«User activity online cinema»

Task: Analysis of key user metrics Online Cinema for the period from 11/30/2022 to 12/13/2022

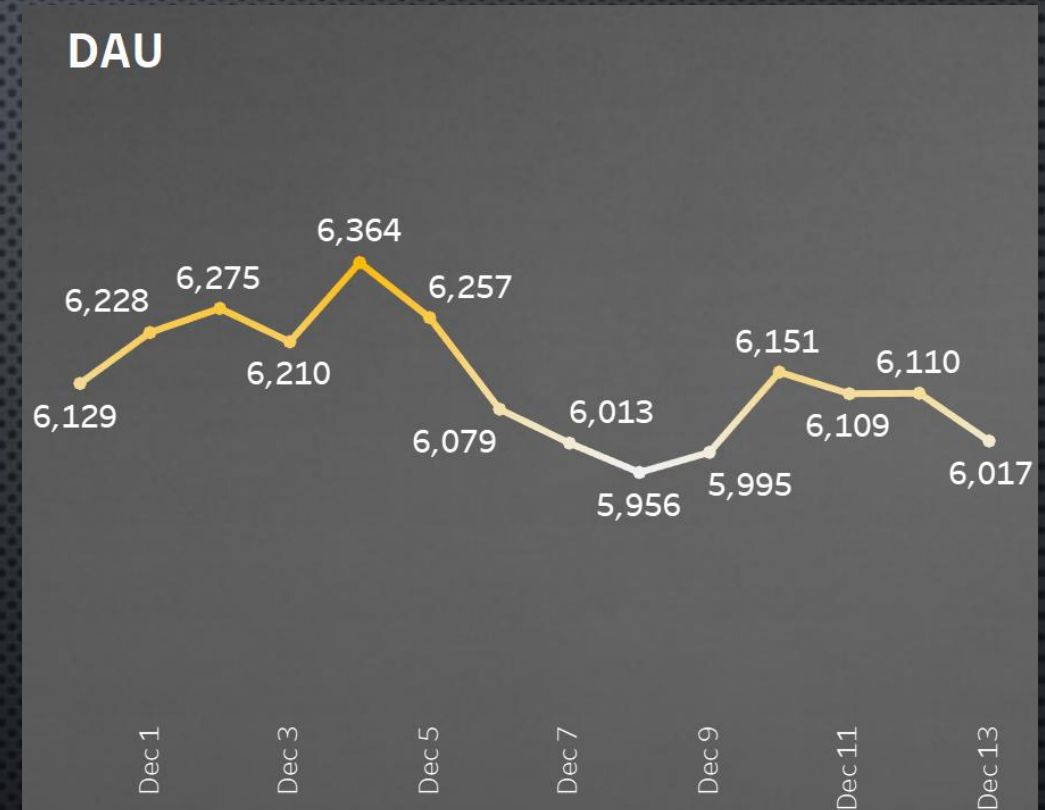Link to interactive dashboard in Tableau: Link

Purpose of the analysis

- Research key KPIs of new users by education sources.
- Understand what marketing strategy you need to engage in in the future to increase the number of new users from different sources of attraction.

DAU

- How did the DAU level of the product change over the observation period?
- Were any trends, outliers, or anomalies observed?

Conclusion: From the graph we can see,
that the DAU fluctuated moderately over a given period of time.
On weekends, DAU was higher than on weekdays.
There were no sharp drops or sharp rises

DAU

6,129 · 6,228 · 6,275 · 6,210 · 6,364 · 6,257 · 6,079 · 6,013 · 5,956 · 5,995 · 6,151 · 6,109 · 6,110 · 6,017

Dec 1   Dec 3   Dec 5   Dec 7   Dec 9   Dec 11   Dec 13

Newbies by Sources Enlightenment

- How is the new audience distributed by source of attraction?
- Is it possible to identify leading and outsider sources?

Conclusion : The audience is distributed approximately evenly between three sources (Organic, AdShmop, IronSink).
You can also highlight the clear outsider Mota.

Newcomers by source of attraction

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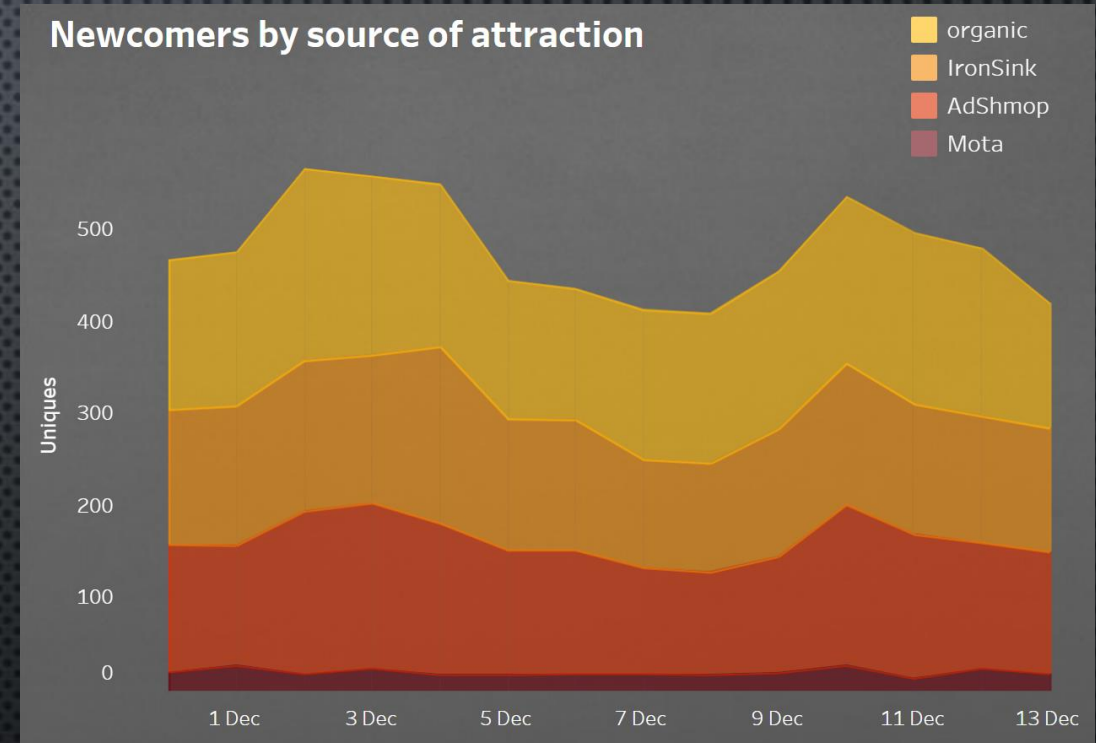
Conversion to Purchase
by Attraction Sources

• Are there differences in how users from different acquisition sources convert into purchases?

Conclusion: Here we can highlight the clear leader IronSink, the conversion to purchase of these users is approximately 7%. The remaining three sources remain at approximately the same level from 1.7% to 2.8%. Organic user conversions are not significantly different from a couple of other channels.


Conversion to purchase

- IronSink: 6.94%
- AdShmop: 2.84%
- organic: 2.23%
- Mota: 1.72%
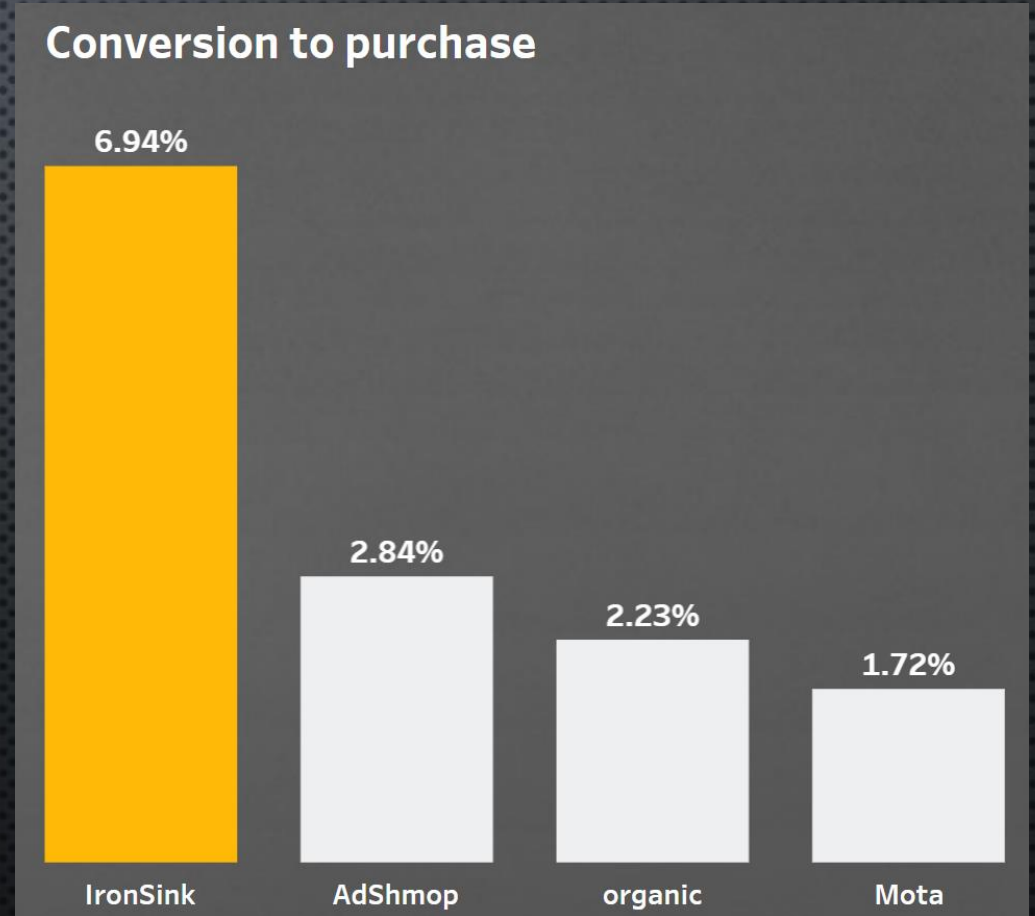
Share of Active Users
By Sources of Attraction

• What is the share of active users for each source of attraction?
• Is the picture the same as what you see for new users in the second graph?

Conclusion: The graph shows that more than 75% of active users are organic users.
We also see a clear Outsider Mota with 1.9%.
After comparison with the second graph we can say, that organic users are themselves loyal to our product.
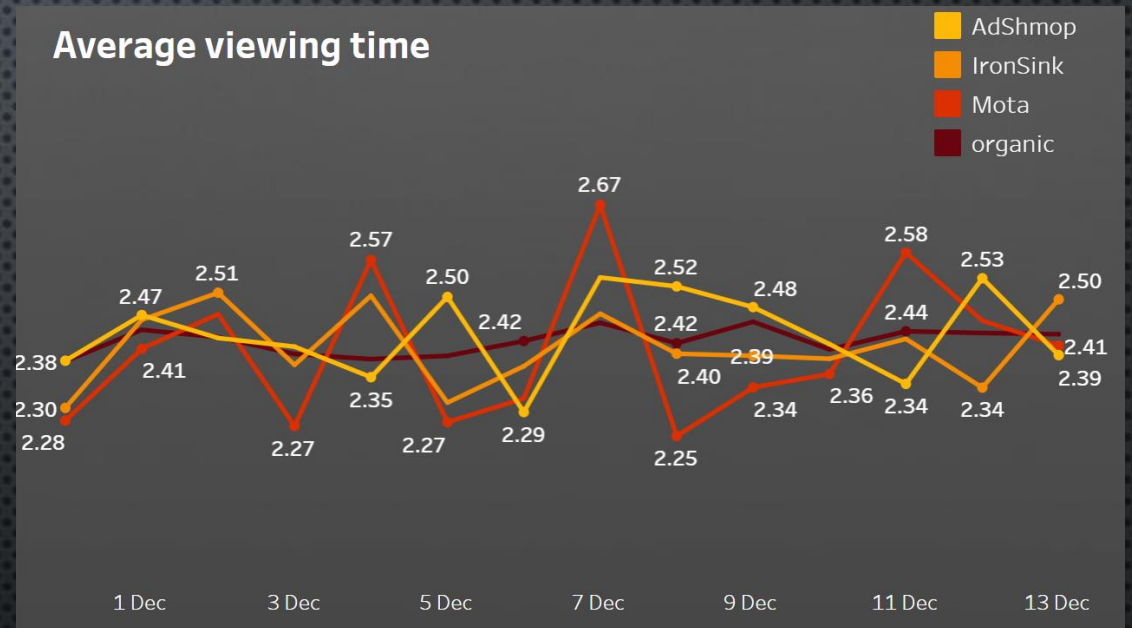
Share of active users

AdShmop
13.34%

IronSink
8.13%

Mota
1.92%

organic
76.61%
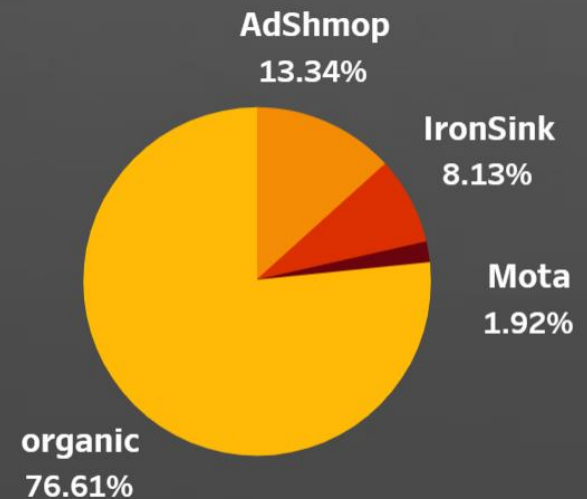
Average Duration
Browse by source

• Are there differences in how much time users from different sources spend browsing?

Conclusion: The graph shows that the source of attraction does not affect average viewing time films. All users spend approximately
2.4 hours watching movies.

Average viewing time

Legend:
- AdShmop
- IronSink
- Mota
- organic

Data values shown: 2.67, 2.57, 2.51, 2.50, 2.52, 2.48, 2.58, 2.53, 2.50, 2.47, 2.42, 2.42, 2.44, 2.41, 2.38, 2.41, 2.39, 2.39, 2.35, 2.36, 2.34, 2.34, 2.34, 2.30, 2.28, 2.27, 2.27, 2.29, 2.25, 2.40

X-axis: 1 Dec, 3 Dec, 5 Dec, 7 Dec, 9 Dec, 11 Dec, 13 Dec

Top 5 Movies

• What films are in the top 3 by number of views? What films are in the top 3 according to ratings?

Top 3 by views:
1. Drishyam
2. Raod to Predition
3. Me and Earl and the Dying Girl

Top 3 by rate:
1. Cidade de Deus
2. Taare Zameen Par
3. Drishyam

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Top 5 by Users

Object Id	Users	Avg Rate
Drishyam	144	8.3
Road to Perdition	90	7.7
Me and Earl and the Dying Girl	89	7.7
Taare Zameen Par	87	8.4
Cidade de Deus	87	8.6

Top 5 by Rate

Object Id	Users	Avg Rate
Cidade de Deus	87	8.6
Taare Zameen Par	87	8.4
Drishyam	144	8.3
Road to Perdition	90	7.7
Me and Earl and the Dying Girl	89	7.7

Action Points

From the analysis we can draw conclusions:
- We need to increase the budget for attracting new users through the Mota source.
- Also run promotions for AdShmop, oragnic and Mota users to increase purchase conversions.