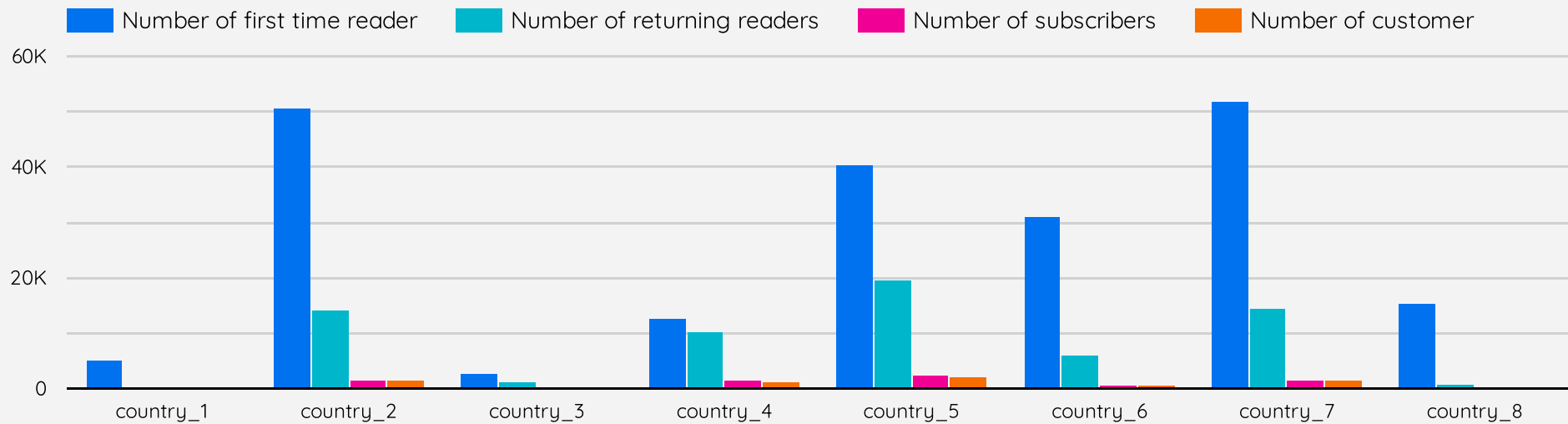


Final  
task

On which country  
should Dilan  
focus?

## User funnel by country



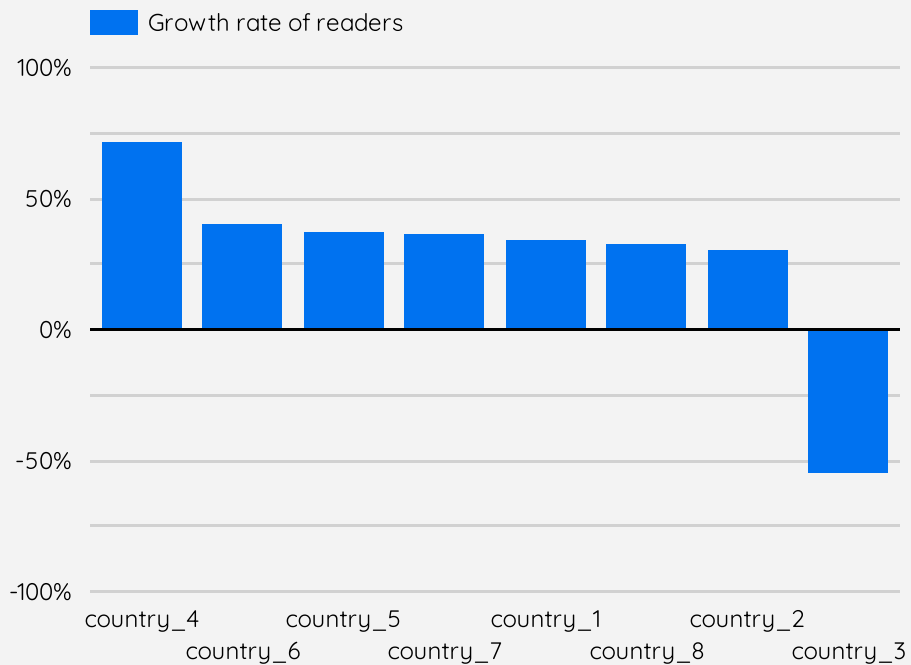
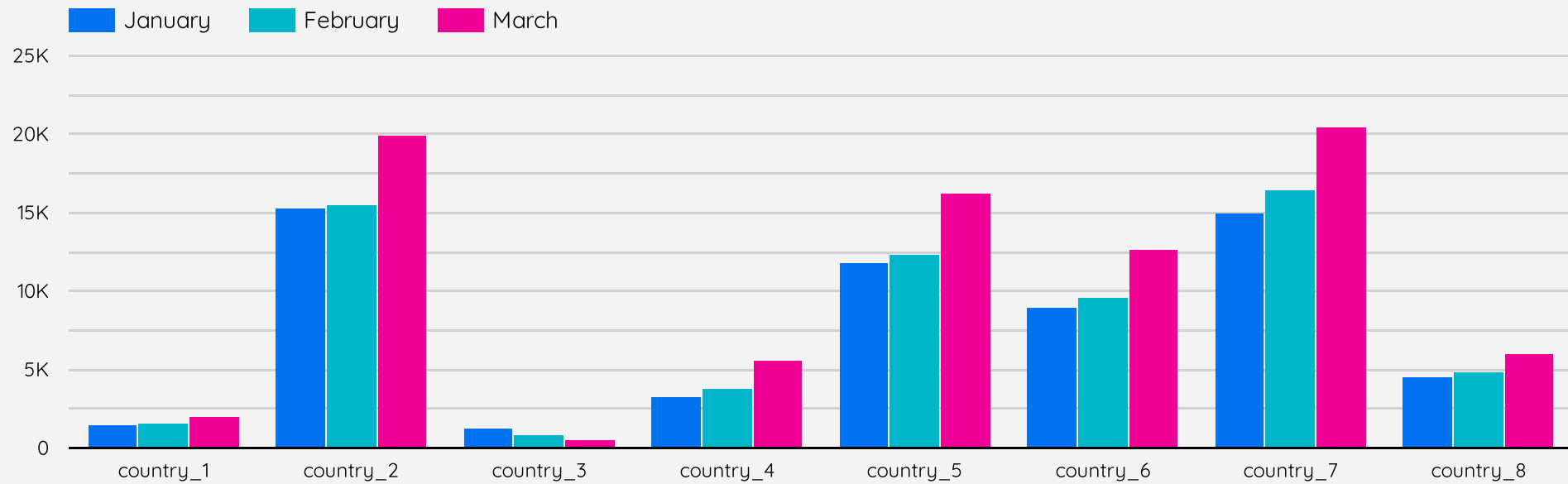
In this graph we can see a funnel of our blog in 4 step.

The most readers are from country\_7, country\_2, country\_5.

Overall, we can say that only a small percentage of readers subscribe and pay for an item.

We see, that **country\_4** has a good user retention rate, while **country\_8** and **country\_1** lose almost all of their visitors after the first visit on the blog.

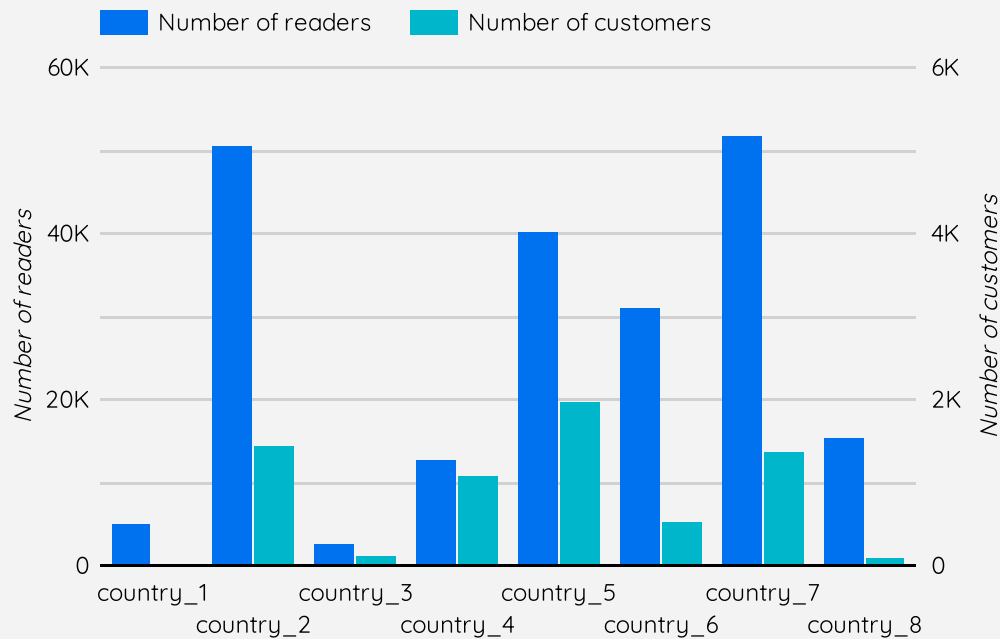
## Change in the number of first time readers



The best-performing country is **country\_4** by far with over 75% more visitors in the last 3 months.

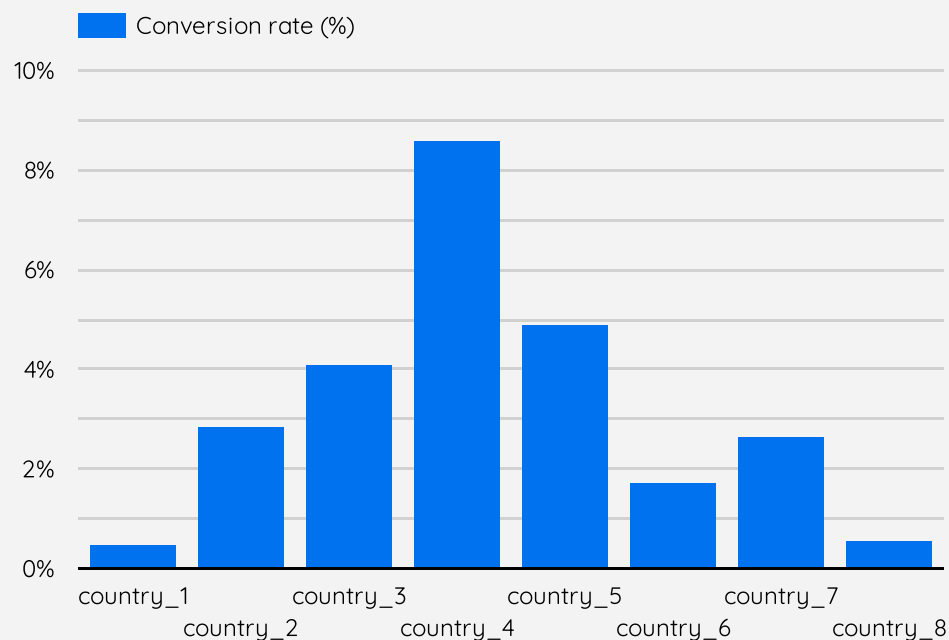
The worst performing country is **country\_3**, bringing fewer and fewer visitors to the site every month.

## Conversion rate - from reader to costumer



This graph shows the number of readers and the number of customers by country.

Most customers come from those countries which have the most readers (**country\_7**, **country\_2**, **country\_5**)...

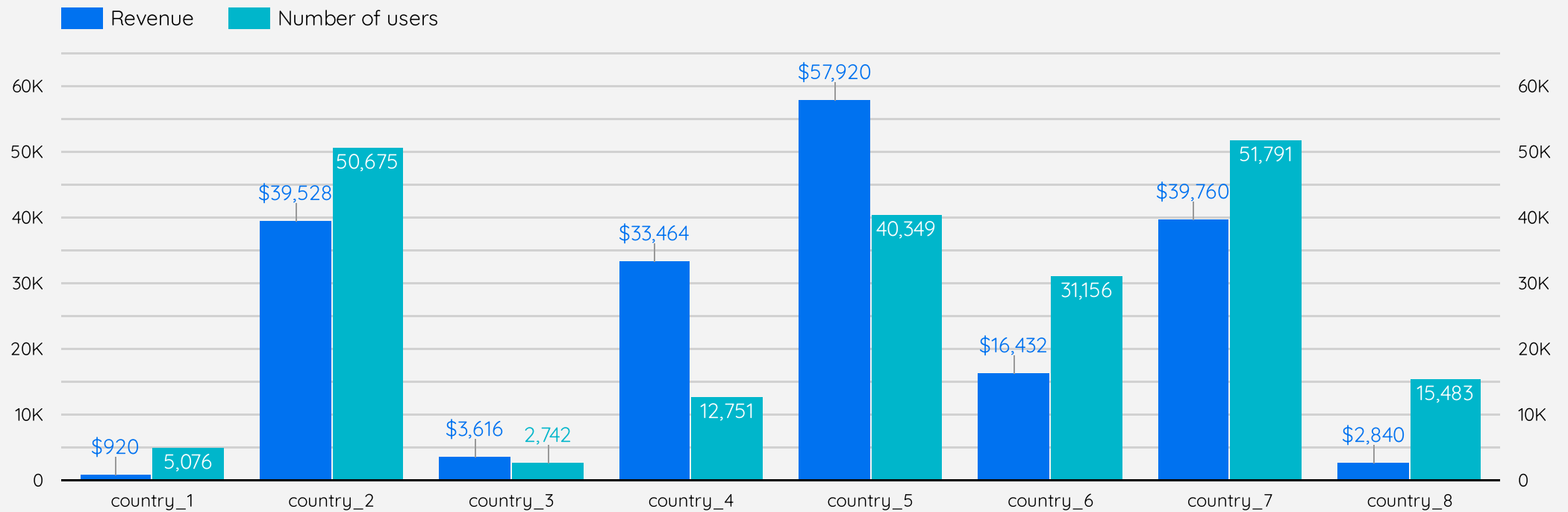


...although **country\_4** has the best conversion rate (8.6%).

It means that from 100 readers, ~8 will become a paying customers. This number is almost twice as high as the country with the second-best conversion rate (4.88%).

The worst performing countries are **country\_1** and **country\_8**.

## Number of readers and revenue



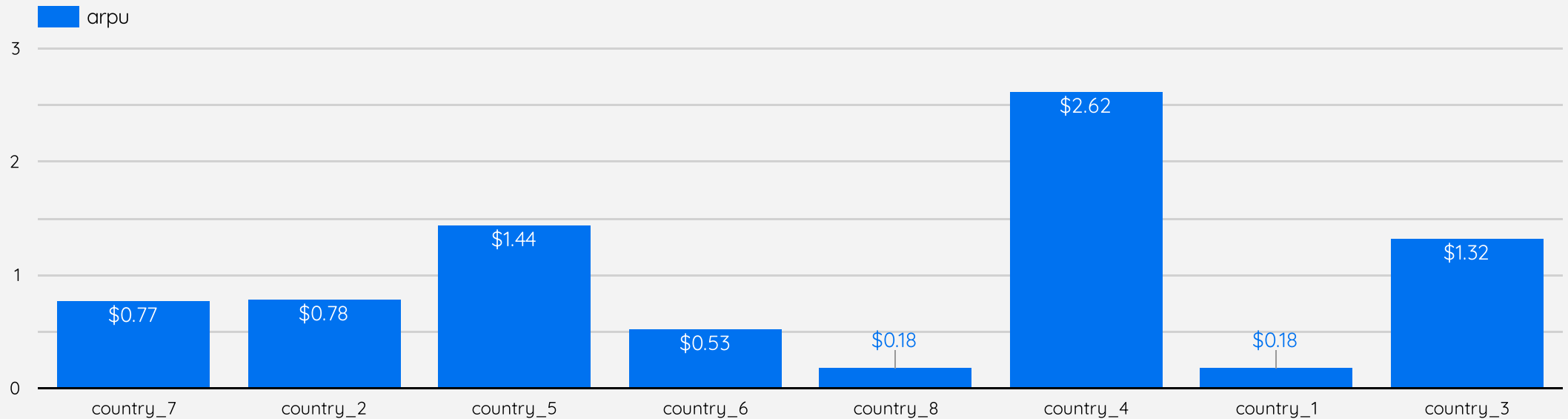
In this graph we can see two data by country. The number of readers and the overall revenue in the last 3 months.

The most readers are from **country\_7**, **country\_2**, **country\_5**.

The most revenue comes from **country\_5**, **country\_7**, **country\_2**.

Interesting to see **country\_4**, which has the thirds fewest readers, but brings in the fourth most money. To go deep in this, let's see the Average Revenue Per User in the next slide.

## ARPU - Average Revenue Per User



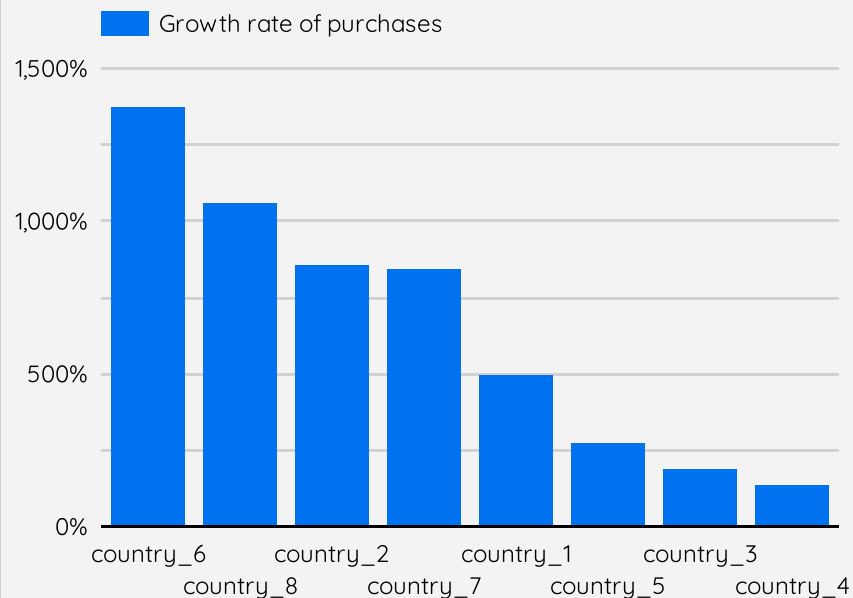
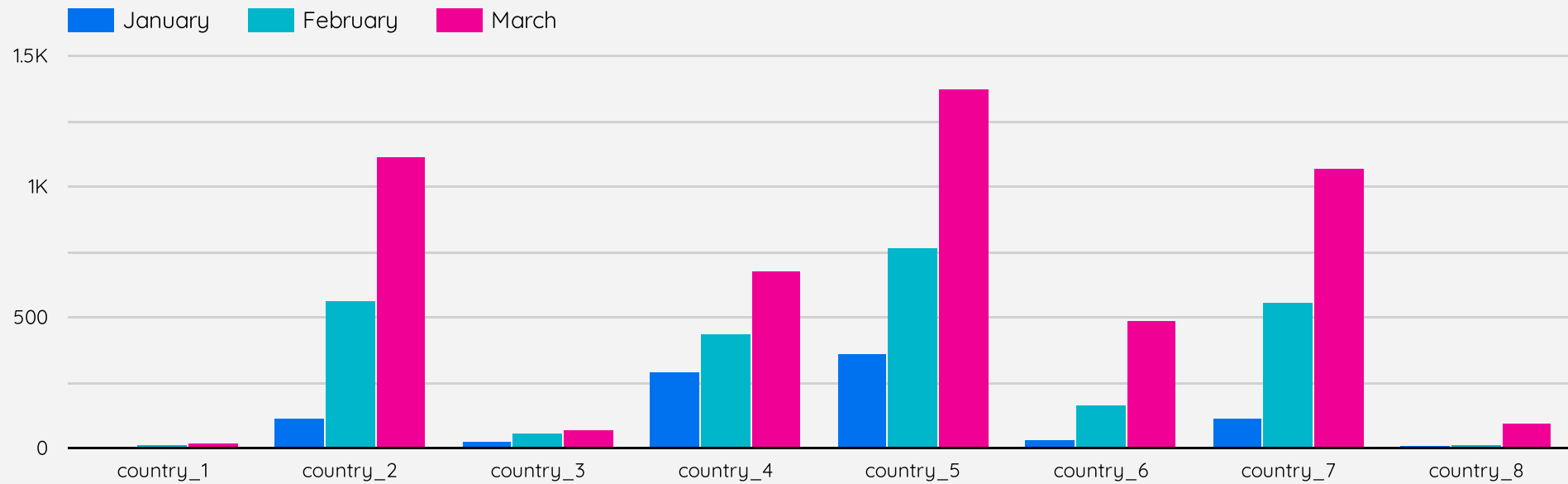
$$\text{ARPU} = \text{Total revenue} / \text{total number of users}$$

Here we can see the graph, which shows on average how much money a reader brings in from a country.

Easy to see that our best-performing country is by far **country\_4**, followed by **country\_5** and **country\_3**. Be aware, that **country\_3** is continuously losing readers as we saw before.

The worst performing countries in this aspect are **country\_1**, **country\_8**, and **country\_6**

## Change in the number of purchases



Here we can see how the number of purchases changed in the last 3 months in each country.

In each country, this number increased but we can see a very high number in **country\_6**, **country\_8**, **country\_2**.

Despite the high number, I would not recommend putting more effort into **country\_6** and **country\_8** because of their poor ARPU rate.



## Summary

I believe it would be best to put more effort into **country\_4**. It has a very good growth rate and ARPU rate. If the number of visitors is successfully increased in this country, the profit can be very high.

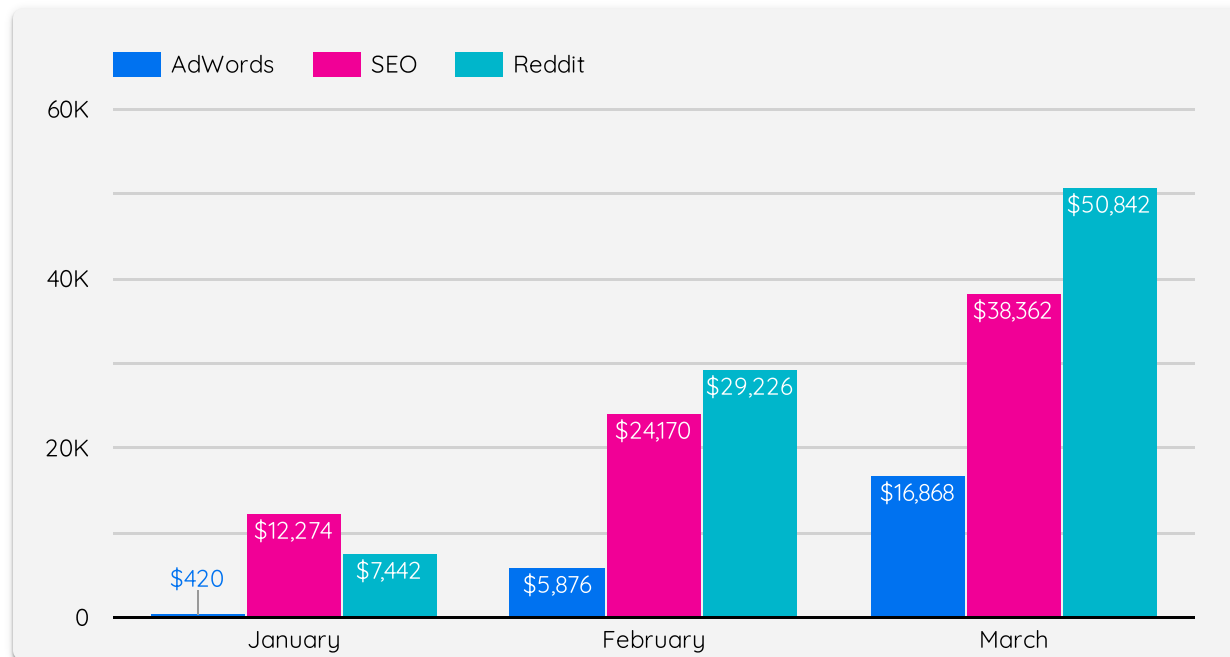
The 'good countries' are **country\_5**, **country\_7**, **country\_2** with above-average numbers and with the most readers and customers, therefore they are bringing in the most revenue.

The 'bad countries' are **country\_1** and **country\_8** where the number of customers is low therefore revenue is very low.

While **country\_3** has good numbers in some measures (e.g. ARPU, or conversion rate), it is rapidly losing readers which will cause a problem in the long run.

How can Dilan be  
smarter with his  
investment?

## Net Revenue per month



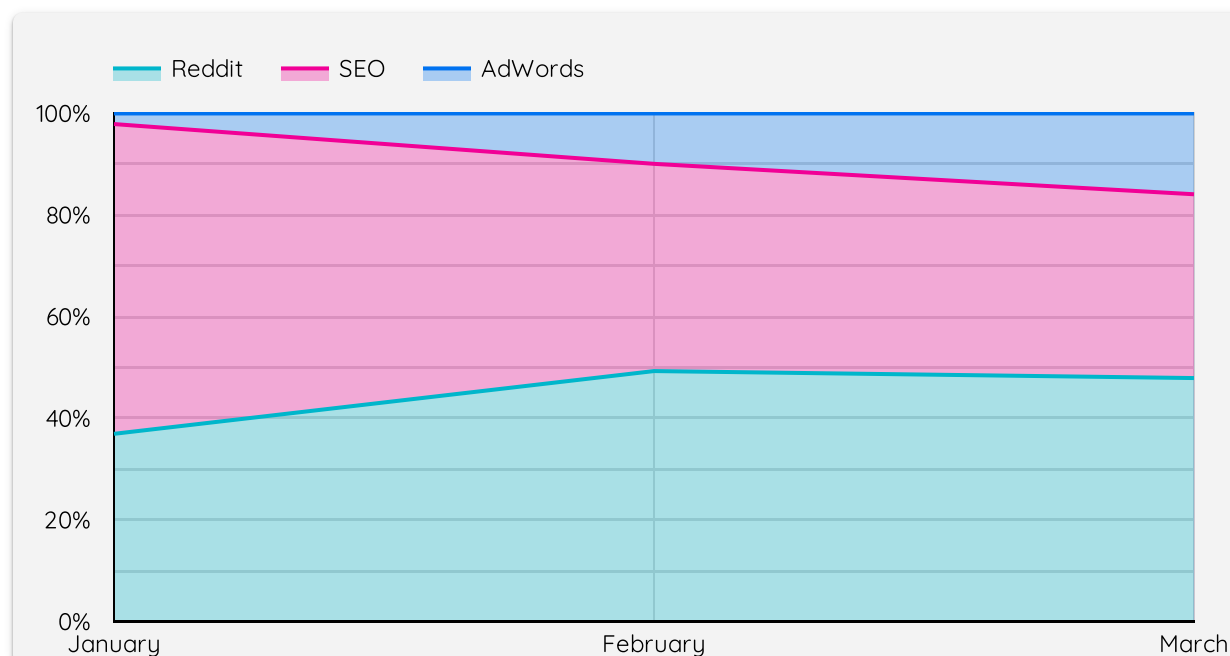
### Net Revenue = All Revenue - Expenses

expenses:

AdWord 500\$/month, Reddit&SEO 250\$/month each

This graph shows the **Net revenue** from the last 3 months broken down into sources and months.

The good news is that all of the sources increased the net revenue.



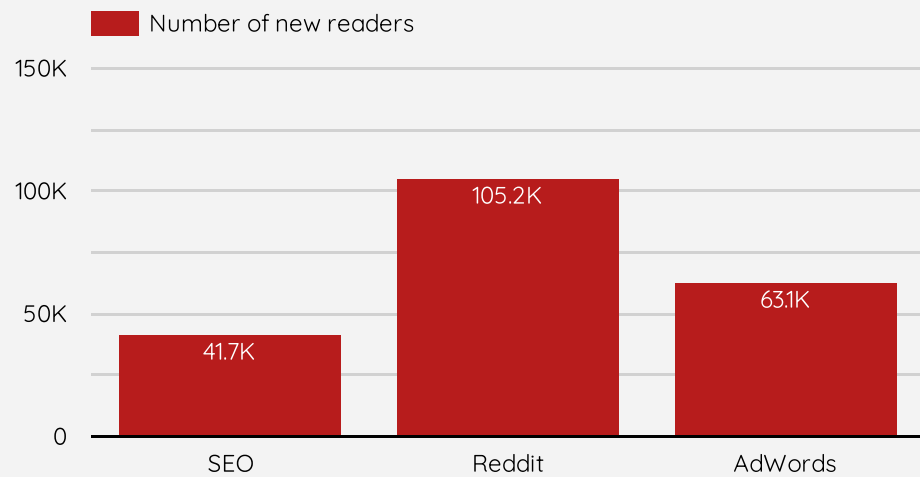
On the left, we see the same data but on a 100% stacked area chart.

In the first month, **SEO** had a ~60% share of the total net income, which shrank to ~36% by the end of March.

**Reddit** kept his ~48% by the end of March, which he reached in February.

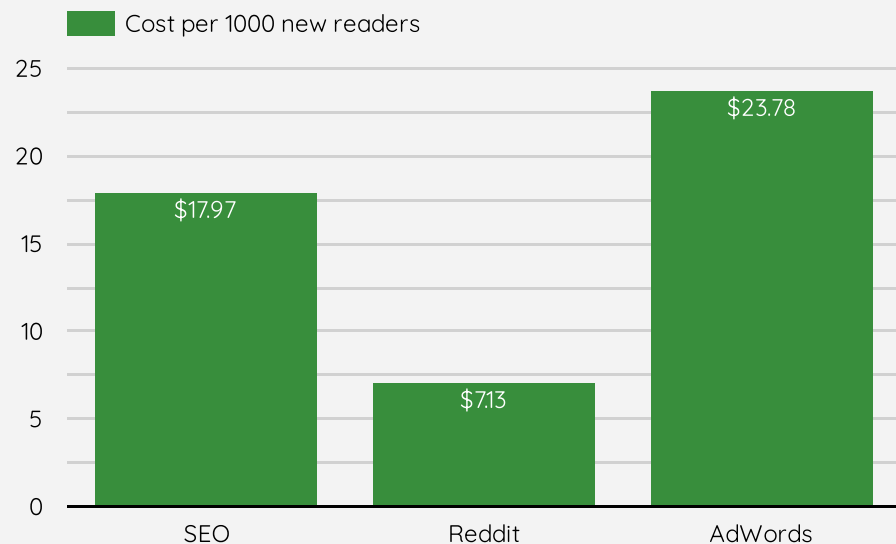
**AdWords** was the only source that continually increased its share of the total net revenue, but it's still at only ~16% by the end of March

## Cost per reader (CPC)



This table shows how many readers were brought to the blog in the last 3 months.

We can see that the most visitors are from **Reddit** and the least from **SEO**.

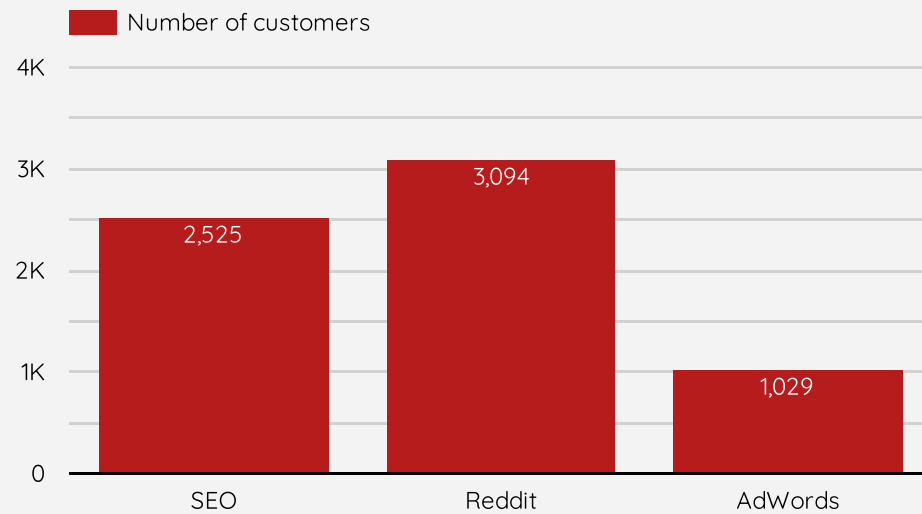


Cost per click (CPC) = total cost / number of new visits  
costs: AdWord 500\$/month, Reddit&SEO 250\$/month each

Here, we see the cost of bringing 1000 reader to the blog.

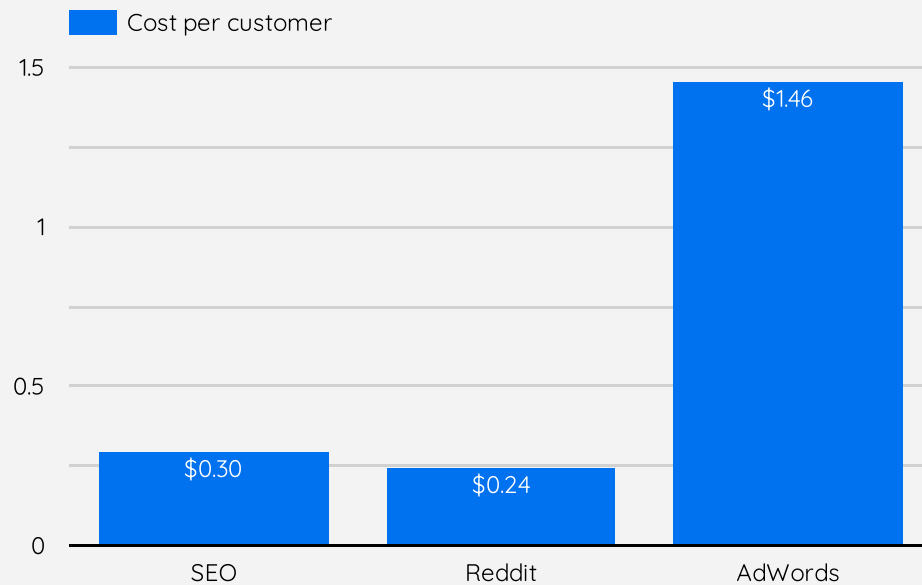
**Reddit** is the most cost-efficient place to advertise the blog if we want to reach new users.

## Cost per customer



This table shows how many reader purchased something on the blog in the last 3 months.

Most of the customers came from **Reddit**, and the least of the customers are from **AdWords**.



**Cost per customer = total cost / number of customers**

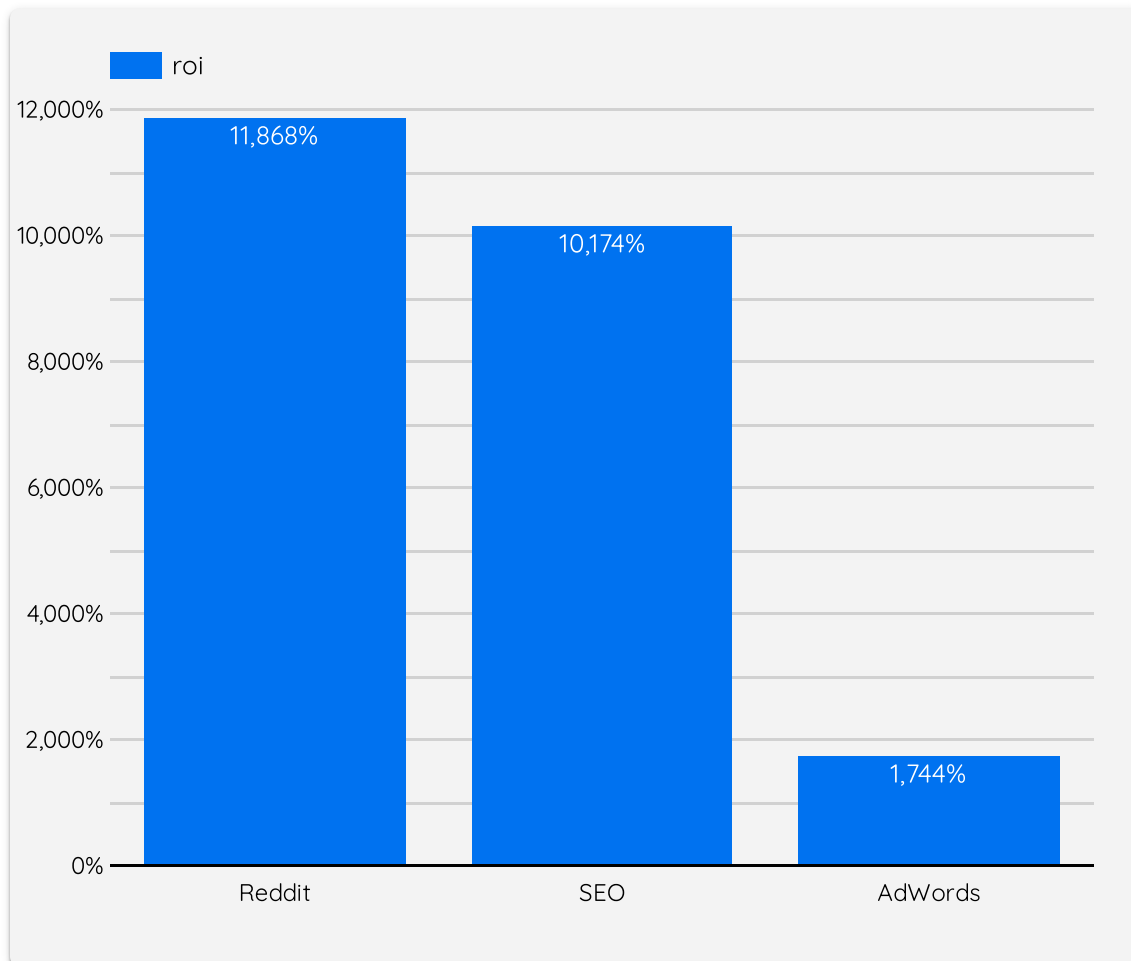
Costs: AdWord 500/month, Reddit&SEO 250/month each

Here we see, the cost of one customer.

**Reddit** is still the most cost efficient.

In contrast, **AdWords** is the most expensive one.

## Return of Investment (ROI)



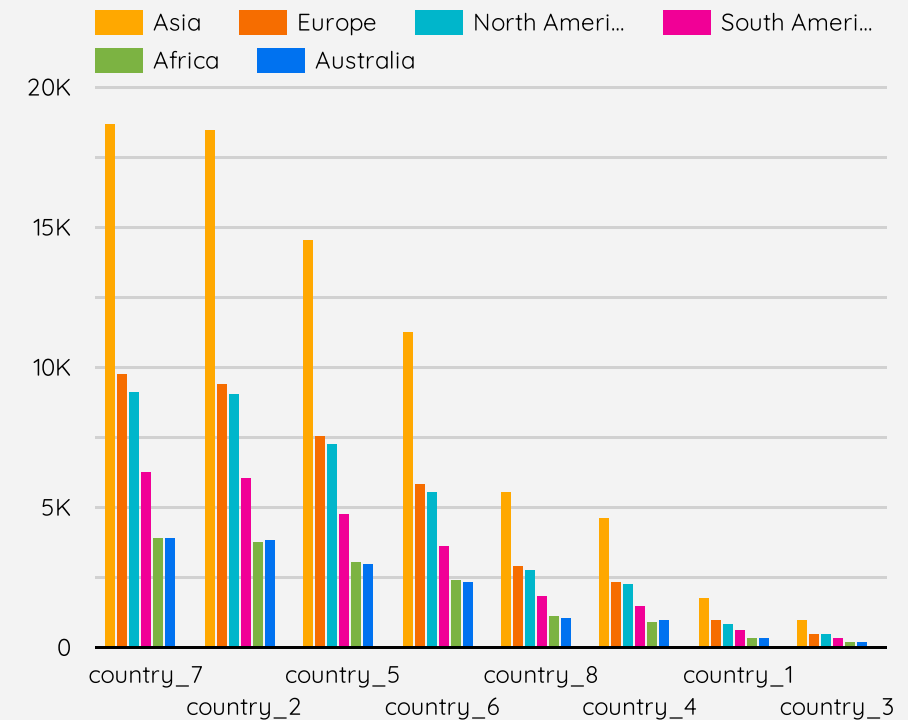
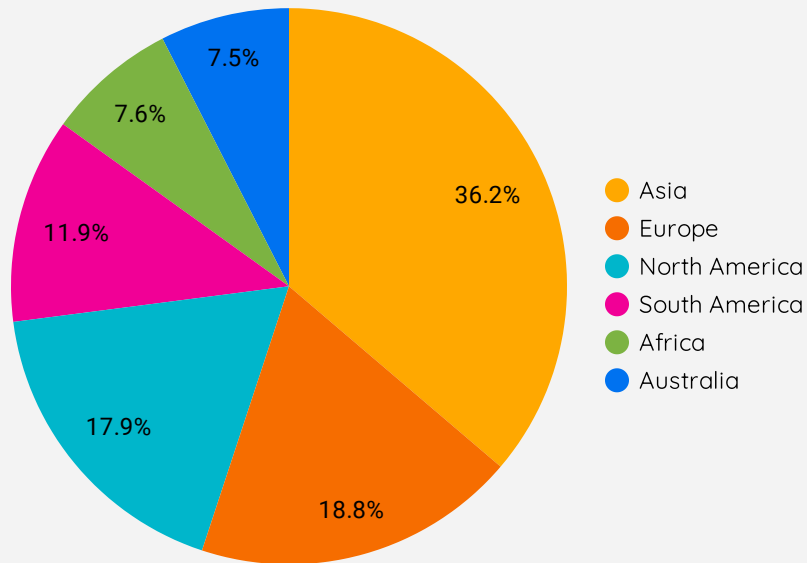
**ROI = (Revenue - Cost of goods sold) / Cost of goods sold**

Cost of goods sold : AdWord 500\$/month, Reddit&Seo 250\$/month each

All of them have very good numbers, but yet again **AdWords** is falling behind the other two.

**Reddit** has the best ROI rate.

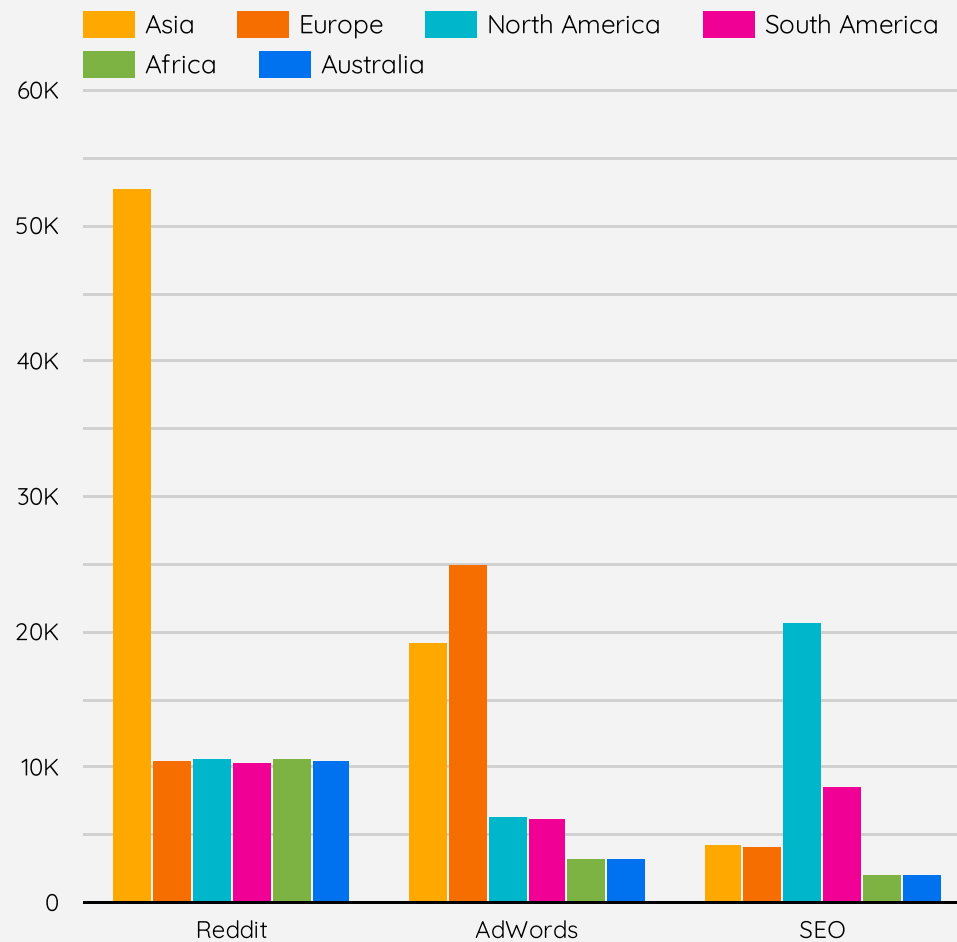
## Other information #1



On the above graphs, you see which topic the readers are most likely to click and read.

Seems like, the users are most likely to click on posts about **Asia** following by **Europe** and **North America** in every country.

## Other information #2



Similarly to the graph which we saw before, this graph shows which topic the readers are more likely to click and read by source.

Interesting to see that from different sources, different topics are popular.

For **Reddit**, **Asia** has an outstanding value compared to other topics.

Readers, who come from **AdWords**, are more likely to read blog posts about **Europe**, followed by Asia.

Readers from **SEO** are most likely to read about **North America**.