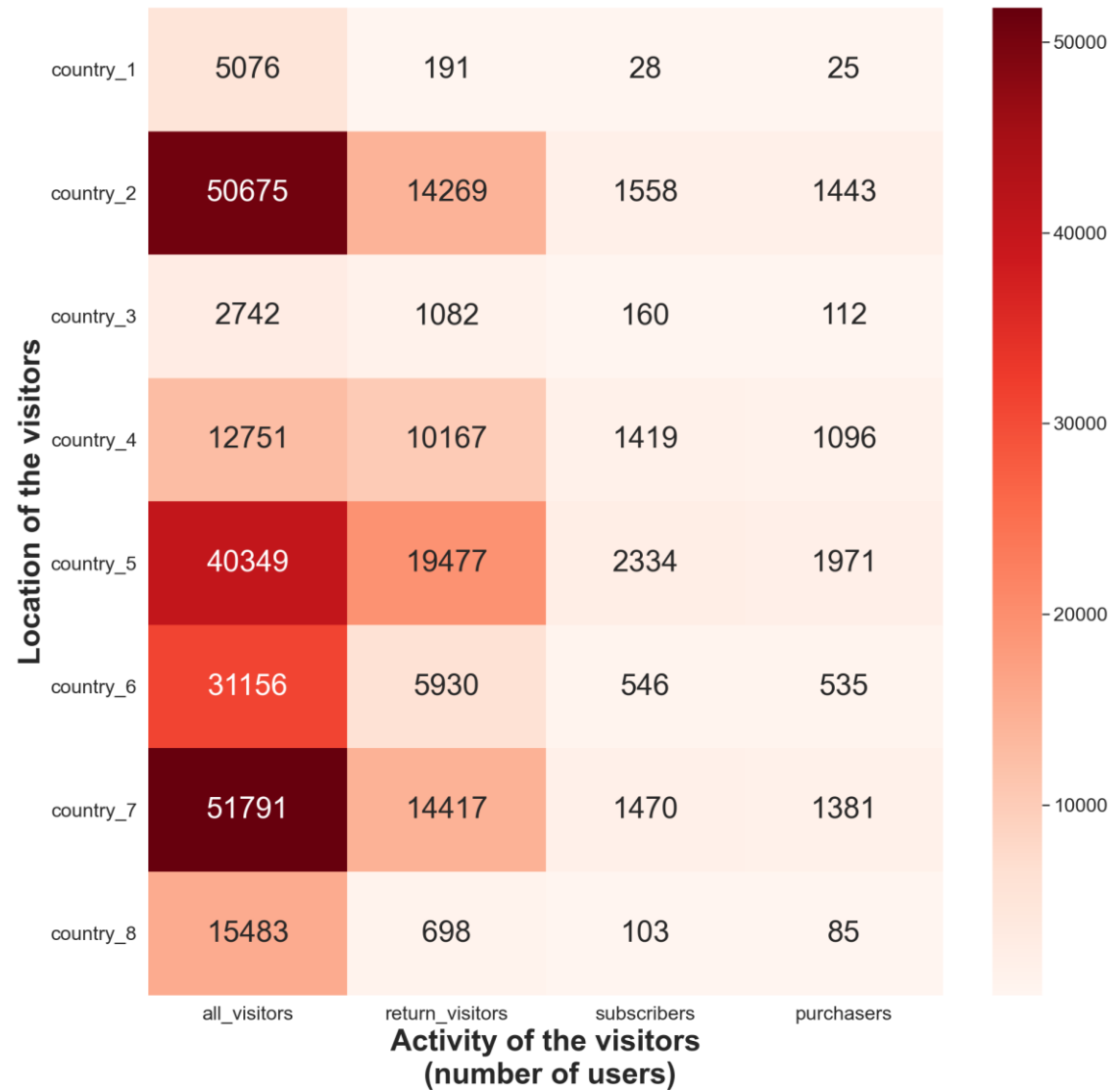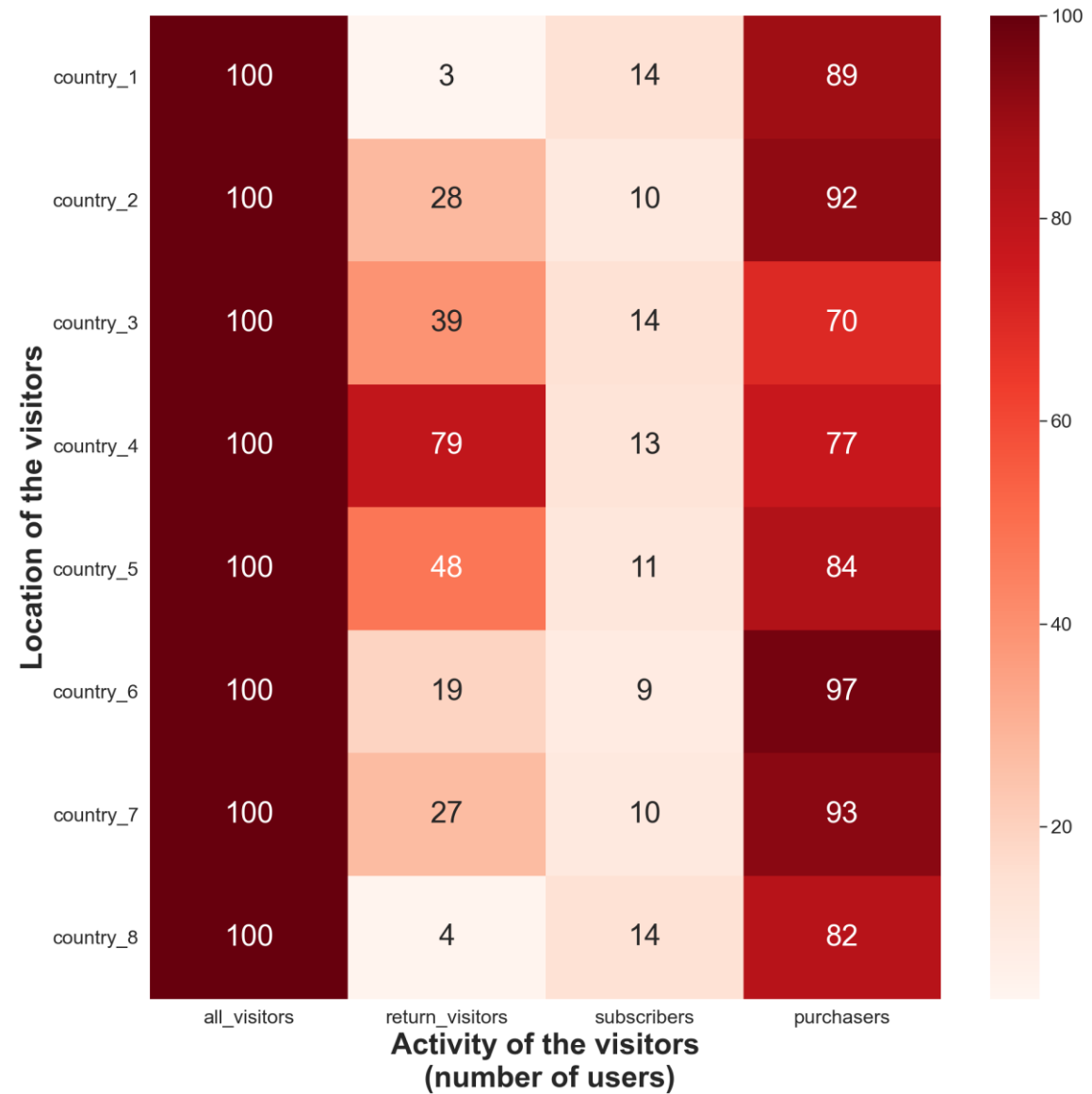# DILAN'S TRAVEL GUIDE

DATA ANALYSIS

by Fruzsi Tulezi

- **1) Main question:** In which country should you prioritise the effort and why?

- **2) Further analyses:**
  - Segmentantation analysis and classification
  - Business metrics and the next month's revenue (prediction)

1) Funnel analysis – heatmap visualization (best way to demonstrate the results)

1) Check the same funnel with percentage values
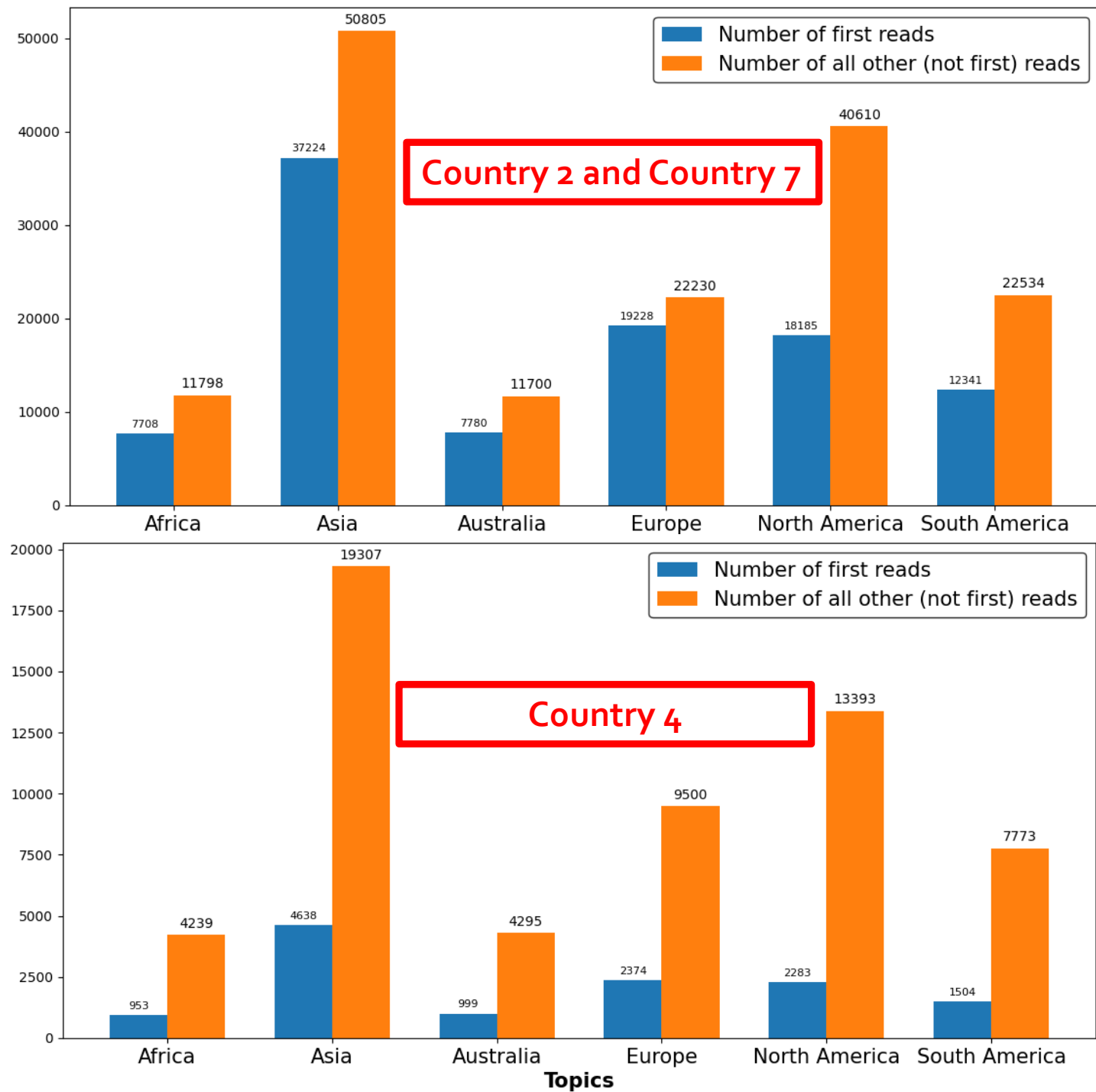
Results of the funnel analysis

GROUP 1

- the most of the visitors location are **country_2** and **country_7**

- majority of them haven't come back after the first visit

- the two locations gave similar results, so they are merged in the following analyses

- further analysis: what is the first topic that users in the GROUP 1 read on the site?
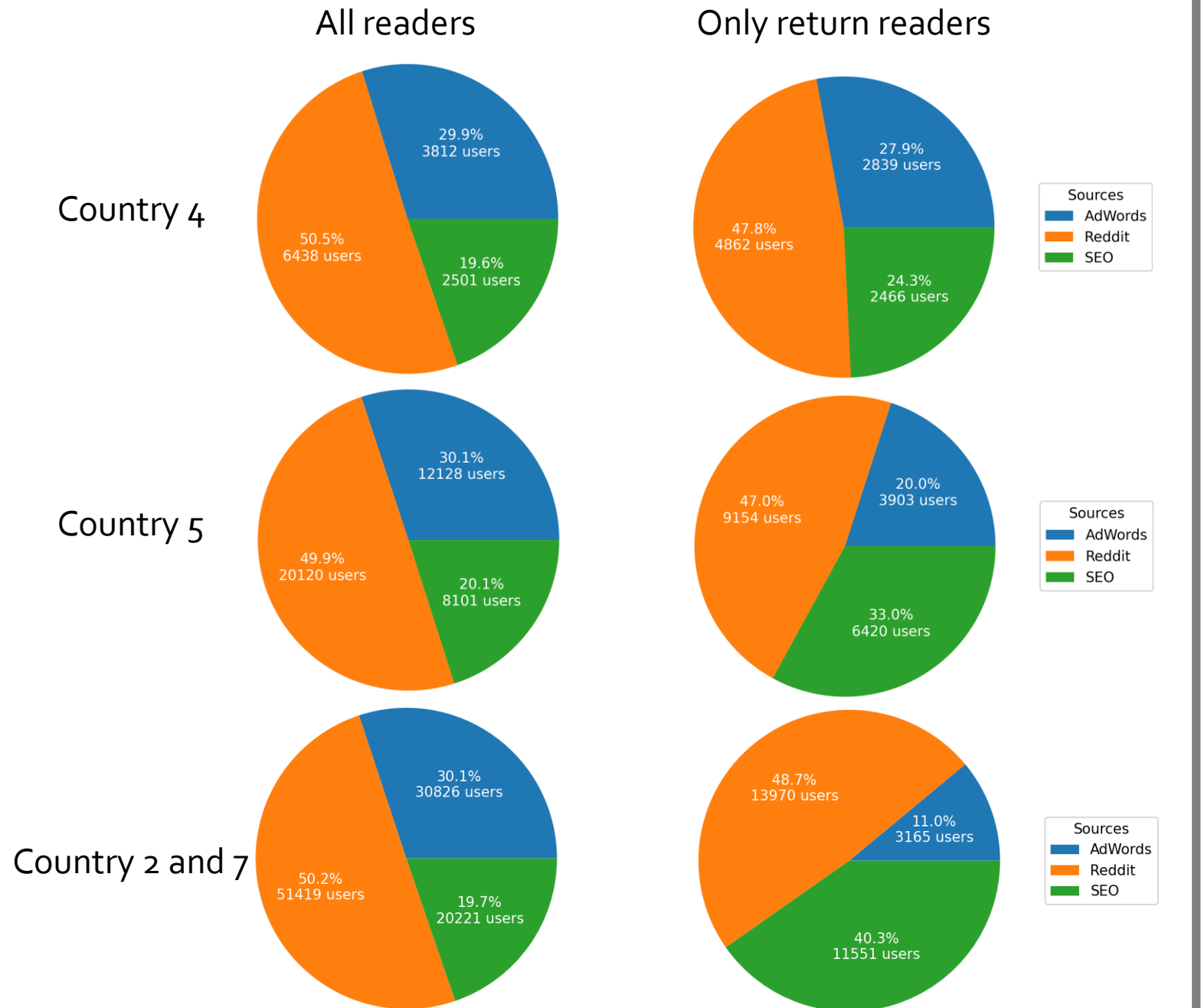
GROUP 2

- On the other hand, you can see two other locations. Users in the **country_4** and **country_5** seem to be very enthusiastic, as a large number of them return on the site to read articles again.

- many of them return to read and become purchasers (means more purchaser users than in the GROUP 1)

- further analysis: what is the source-site ratio in this group?

Check the further analyses of the determined groups

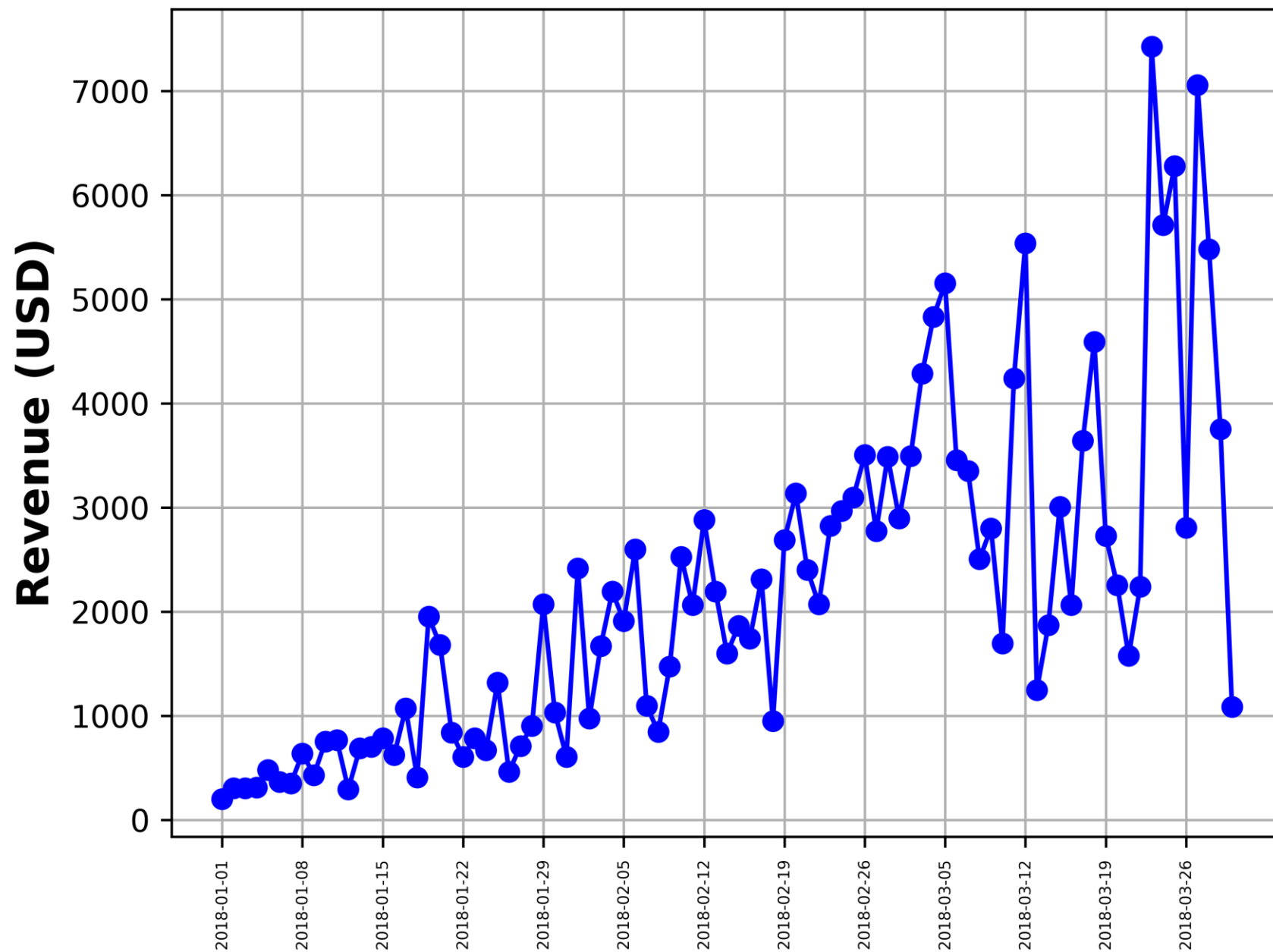Distributions of different site-sources (pie charts)

Conclusions of the „main question"

- Users in the **GROUP 1** may be less interested in your articles, therefore majority of them have never returned. According to the bar charts, you should revise the content of some topics (Asia, Europe), so that more users of the GROUP 1 return to your site to read.

- **GROUP 2** contains many fans of your work. The most of them visit here from the Reddit. So, it is worth to consider recalculating your planned marketing costs. You should also take the main sources of GROUP 1 into account in the recalculation.
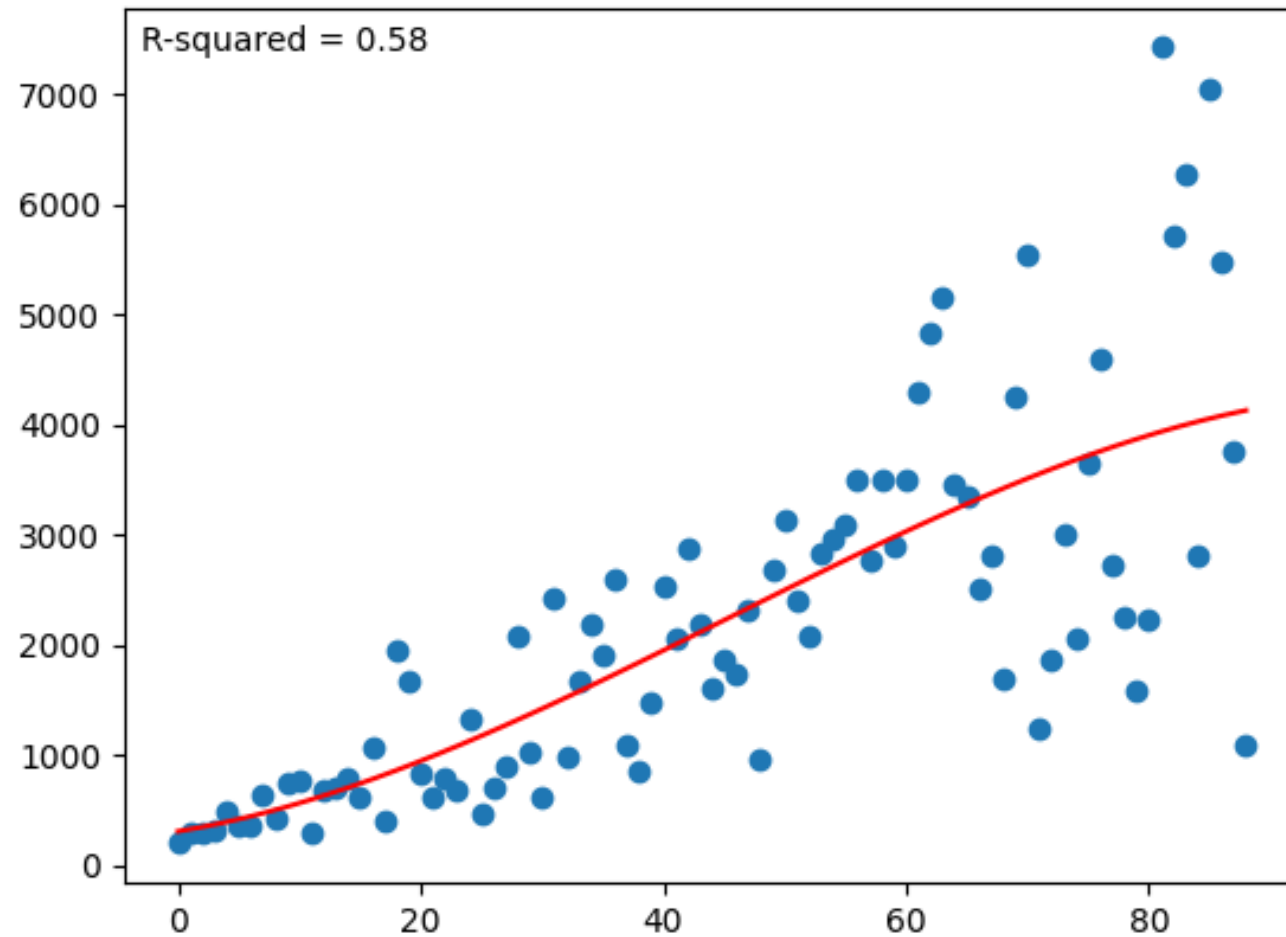
2) Let me show you the result of the segmentation analysis with some extra business metrics

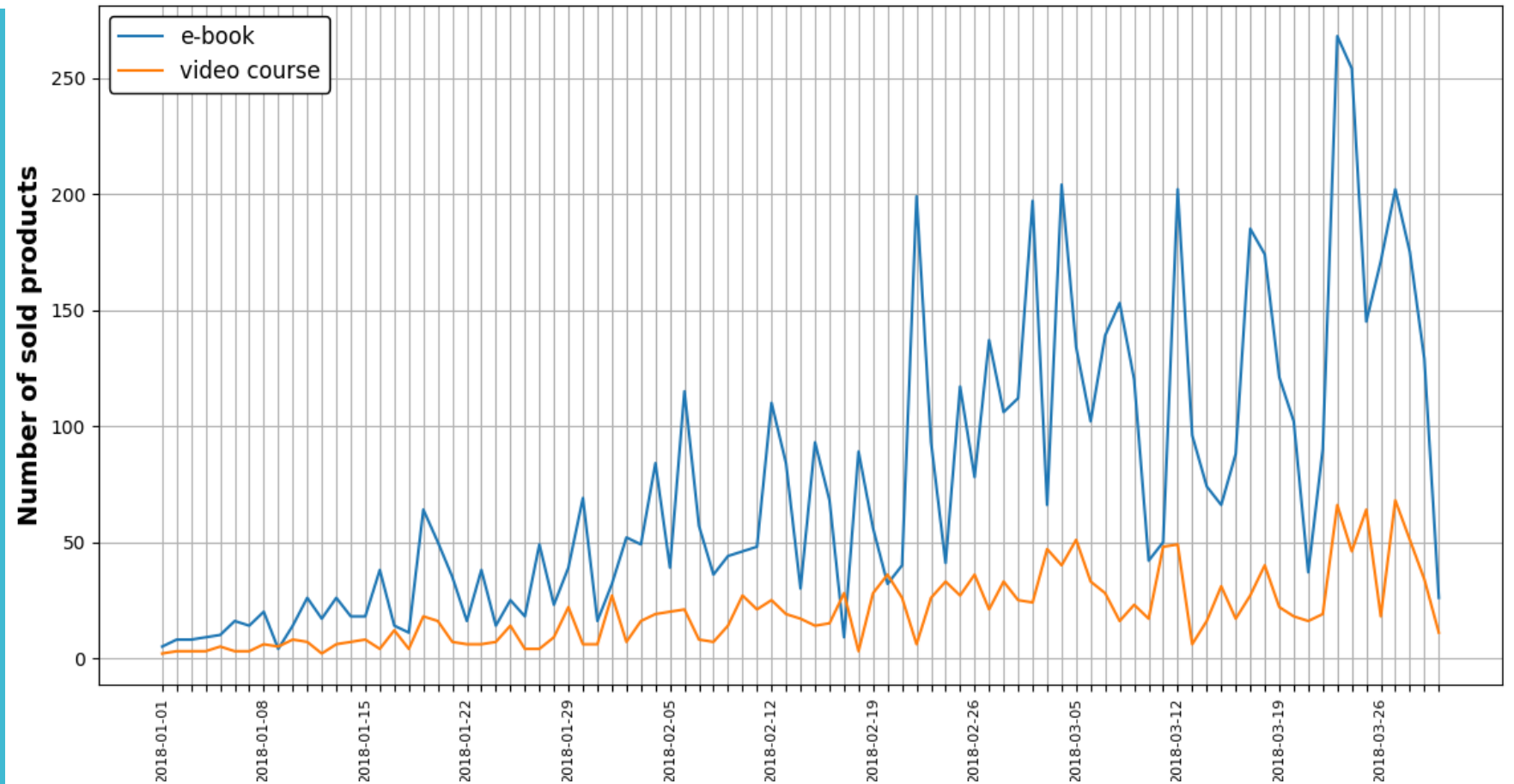| Location	Source	Average number of reads before the first purchase	Average number of passed days between the first visit and first purchase	Total revenue
country_1	SEO	11.12	19.24	920
country_2	AdWords	11.46	22.87	3280
country_2	Reddit	11.26	18.38	18688
country_2	SEO	11.12	15.63	17552
country_3	AdWords	11.27	19.00	248
country_3	Reddit	11.67	17.77	1848
country_3	SEO	10.40	11.60	1520
country_4	AdWords	10.89	10.11	9328
country_4	Reddit	10.84	8.16	15032
country_4	SEO	10.70	5.83	9088
country_5	AdWords	11.14	19.28	9680
country_5	Reddit	11.02	13.82	28056
country_5	SEO	11.12	10.24	20096
country_6	AdWords	10.81	33.33	696
country_6	Reddit	11.34	25.74	7536
country_6	SEO	11.25	15.86	8200
country_7	AdWords	11.16	24.94	4408
country_7	Reddit	11.30	19.60	18600
country_7	SEO	11.00	14.29	16752
country_8	SEO	10.63	21.35	2832

2) Basic business metric: daily revenue

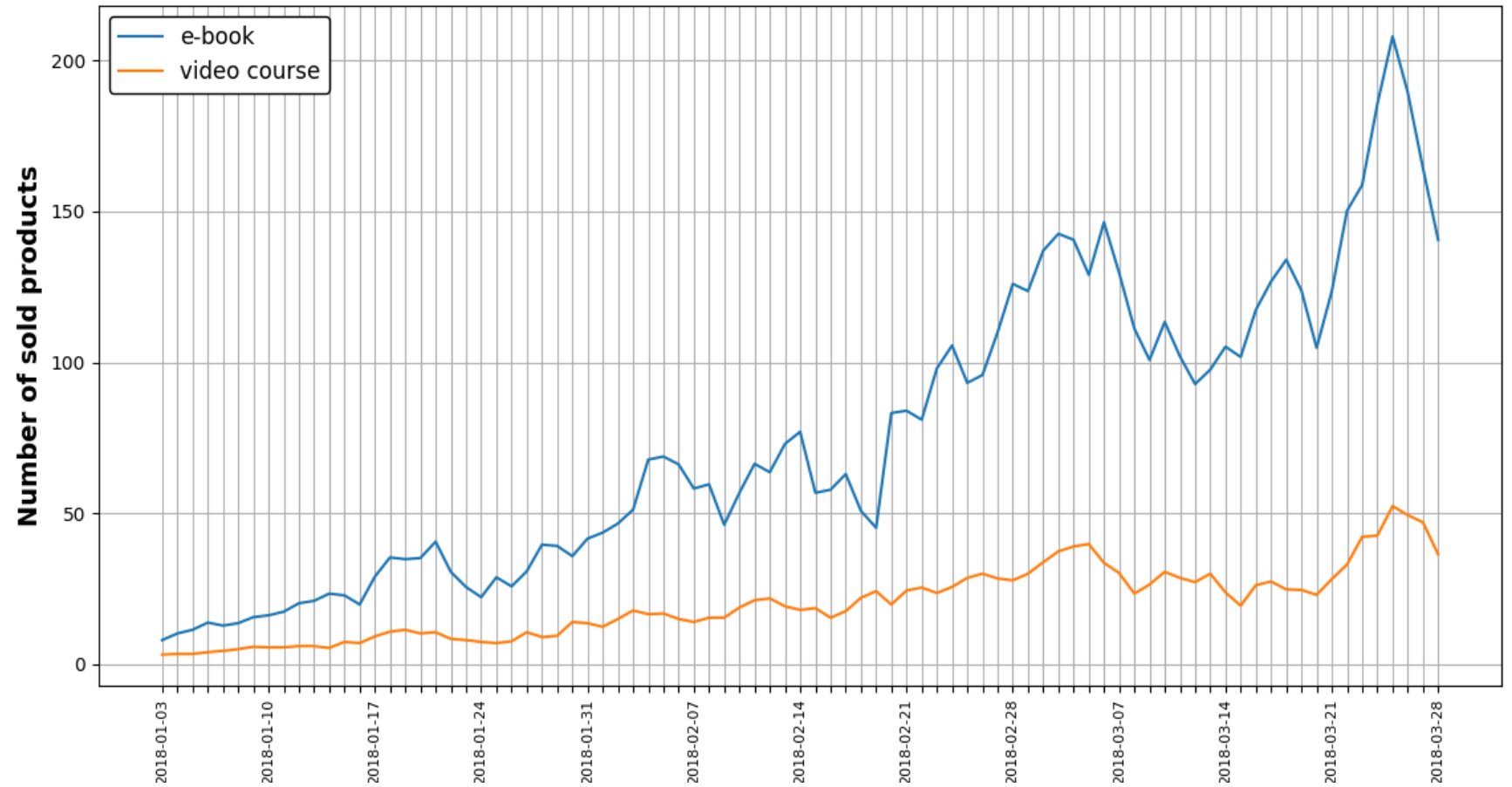# 2) Check the next month's predicted revenue. It is useful if you want to plan your (marketing) costs in advance

R-squared = 0.58

121 645 USD will be the next month's revenue according to the model above.

2) Your first three months' sales - line chart visualization

2) Your first three months' sales — Calculating 5-daily moving average can emphasize the trends.

Conclusions

- Your business is a dynamically developing SME. You can see a high variance in the daily revenue's data, but the income of your business is stable and increasing.
- The pricing of your products seems to be right on the basis of purchase trends. - The volume of both products' sales is increasing.
- Also the segmentation analysis supports the kind of statement that there is a big business potential in the GROUP 2 (users with country_4 orcountry_5 location).

Share more results.....

- A classificaion analysis is also finished. The result is an „excel" table including hundreds of users. They should have already subscribed according to their location, source and activity. You should inform them of now is the time to become subscribers... even buy something later...
- If you are interested in the result of the classification, **we could make a deal...**☺