DILAN'S TRAVEL GUIDE
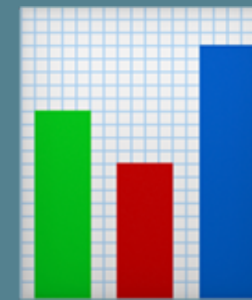
From Data to Dollars: Turning Analytics Into Actionable Profit

AGENDA

1. EXECUTIVE SUMMARY
2. FUNNEL ANALYSIS
3. OVERVIEW
4. MARKETING & BUDGET SPENDING
5. ACTION PLAN !

📊 EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

Entrance market

COUNTRY 7

fastest growth
80 K reads,
40 K revenue

Current Cash Cow

$ 57,9 K

Country 5
cash-cow revenue
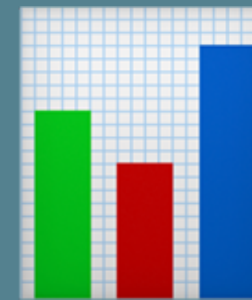in Q1
ROI 13x

Marketing ROI

120 x ROI

Reddit & SEO
dominate sales;
reallocate
AdWords spend

Funnel opportunity

+ $ 40 K

Fix subscribe step
(+1 pp) unlock
extra profit

Funnel Analysis

100%

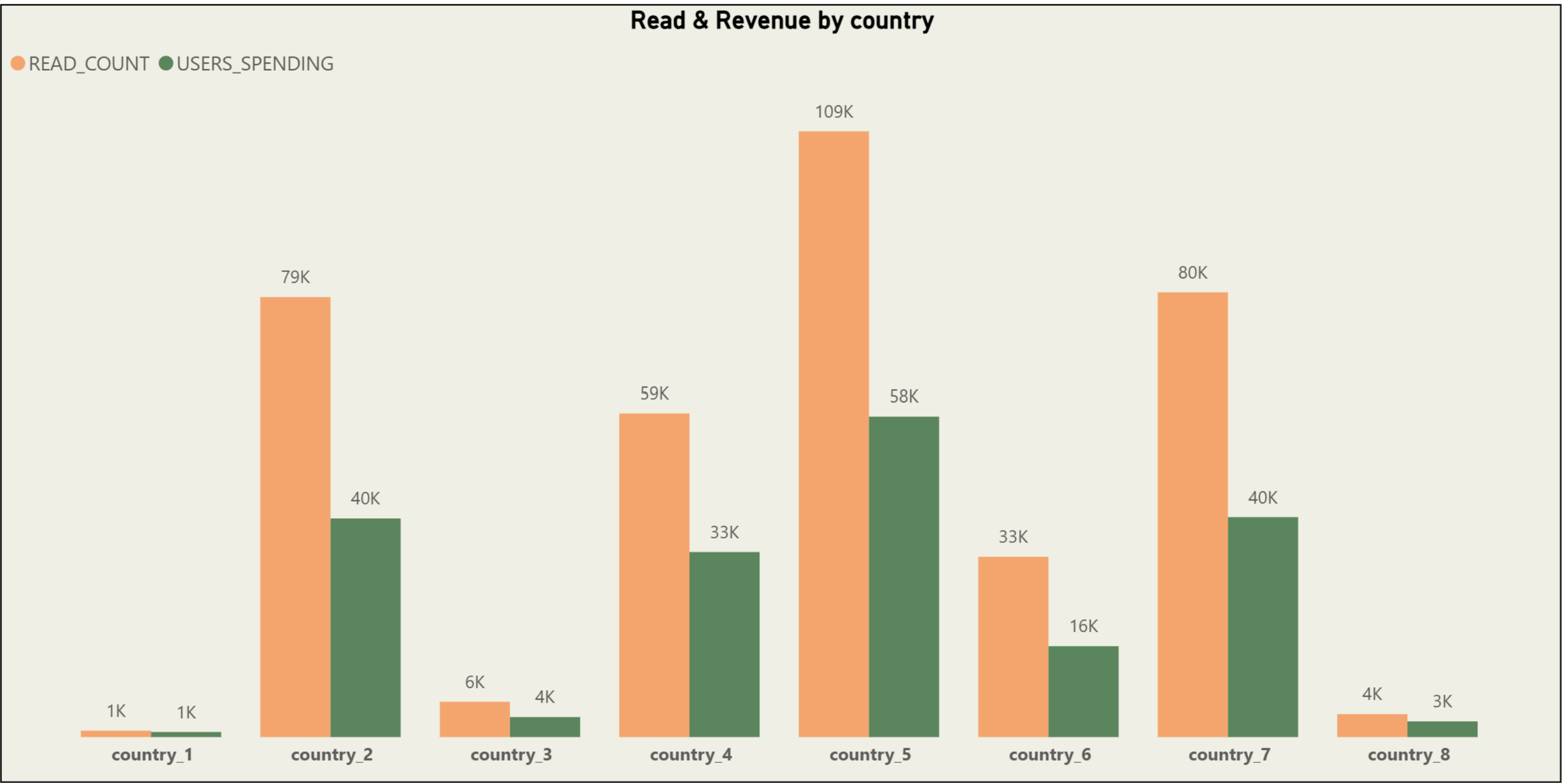| Readers | 210 022 |
Returners	66 231
Subscribers	7 617
Buyers	6 647

3,2%

Key messages

> Massive top-of-funnel traction but a leaking mid-funnel: 210 K first-time readers prove demand, yet only 31% return and just 11% of returners subscribe—that's the critical choke-point throttling revenue growth.

> Subscribers are gold-plated leads: once someone joins the list, 87% go on to buy—an exceptionally high close rate that turns every extra subscriber into near-certain cash-flow.

> Action plan: deploy in-content lead magnets, exit-intent pop-ups, and automated Reddit retargeting to capture e-mails; then keep the high-performing 3-email upsell sequence exactly as is. Converting more of the traffic you already have is the fastest route to 7-figure revenue.

Read & Revenue by country

● READ_COUNT ● USERS_SPENDING

country	New Readers	Buyers	Conversion rate
country_4	12 751	1 095	8,59
country_5	40 349	1 971	4,88
country_3	2 742	112	4,08
country_2	50 675	1 443	2,85
country_7	51 790	1 381	2,67
country_6	31 156	535	1,72
country_8	15 483	85	0,55
country_1	5 076	25	0,49
Total	**210 022**	**6 647**	**3,16**

Conversion rate by country

Key messages

› Country 5 brings in the biggest volume and revenue (total 109 K reads | $58 K), yet its 4.9 % conversion rate lags far behind Country 4's benchmark—there's still upside even on the top market

› Country 4 is the clear efficiency champion: 8.6 % of new readers buy (≈3× the global average), making its playbook the model to copy-paste into higher-traffic countries.

✈️

MARKETING & BUDGET OVERVIEW

SOURCE OVERVIEW

Source share of revenue

source ● AdWords ● Reddit ● SEO

	201801	201802	201803
SEO	13024 / 56,31%	24920 / 40,02%	39112 / 35,86%
Reddit	8192 / 35,42%	29976 / 48,14%	51592 / 47,30%
AdWords	1912 / 8,27%	7376 / 11,84%	18368 / 16,84%

Year-Month
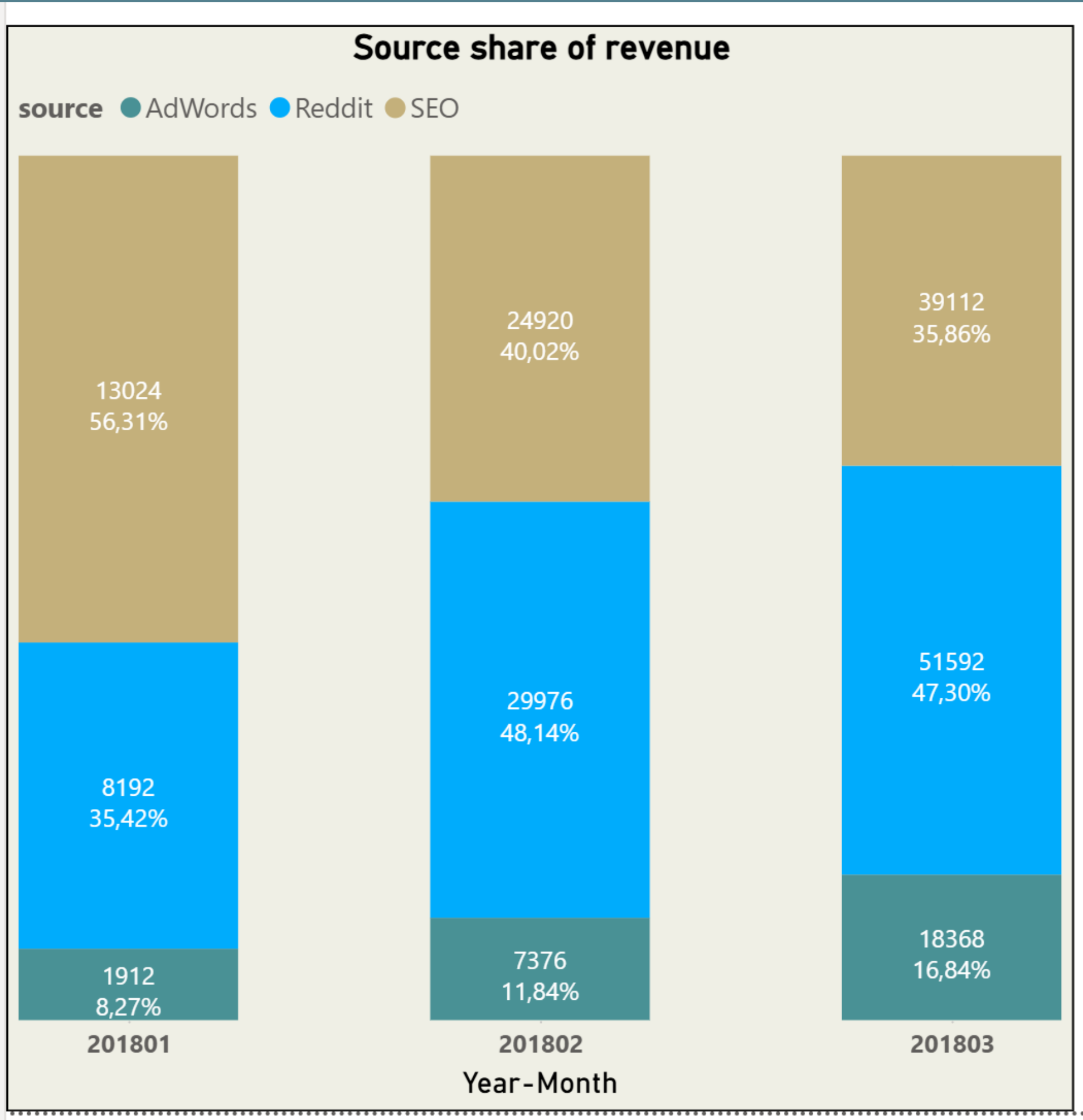
194K
Total revenue

77K
SEO REVENUE

90K
Reddit REVENUE

28K
AdWords REVENUE

Key messages

> **Reddit is now the first revenue driver - 47% share in March, +6 x growth vs. January**

> **Reddit ROI tops 120x (90K $ rev / 750 $ spend)**

> **SEO remains solid 2nd pillar (~ 77K $ rev , 103 x ROI)**

> **Re-evaluate AdWords 15% share but only 18x ROI**

> **Optimise reallocate budget**

ROI calculations

source_name	AdWords		Reddit		SEO		Total	
country	ROI	Total revenue	ROI	Total revenue	ROI	Total revenue	ROI	Total revenue
country_5	5,45	9 680	36,41	28 056	25,91	20 184	18,31	57 920
country_7	1,94	4 408	23,80	18 600	21,34	16 752	12,25	39 760
country_2	1,19	3 288	23,92	18 688	22,40	17 552	12,18	39 528
country_4	5,22	9 328	19,04	15 032	11,13	9 096	10,15	33 456
country_6	-0,54	696	9,05	7 536	9,93	8 200	4,48	16 432
country_3	-0,83	248	1,46	1 848	1,03	1 520	0,21	3 616
country_8	-0,99	8	-1,00		2,78	2 832	-0,05	2 840
country_1	-1,00		-1,00		0,23	920	-0,69	920

READ & REVENUE Analysis

source_name	AdWords		Reddit		SEO		Total	
country	Revenue	Articles_read	Revenue	Articles_read	Revenue	Articles_read	Revenue	Articles_read
country_5	9 680	21 379	28 056	51 326	20 184	36 677	57 920	109 382
country_7	4 408	8 955	18 600	38 095	16 752	33 226	39 760	80 276
country_2	3 288	8 747	18 688	37 889	17 552	32 765	39 528	79 401
country_4	9 328	16 635	15 032	27 635	9 096	14 237	33 456	58 507
country_6	696	1 982	7 536	15 022	8 200	15 592	16 432	32 596
country_3	248	835	1 848	3 193	1 520	2 358	3 616	6 386
country_8	8	0		0	2 832	4 150	2 840	4 150
country_1		0		0	920	1 155	920	1 155

Key messages

> Country 5 is the cash-cow – highest revenue ($57.9 k) and best blended ROI (18 ×) thanks to Reddit 36 × and SEO 26 ×. Keep the current mix running at full speed

> Country 7 is the prime growth bet – large audience (80 k reads, $39.8 k sales) but only 12 × total ROI because AdWords delivers just 1.9 ×. Shifting that budget to Reddit 24 × / SEO 21 × could add ≈ $6 k profit every month

> Country 2 shows the same pattern (79 k reads, $39.5 k sales, 12 × ROI). Apply the same re-allocation playbook to unlock an extra $50 k+ per year

> Long-tail markets (Countries 6, 3, 8, 1) bring < 10 % of revenue and ROI < 5 × – cap spend there and reserve only test budgets

NEXT STEPS

ROI calculations
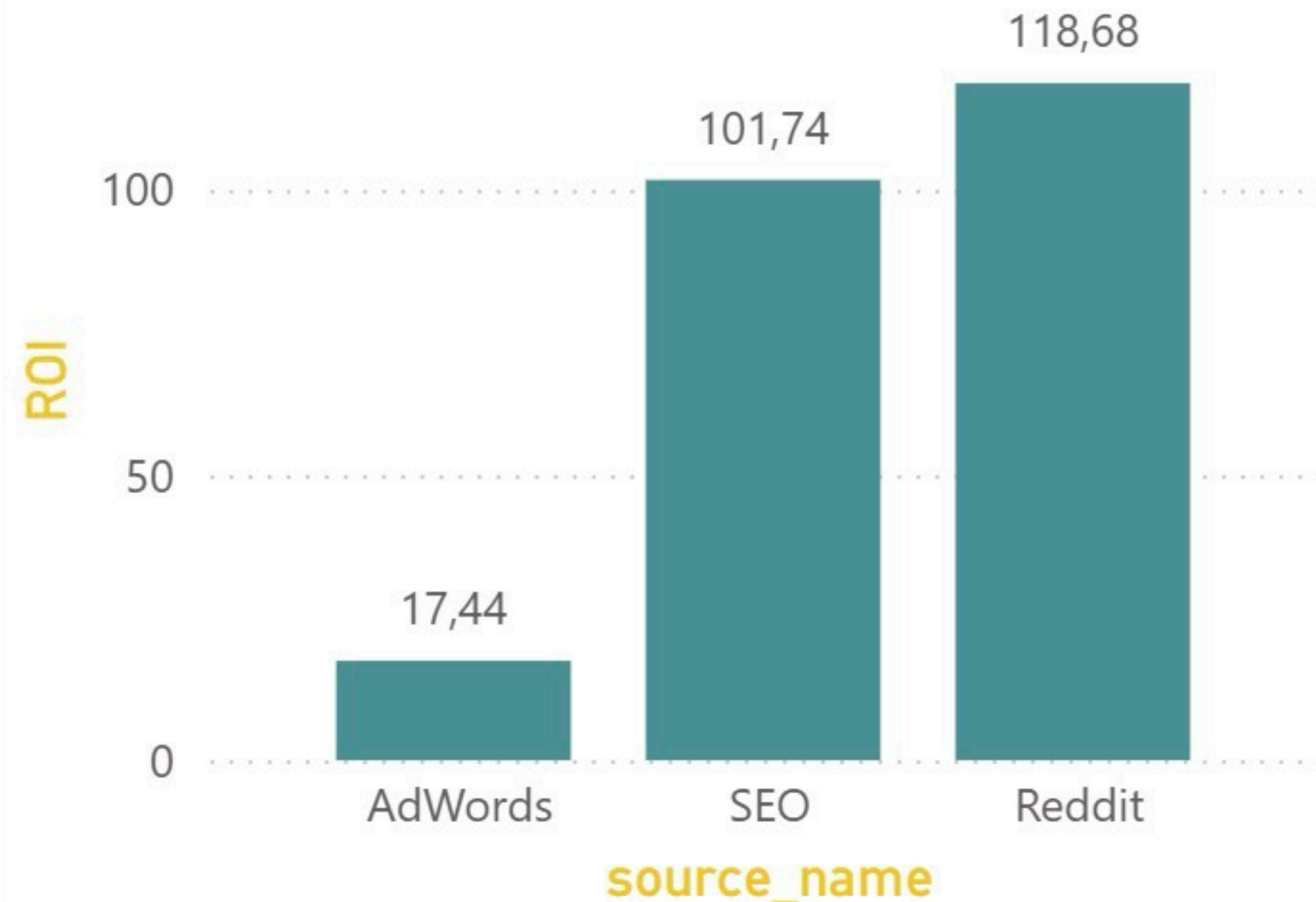
Key messages

› **AdWords delivers only 15% of revenue but consumes 50% of paid spend**
› **Cost per buyer 6x higher vs Reddit/SEO**
› **Reallocate $500 monthly to Reddit & SEO → +$20K incremental profit**

Action: Shift budget to NEXT MONTH

DEEPER ANALYSIS
NEXT PROJECTS

Cohort retention rate

Topic performance & upsell

Classification ML with python