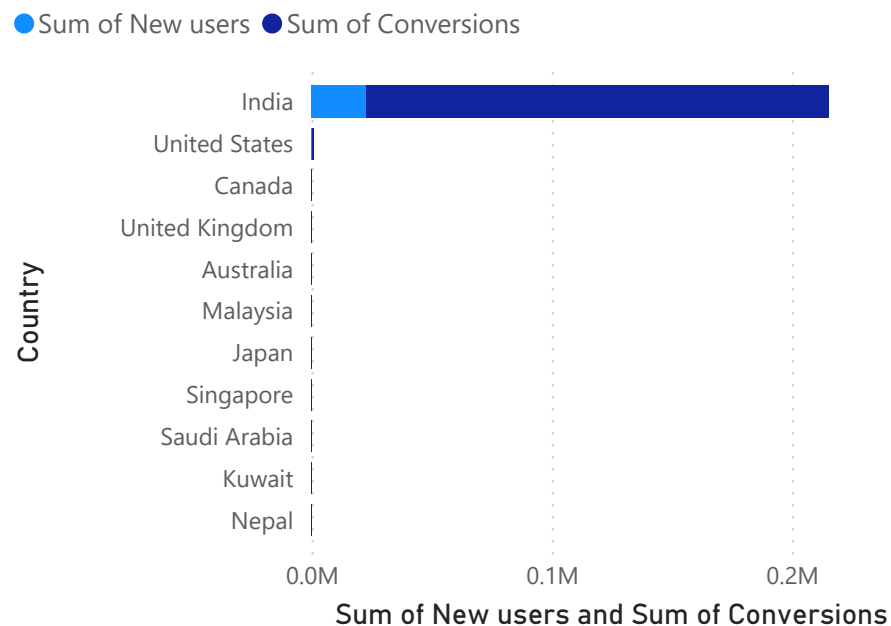


Traffic Acquisition : The traffic was made high with Organic search and Display.
The key note is Unassigned channel made a good conversion with a intermediate traffic acquisition.

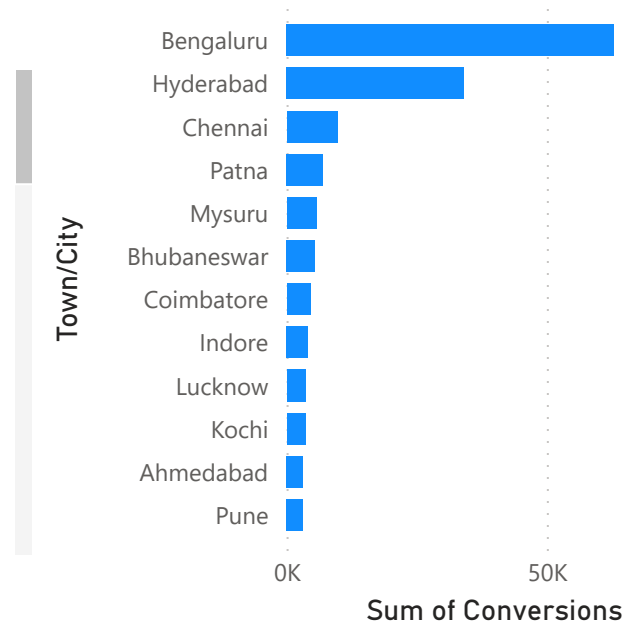
Sum of New users and Sum of Conversions by Country



Sum of New users and Sum of Conversions by Country



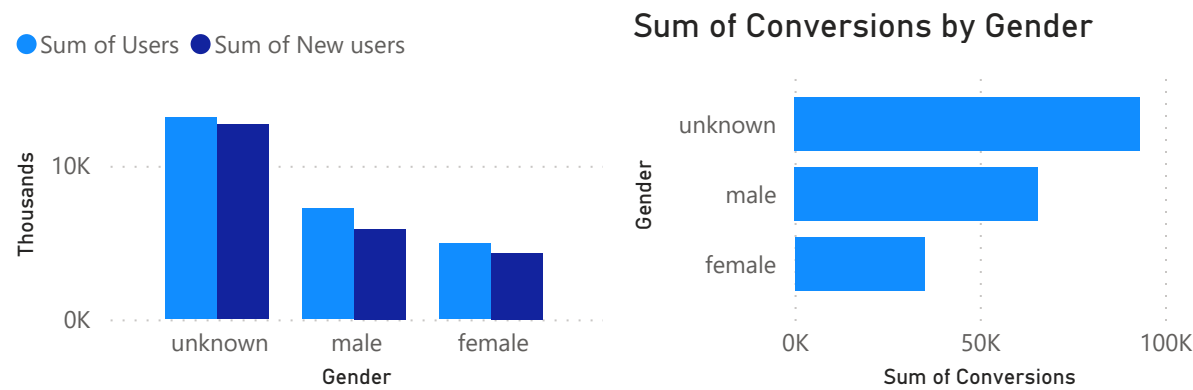
Sum of Conversions by Town/City



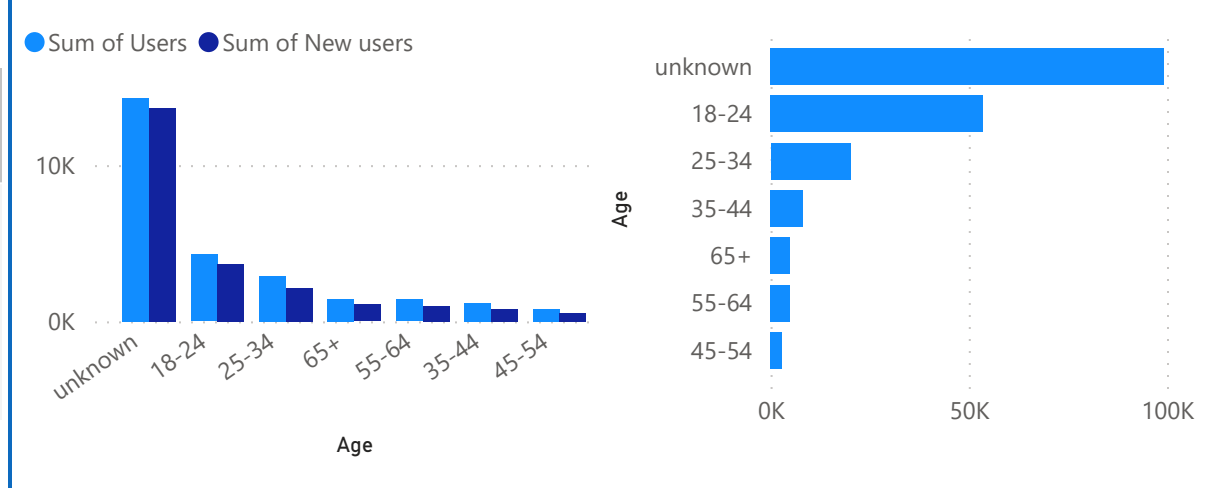
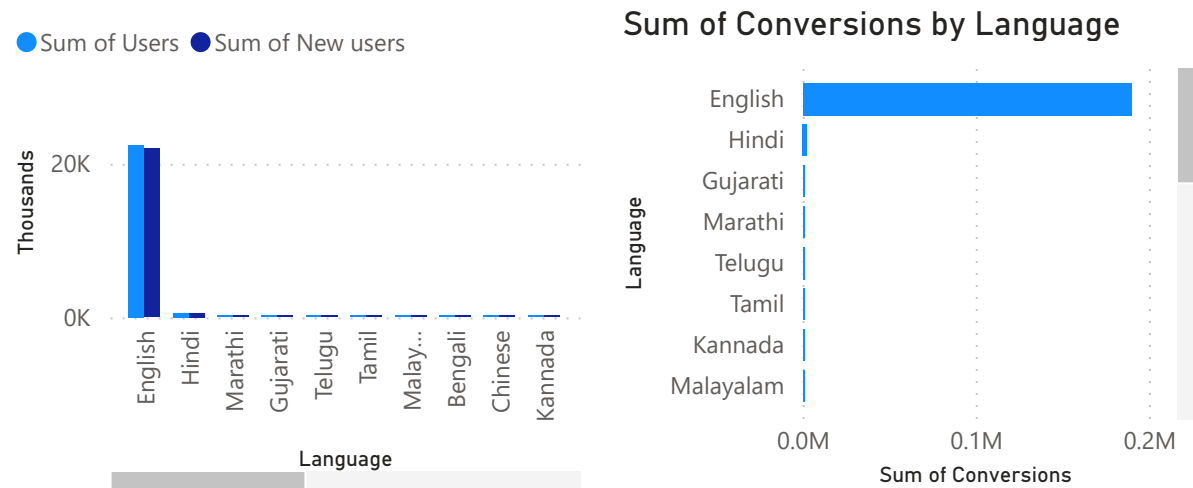
The data set containing "(not set values)" is removed initially while Transforming data into PowerBI.

The above insight clearly mentions that India plays a major role in conversion and followed by united states.

To be particular Indian cities such as Bengaluru followed by Hyderabad , Chennai holds a good number of conversion rate.



- Total Count:**
 - The total count is the sum of all the counts across the categories. In your case, the total count is $13142 + 7218 + 4944 = 25304$.
- Relative Frequencies:**
 - The relative frequency of each category is calculated by dividing its count by the total count. This gives you the proportion or percentage of the total that each category represents.
 - For "unknown": $\frac{13142}{25304} \approx 0.519$ or 51.9%
 - For "male": $\frac{7218}{25304} \approx 0.285$ or 28.5%
 - For "female": $\frac{4944}{25304} \approx 0.196$ or 19.6%

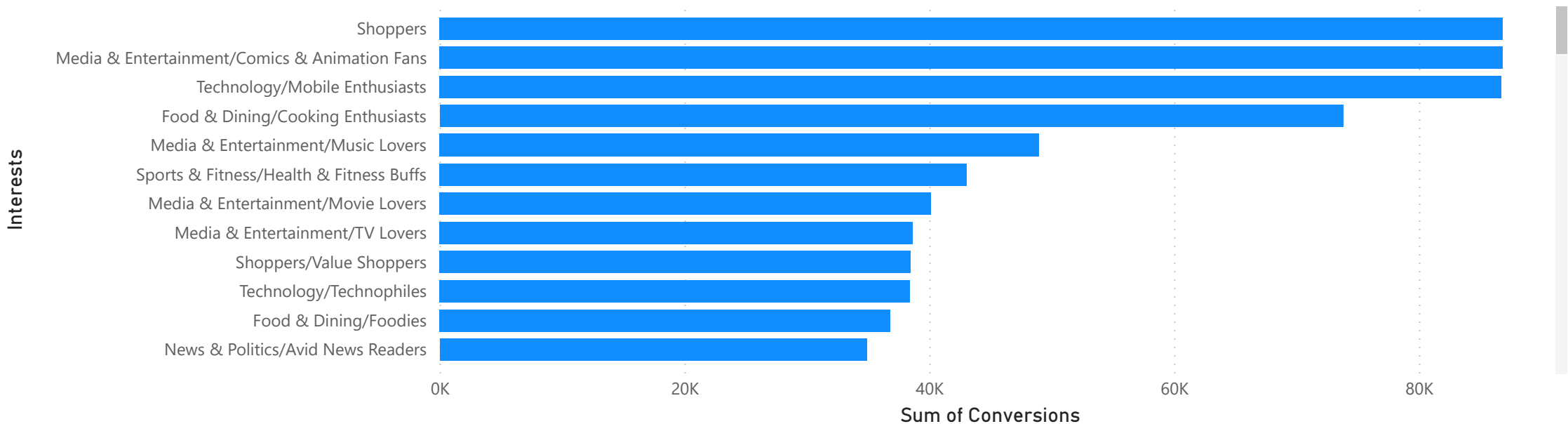


The Gender Male shows a high potential of conversion.

The Unknown data is defined here as it can't be cleaned because it holds a very high value as results to 51.9%. and actually producing a good conversion also.

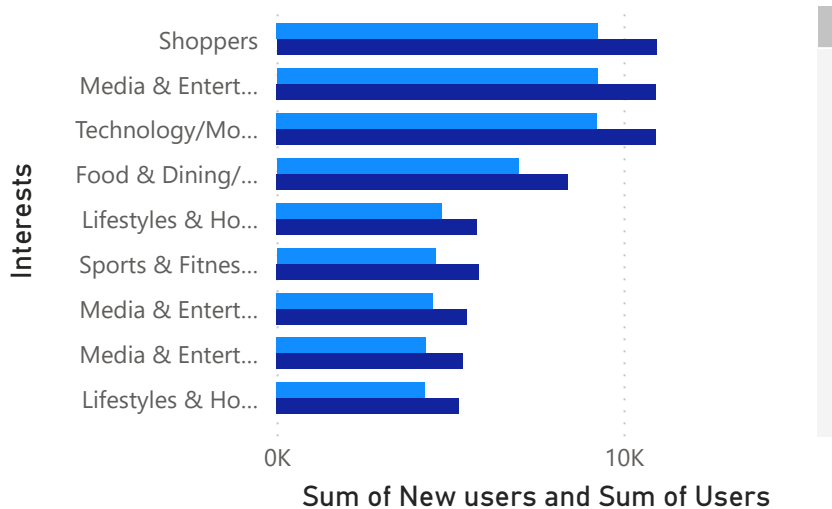
The English speaking people from the age 18-24 shows up a good conversion rate.

Sum of Conversions by Interests



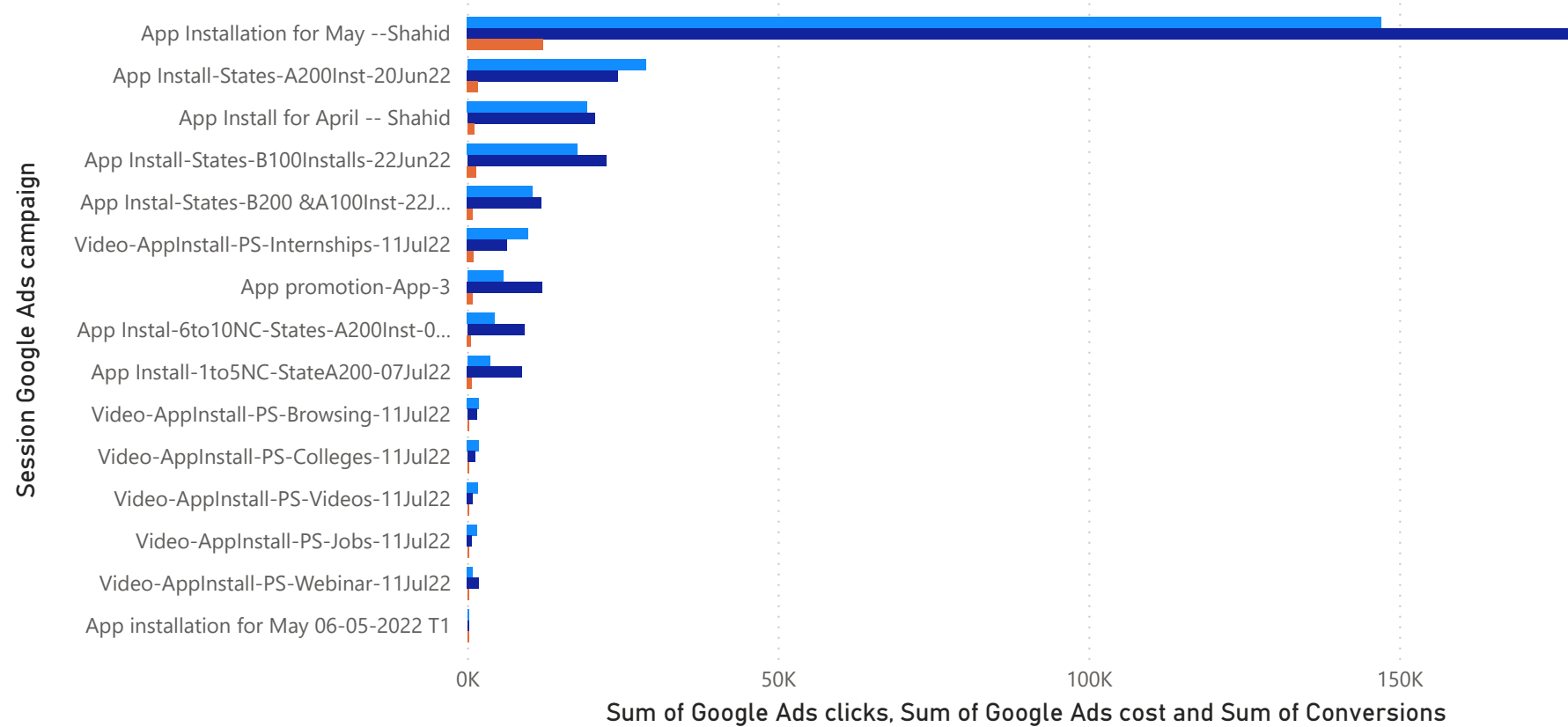
Sum of New users and Sum of Users by Interests

● Sum of New users ● Sum of Users

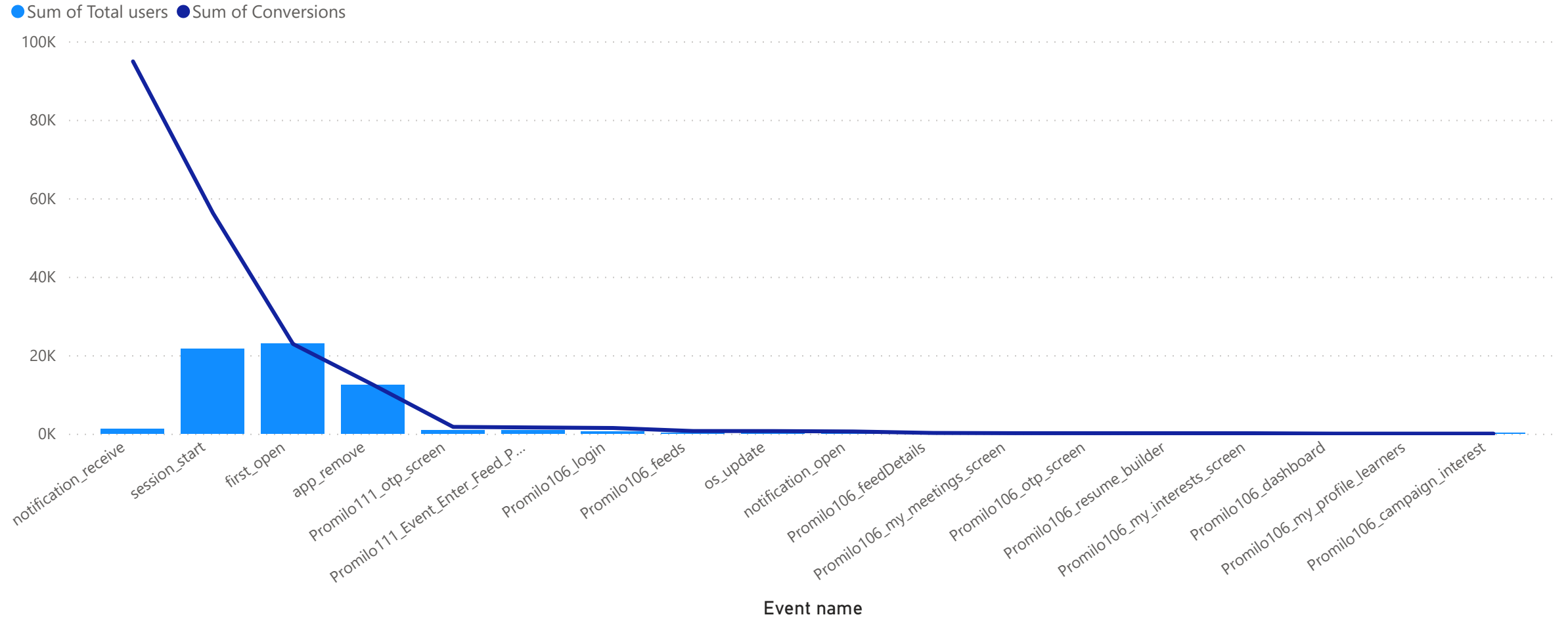


The people from the interest background of shoppers, media and entertainment and technology /mobile enthusiasts was engaging in conversion rate.

● Sum of Google Ads clicks ● Sum of Google Ads cost ● Sum of Conversions

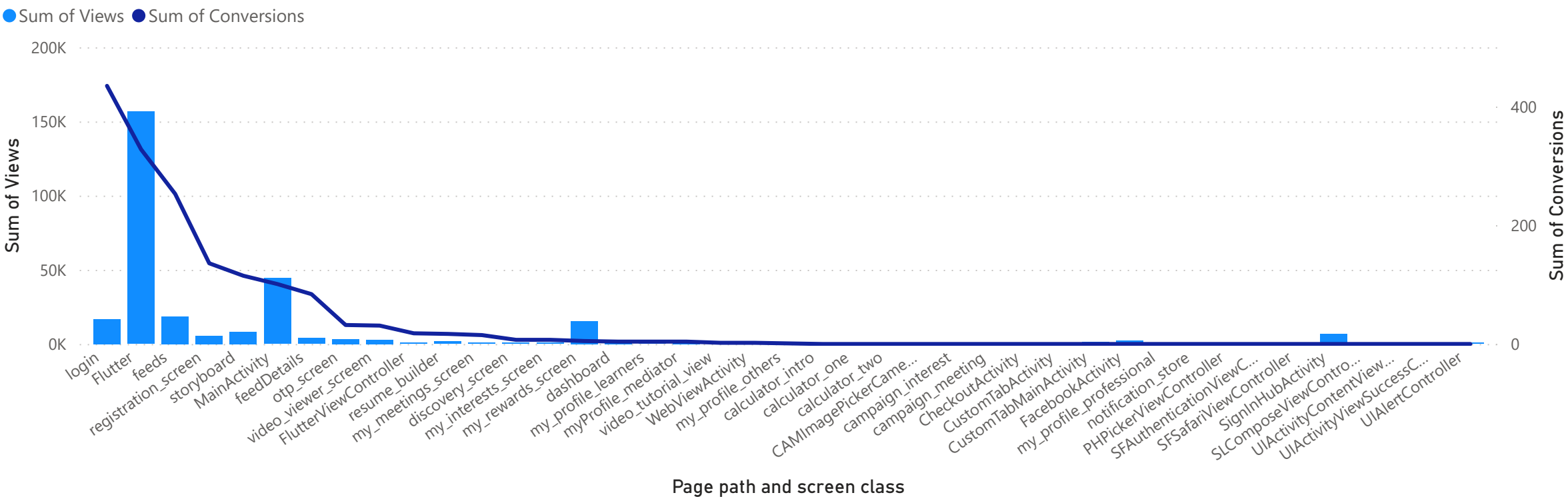


Google ads cost spent on app installation was made high but eventually it bought a reasonable clicks and conversion rate also



Among the other interaction from Promilo, the conversion made through Notification was notable.

Sum of Views and Sum of Conversions by Page path and screen class



The pages Login , Flutter , Feeds , Registration screen and storyboard maintains a conversion rate

Insight on :

1. The English speaking men of ages ranging between 18-34 from the greater region of bengaluru, hyderabad and chennai are playing a vital role in elevating the business by making a good conversion.
2. This people are main from the Shoppers and having media as a interest background.

Insight on :

- 1.The channels Display and Organic search was looking our potential channel platform as they are reaching out a good number of new users and conversion rate also.
- 2.The google ads for app installation by various means and by the notification also made a positive turns of customer conversion.

Actionable recommendations :

- 1.Insights displays like a professional people are mostly engaged in accessing the platforms so a good credits / offers can be processed.
- 2.The cost of spending google ads and keywords can be mentioned targeting the people of above mentioned interest areas.
- 3.Good to maintain the processing strategy for conversion through organic search.
- 4.The Direct and Paid search conversion potential can be increased further by potraying the direct names.
- 5.The progress should be improved to reach out people of different speaking languages so correlatively it reaches out other part of indian region.