Dilan's Travel Guide Data Analysis
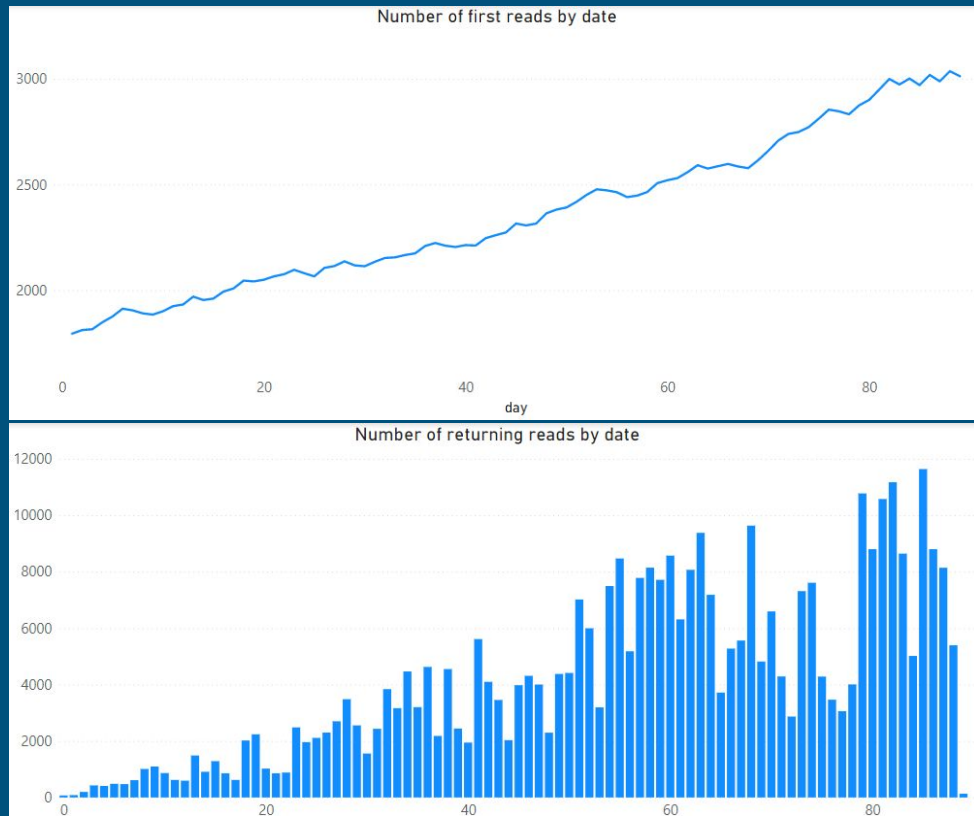
Éliás Gergely

Time series representation of the number of first readers and returning readers

Number of first reads by date

Number of returning reads by date

The number of new readers has been constantly
increasing over the past 3 months.

The number of returning readers is
growing less stably with some kind
of seasonality, which, however,
cannot be linked to anything. This
may be due to the timing of the blog
posts being published.
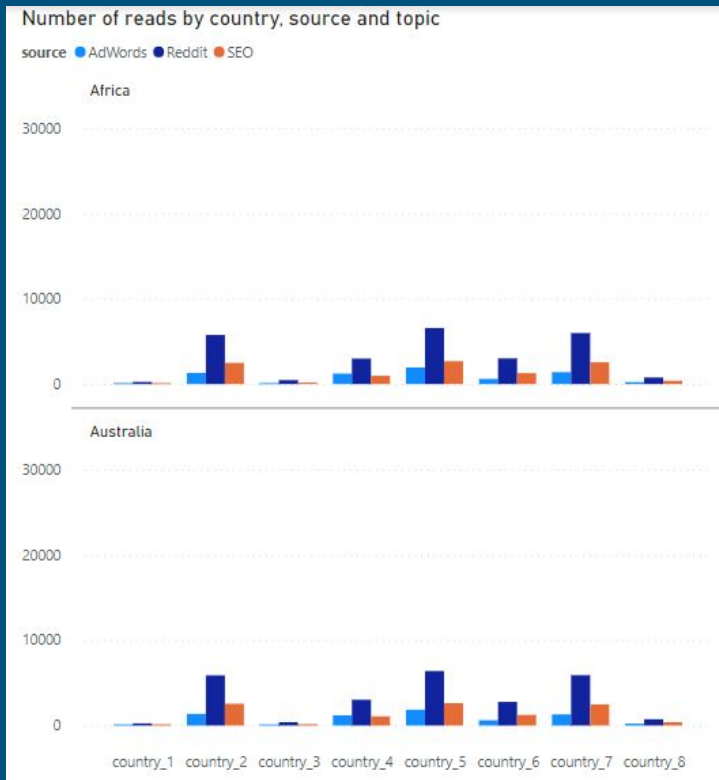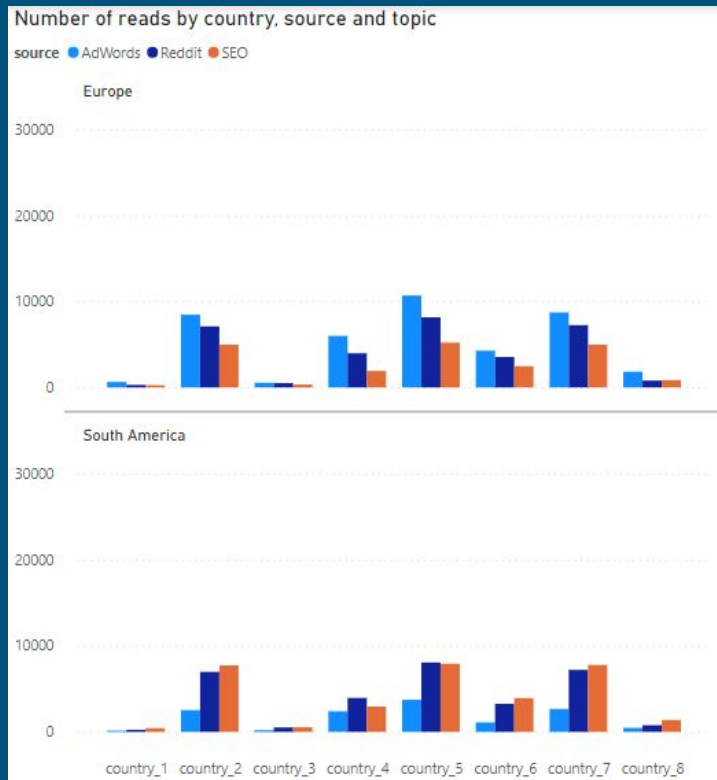
Number of reads by country and topic
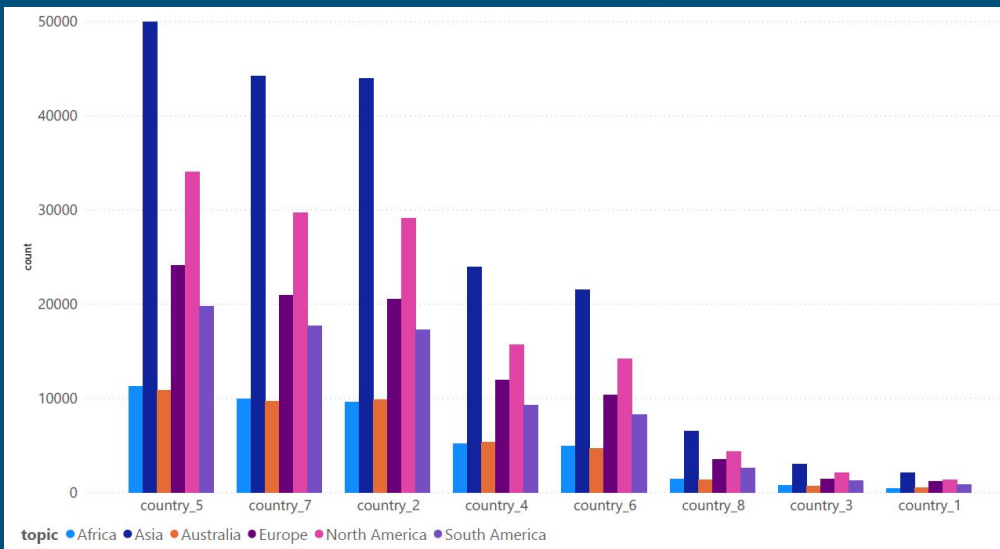
| country	
country_5	149732
country_7	132067
country_2	130076
country_4	71258
country_6	63752
country_8	19633
country_3	9128
country_1	6231

Based on the number of article readings, the top 3 countries are **country_5**, **country_7** and **country_2**.
And the most popular topics are **Asia** and **North America**.

Number of reads by country, source and topic

Number of reads by country, source and topic
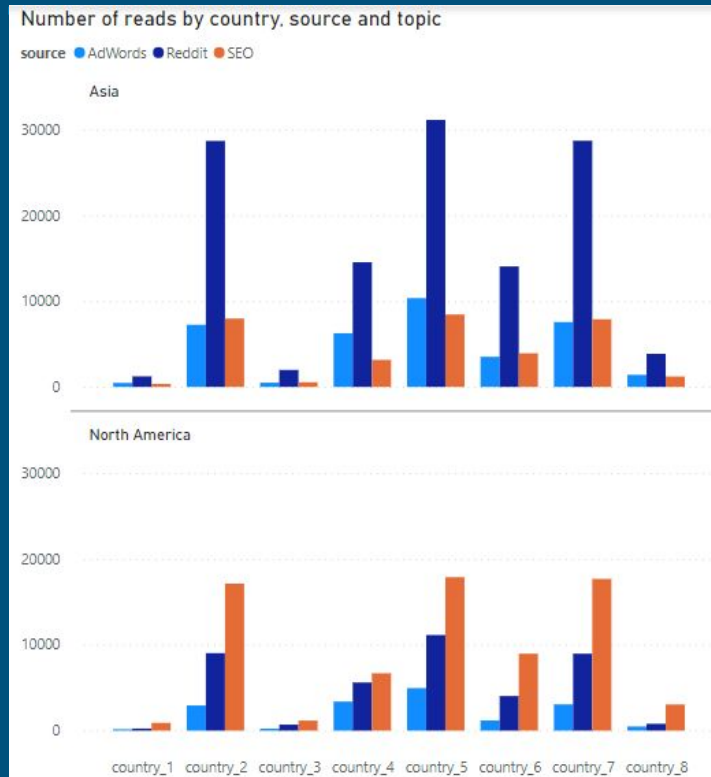
Most of the visitors of the blog are interested in articles about **Asia** and **North America**.
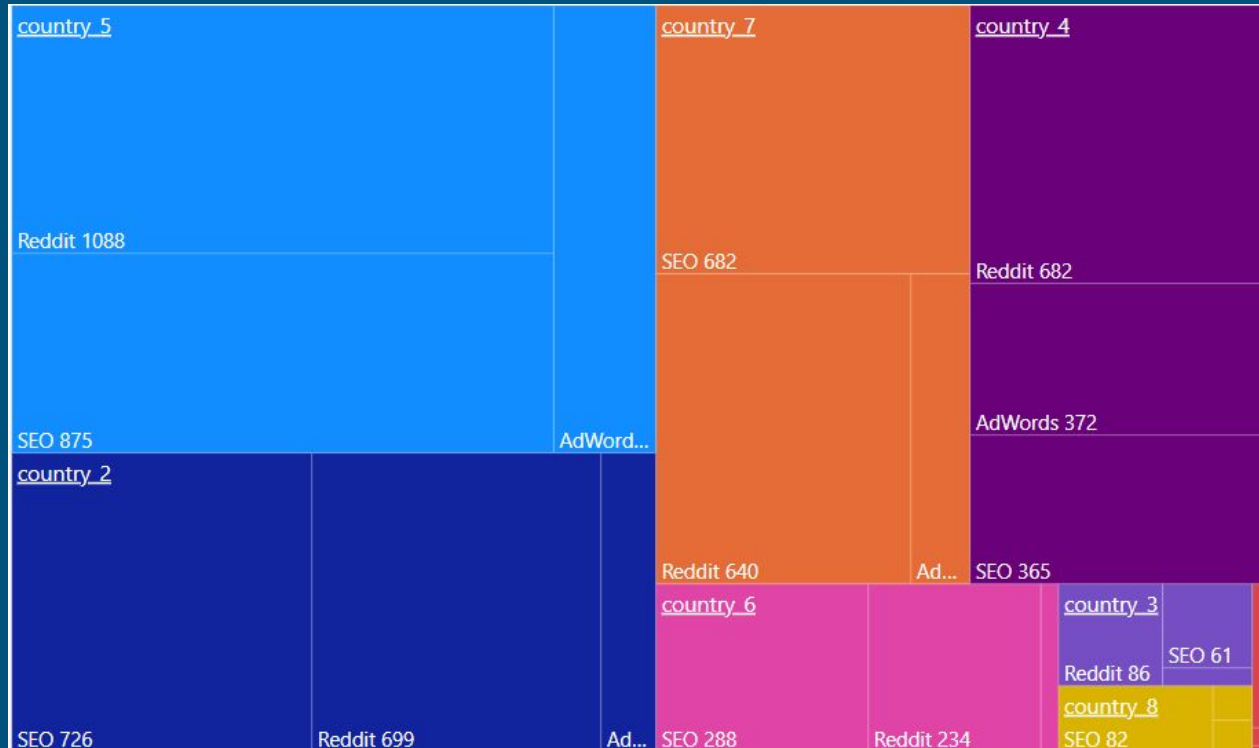
Most of the readers of the articles about **Asia** found the blog through **Reddit**.

Most of the readers of the articles about **North America** found the blog through **SEO**.
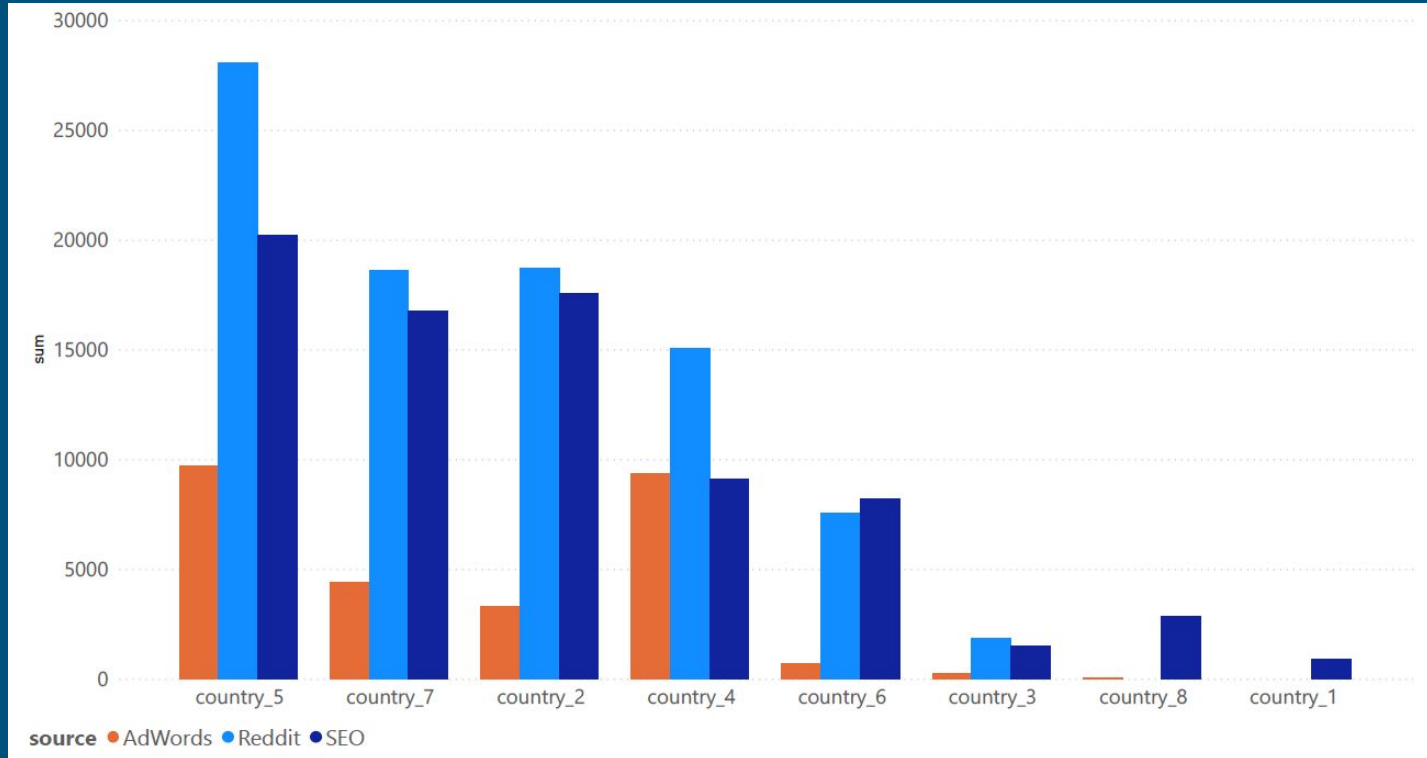
Only the readers of the **Europe** articles came mostly through **AdWords** advertisements.

This raises the question of whether marketing costs are well distributed or not.

Number of subscribers by country and source

country_5

Reddit 1088

SEO 875

AdWord...

country_2

SEO 726

Reddit 699

Ad...

country_7

SEO 682

Reddit 640

Ad...

country_6

SEO 288

Reddit 234

country_4

Reddit 682

AdWords 372

SEO 365

country_3

Reddit 86

SEO 61

country_8

SEO 82

Distribution of revenue by country and source

# Distribution of revenue by source and country
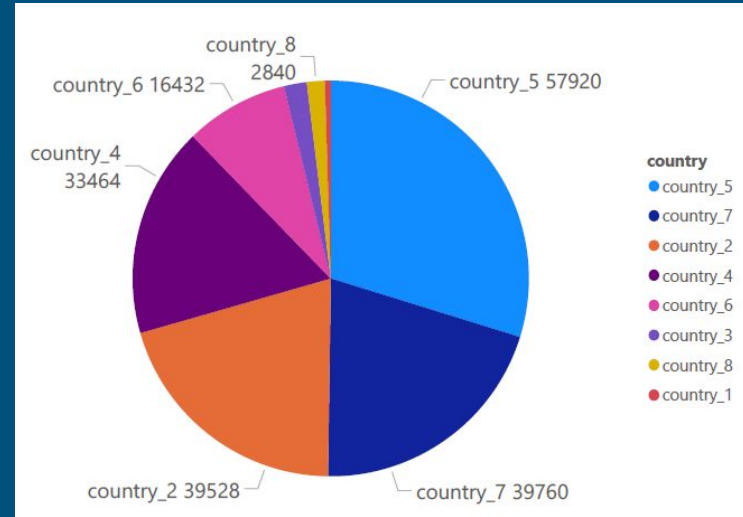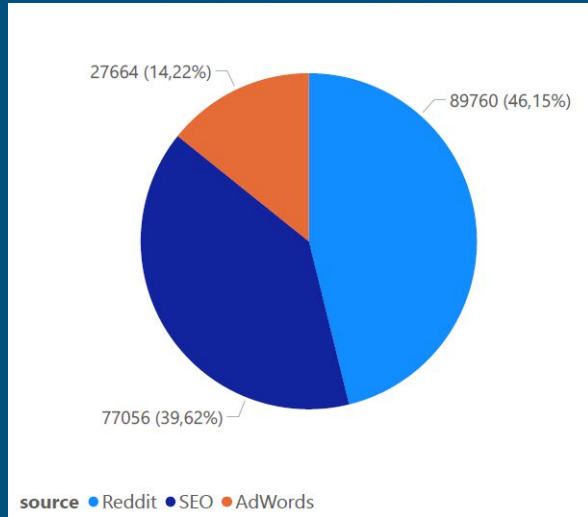
87,8% of revenue comes from countries 2, 4, 5 and 7, and only 12,2% comes from the other four countries. The ratio is almost the same for subscribers as well.

The most popular source from which Dylan gets the most income and subscribers is **Reddit, followed by SEO,** and in last place with AdWords.

Analysis of readers and revenue by country

Analysis of readers and revenue by country
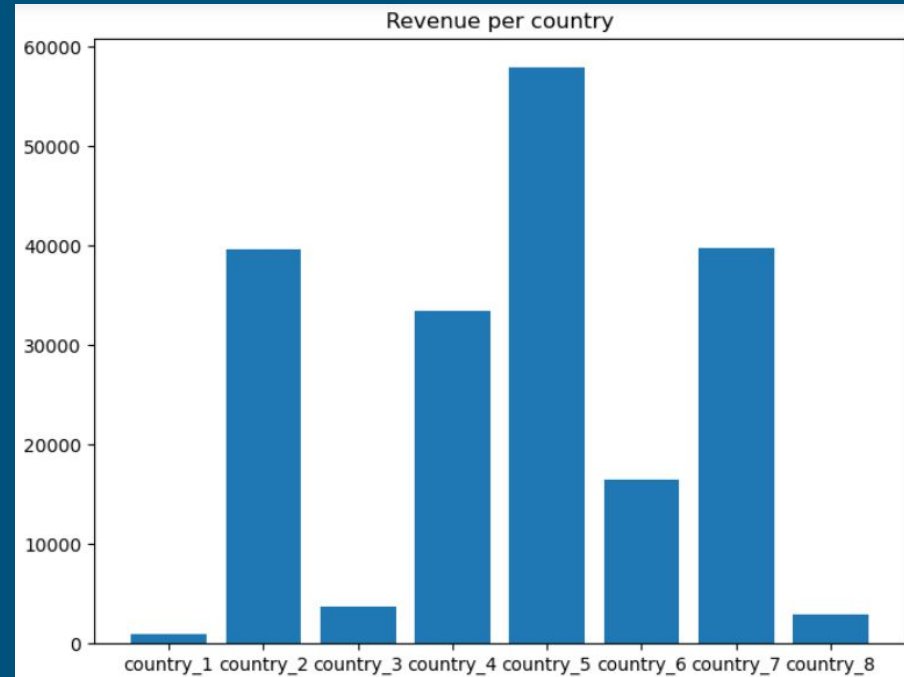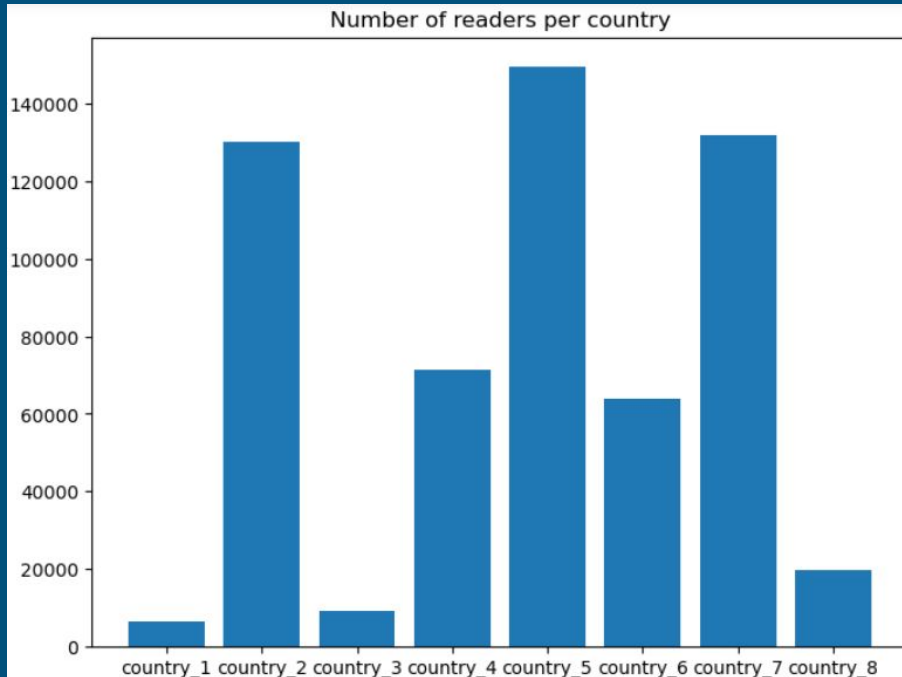
Revenue/Reader per country
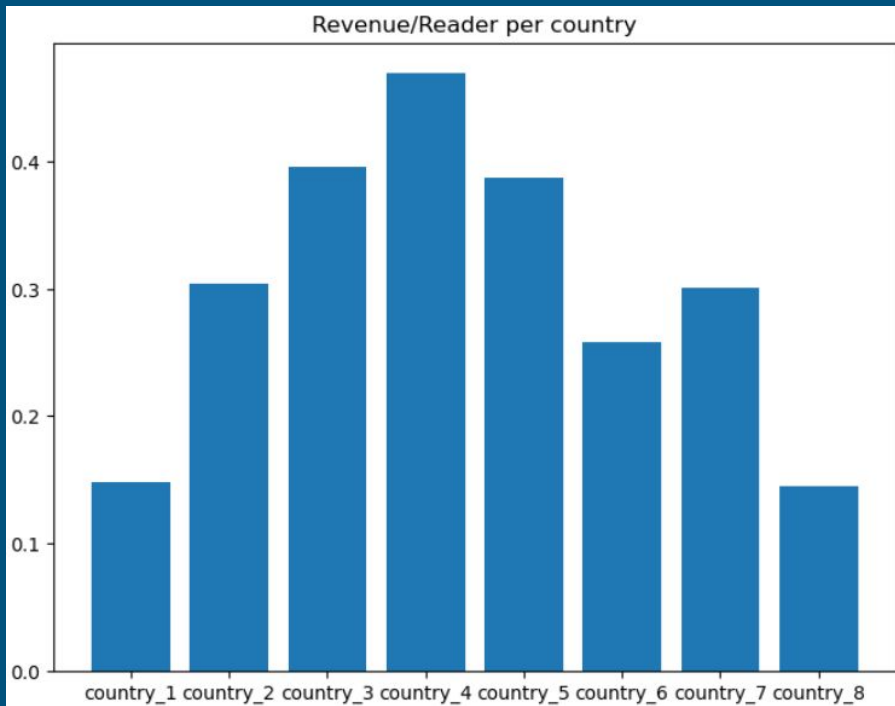
Country_5 is the first in number of readers and in revenue, and it performs well in revenue/reader too.

Country_2 and country_7 do not perform as well on the revenue/reader indicator as on the other two.

Country_4 leads the revenue/reader indicator and it also has a relevant number of readers and revenue.

The blog has very few readers and low income from country_3, but the ratio of the two is very good.

Funnel Analysis
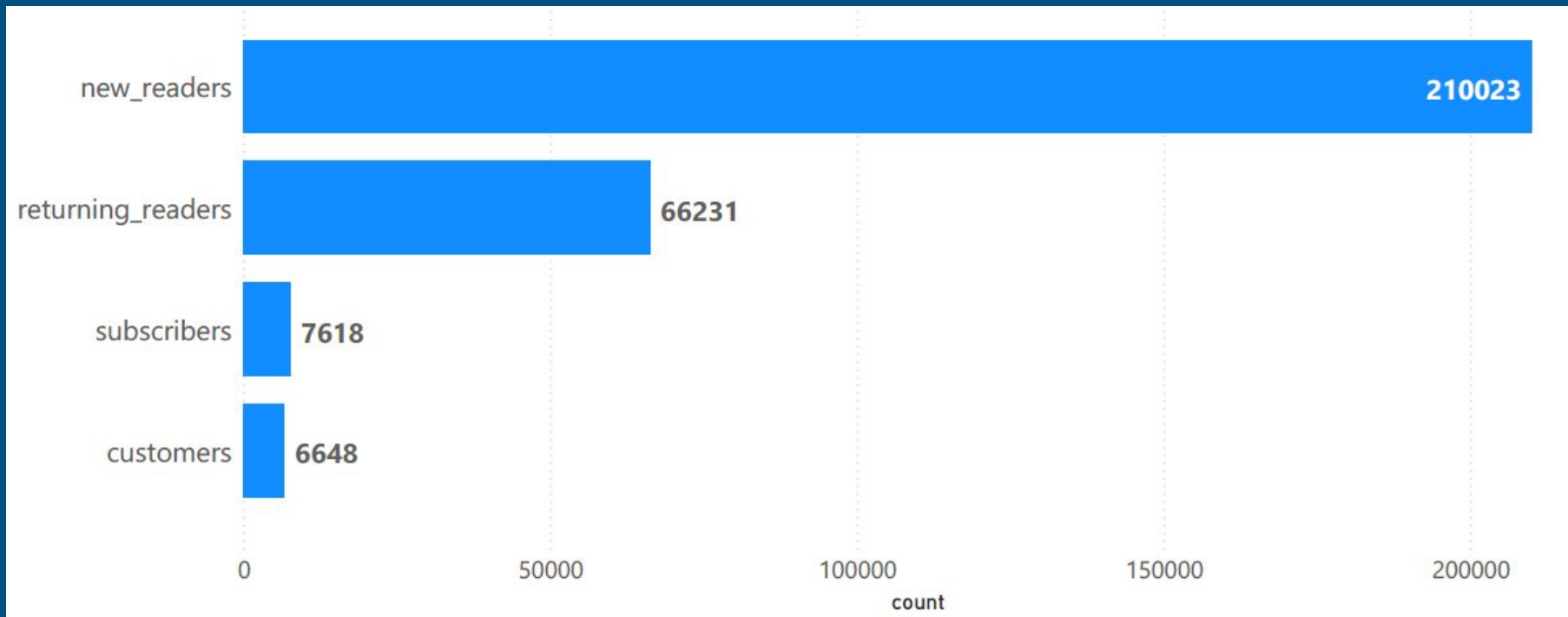
Analysis of number of readers, number of subscriptions, and number of purchases based on how many times the users returned to the blog

number_of_times	number_of_users_returned_to_read	number_of_subscribes	number_of_buys
1.0	12491	22	0
2.0	8923	20	0
3.0	8227	37	3
4.0	6089	63	4
5.0	5861	80	0
6.0	4298	123	3
7.0	3421	137	11
8.0	2964	207	33
9.0	2527	231	119
10.0	1982	285	202
11.0	1826	358	464
12.0	1331	451	516
13.0	1133	639	635
14.0	965	724	689
15.0	700	648	564
16.0	651	625	590
17.0	623	589	602
18.0	613	581	610
19.0	486	475	483
20.0	396	393	394
21.0	360	358	360

31,5% of first time readers will be also returning readers of the blog, but the bigger problem is that **only 11,5% of the returning readers** and 3,6% of the first time readers **subscribe to the newsletter**.

But the good new is that **there is no big difference between the number of subscribers and the number of purchases** based on the funnel analysis.

Based on the analysis shown on the left it is clear that **the more articles a user read, the more likely he/she will also subscribe to the newsletter and buy products**.

Regression analysis on total reads / day
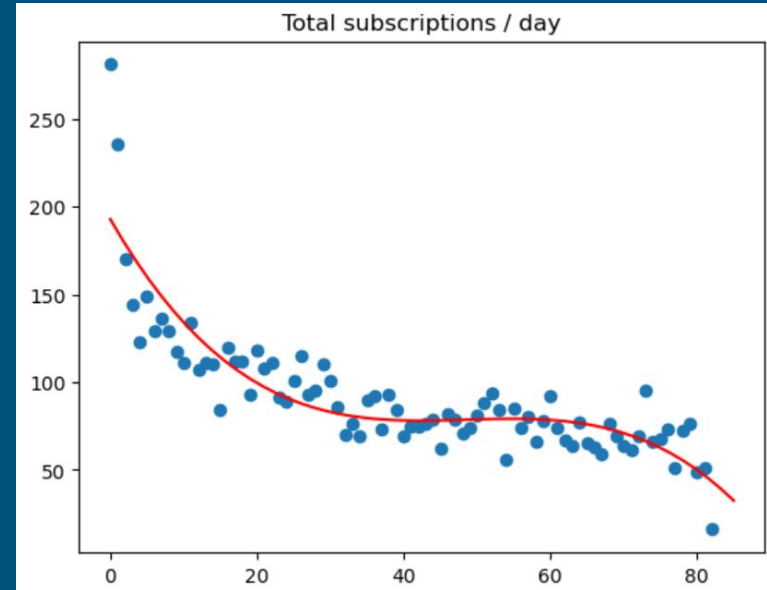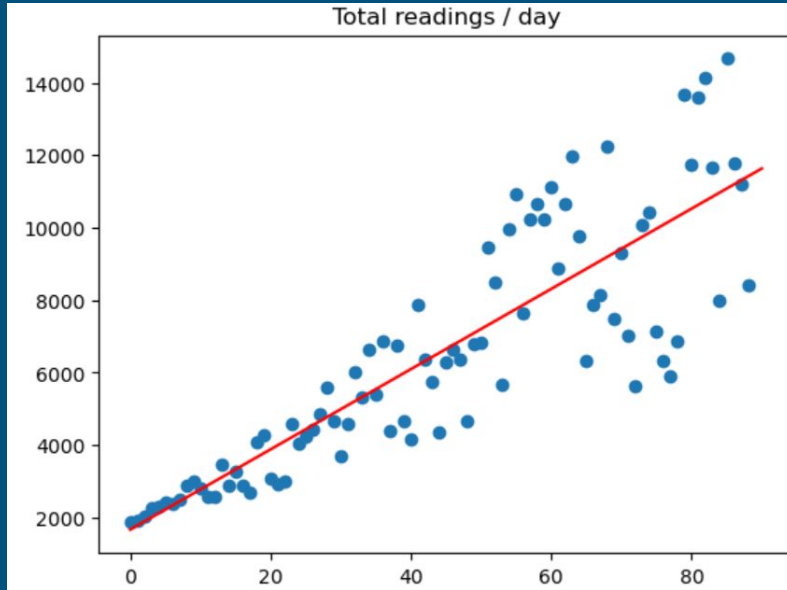
The number of daily reads continues to increase, but the number of daily subscriptions shows a decreasing trend.

Cohort Analysis

Cohort Analysis by Number of Readers / Week

Cohort Analysis by Sources
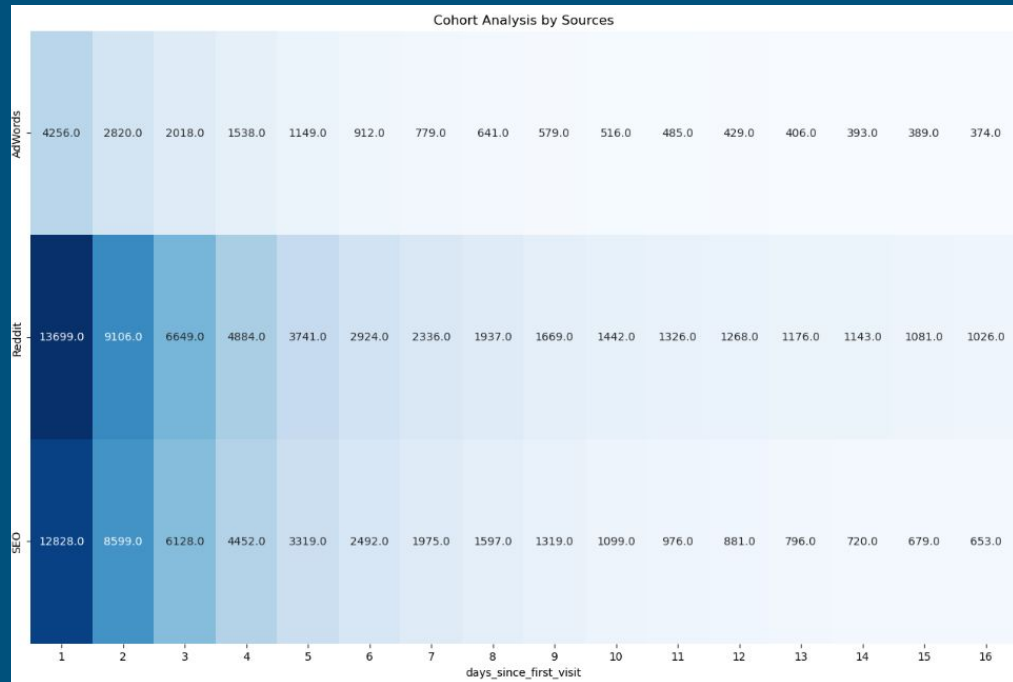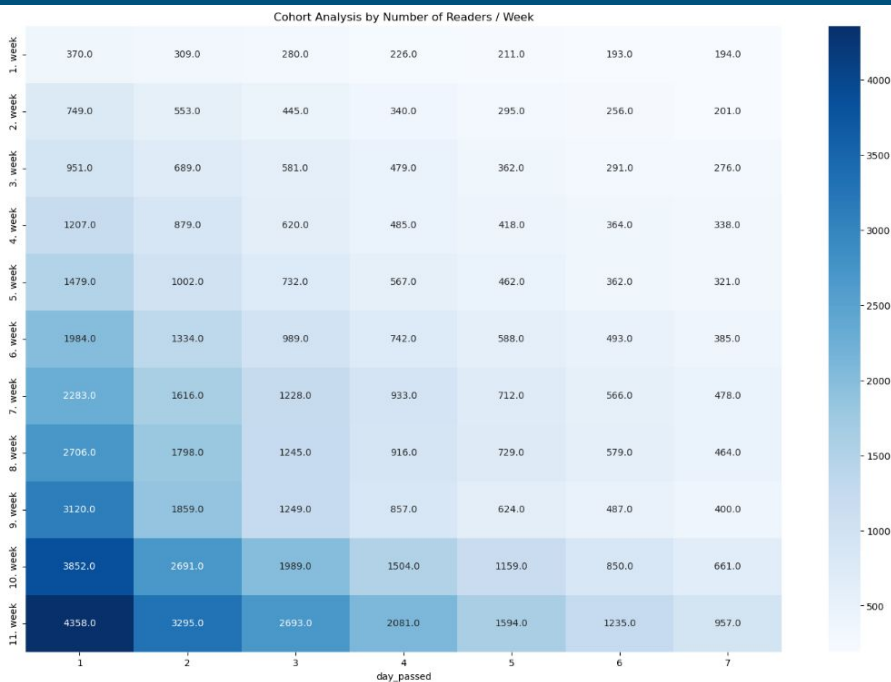
Cohort Analysis

cohort	1	2	3	4	5	6	days_passed / percentage_of_users 7
Week 1	100%	84%	76%	61%	57%	52%	52%
Week 2	100%	74%	59%	45%	39%	34%	27%
Week 3	100%	72%	61%	50%	38%	31%	29%
Week 4	100%	73%	51%	40%	35%	30%	28%
Week 5	100%	68%	49%	38%	31%	24%	22%
Week 6	100%	67%	50%	37%	30%	25%	19%
Week 7	100%	71%	54%	41%	31%	25%	21%
Week 8	100%	66%	46%	34%	27%	21%	17%
Week 9	100%	60%	40%	27%	20%	16%	13%
Week 10	100%	70%	52%	39%	30%	22%	17%
Week 11	100%	76%	62%	48%	37%	28%	22%

Although the number of returning readers increases week by week, the rate of user retention has not improved since the first week, in fact it has slightly become worse.

Also, the user retention rate is better with readers who came from Reddit than with readers from SEO.

Cohort Analysis by countries of the readers
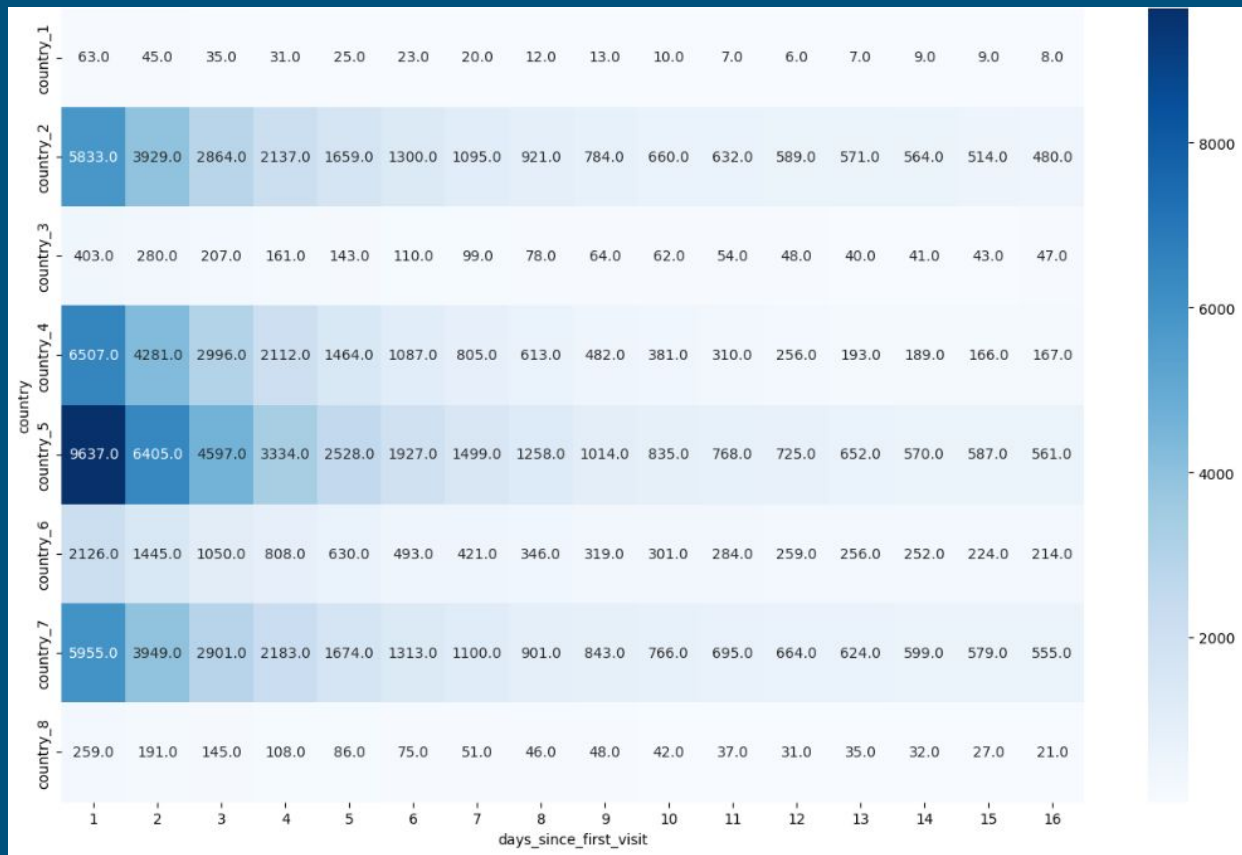
Conclusion

- 87.8% of Dylan's income comes from four countries and he has the most readers and subscribers also from these, so he should continue to focus on country_2, country_4, country_5 and country_7.

- Country_6 has some potential because of its good retention rate even after several days. Despite the few readers and low income, country_3 has a good revenue/reader value. For these reasons, these two countries may also have good potential.

- The three most popular topics are Asia, North America and Europe but there is a chance that it is only because Dylan wrote the most articles about them.

- Right now Dylan spends most of the marketing budget on Adwords, but I would change the distribution of the budget and spend the money mostly on Reddit, then on SEO and the least on AdWords.

- Dylan should invest more time and work in retaining his readers and especially on getting them to subscribe to his newsletter and then of course to buy his products. The daily subscribers are decreasing continuously so i would also advise him to improve his newsletter.

- Dylan sells more e-books than video courses (**e-book: 6640 vs video course: 1767)** but his income comes mostly from video courses **(e-book: 53120$ vs video course: 141360$)** so i think that he don't need to change his products significantly.