Report on Webtoon Content Performance and User Engagement

Introduction

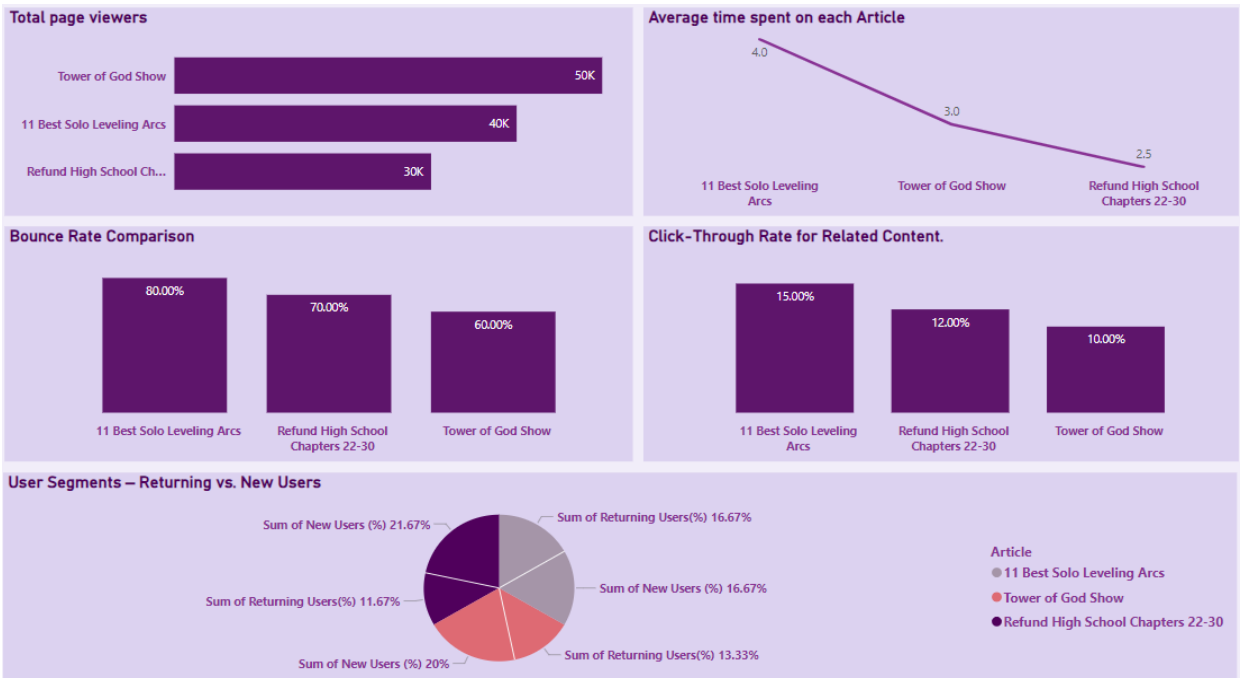
With the rise of digital content, especially webtoons, analysing user engagement data is crucial for optimizing content strategy. This report examines three popular articles, *Tower of God Show*, *Refund High School Chapters 22-30*, and *11 Best Solo Leveling Arcs*, focusing on metrics such as page views, bounce rates, and click-through rates. By analysing these metrics, we gain insights into user behaviour, helping to form strategies to increase engagement, improve user retention, and optimize content to enhance overall performance across these platforms.

Dataset Overview

The dataset includes critical performance indicators such as **page views**, **average time spent on page (in minutes)**, **bounce rate**, **returning and new users**, **click-through rate (CTR)** on related content, and **demographic information**. These metrics provide insight into content performance, user behaviour, and the effectiveness of engagement strategies across different articles and demographic groups.

- **Page Views**: Measure the number of times each article was viewed.
- **Average Time Spent**: Reflects the user's attention span on the article.
- **Bounce Rate**: Indicates the percentage of users who left without interacting further.
- **Returning and New Users**: Helps in analysing user retention versus attracting new visitors.
- **Click-Through Rate**: Shows how often users engage with related content.

Data Visualization



Key Insights

1. **Tower of God Show** has the highest page views (50,000), and 60% of the audience are new users, indicating strong attraction but a relatively lower returning user rate (40%). The bounce rate of 60% suggests moderate engagement.
2. **Refund High School Chapters 22-30** shows the highest bounce rate (70%) and the lowest average time spent (2.5 minutes), indicating a need for better retention strategies for new and returning users.
3. **11 Best Solo Leveling Arcs** has the highest average time spent (4 minutes), with an 80% bounce rate. Although user retention is low, those who stay engage for longer, suggesting deeper interest in the content.

Recommendations and Strategies

1. Tower of God Show

- **Increasing Average Time Spent**:
    - **Strategy 1**: Add interactive elements such as quizzes or polls about the series to encourage readers to stay longer.
    - **Strategy 2**: Embed video content or interviews with the show's creators/cast that can extend the session duration.

2. Refund High School Chapters 22-30

- **A/B Testing Strategy**:
    - **Headline Test**: Test two different headlines, one with an emotional hook and another with a curiosity-driven format (e.g., "What Happens Next?" or "The Twist That Shocked Fans").
    - **Visual Content Test**: Experiment with more engaging visuals such as dynamic previews or animations to capture the audience.
- **Optimization Strategy**: Improve content layout and mobile responsiveness to reduce bounce rate, particularly for mobile users.

3. 11 Best Solo Leveling Arcs

- **User Segmentation**: Segment users by their behaviour (e.g., new vs. returning users). Returning users, who are more engaged, can be targeted with exclusive content (e.g., early access to chapters, sneak peeks) to further deepen engagement.
- **Content Customization**: Personalize content recommendations for users based on age demographics. The 18-24 demographic group can be offered related content in the form of trending solo leveling series or similar genre recommendations.

Conclusion

- This analysis has provided valuable insights into user engagement metrics for webtoon articles. By focusing on key indicators such as average time spent, bounce rate, and CTR, we identified areas for optimization. Tailored strategies like content enrichment, headline A/B testing, and user-specific targeting can significantly enhance user retention and interaction. These recommendations, coupled with effective user segmentation, will help optimize content performance, ensuring both new and returning users engage more deeply with the content. By implementing these strategies, overall content effectiveness and user satisfaction can be improved.