

Data Analysis Report

Optimizing Sales Performance

By

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Introduction

Dataset Overview:

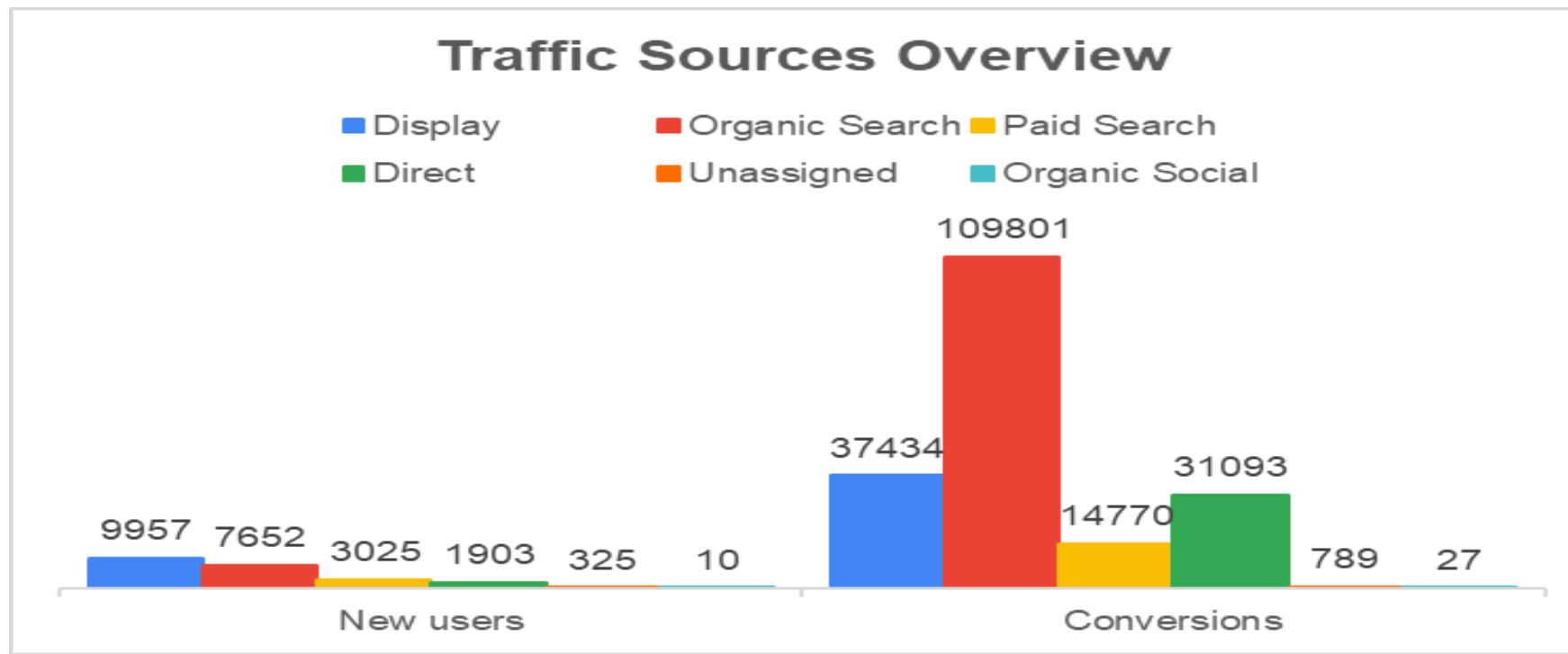
- ▶ User data includes regional, demographic, product, and marketing details.
- ▶ Focus on App and website engagement for comprehensive data analysis.

Objective:

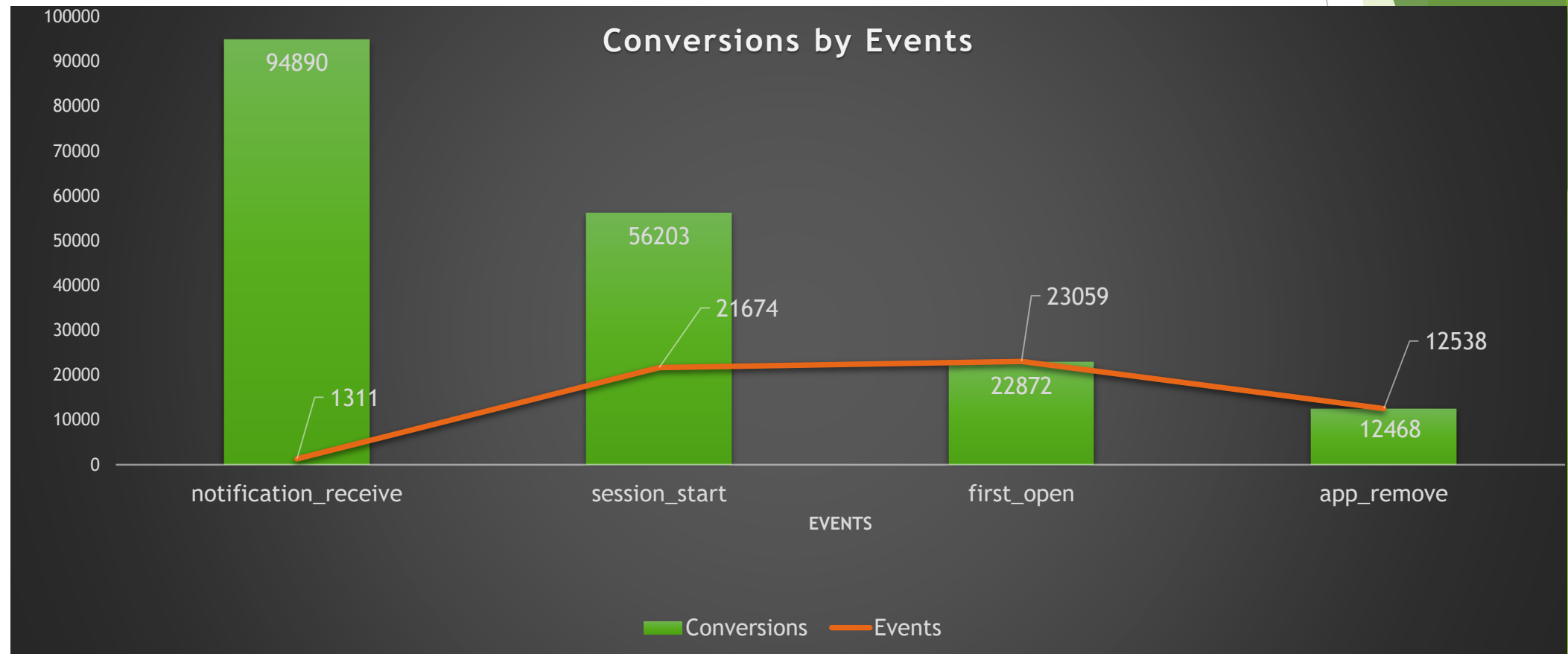
- ▶ Identify critical factors impacting user engagement and installation.
- ▶ Optimize page performance based on insights derived from the dataset.

Descriptive Analysis on traffic source

- ▶ **Organic search is the dominant traffic source:** 56% of the website's traffic comes from organic search, which means people found the website through search engines like Google.
- ▶ Display search contribute 19% of total website traffic, showcasing their significant impact on online visibility.
- ▶ Direct traffic, from typed website addresses, comprises 13%, showcasing user familiarity and engagement.



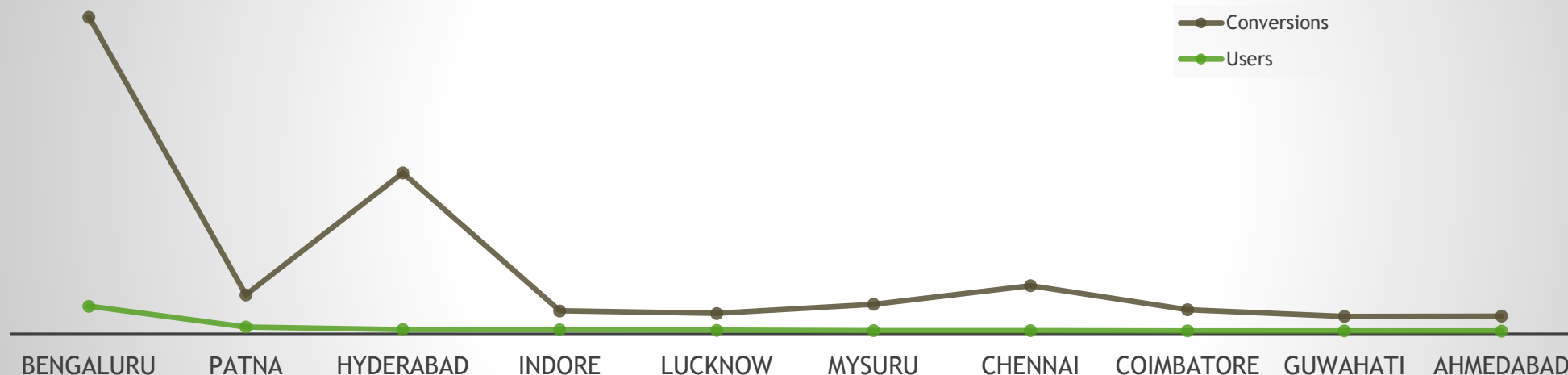
- **Conversions and events spike at notification:** Both conversions and events significantly increase when "notification receive" occurs. This suggests notifications play a crucial role in user engagement and conversions.
- **Conversion rate dips after initial events:** Conversions rise initially with events like "session start" and "first open" but decrease later for "app remove". This might indicate user churn after initial engagement.



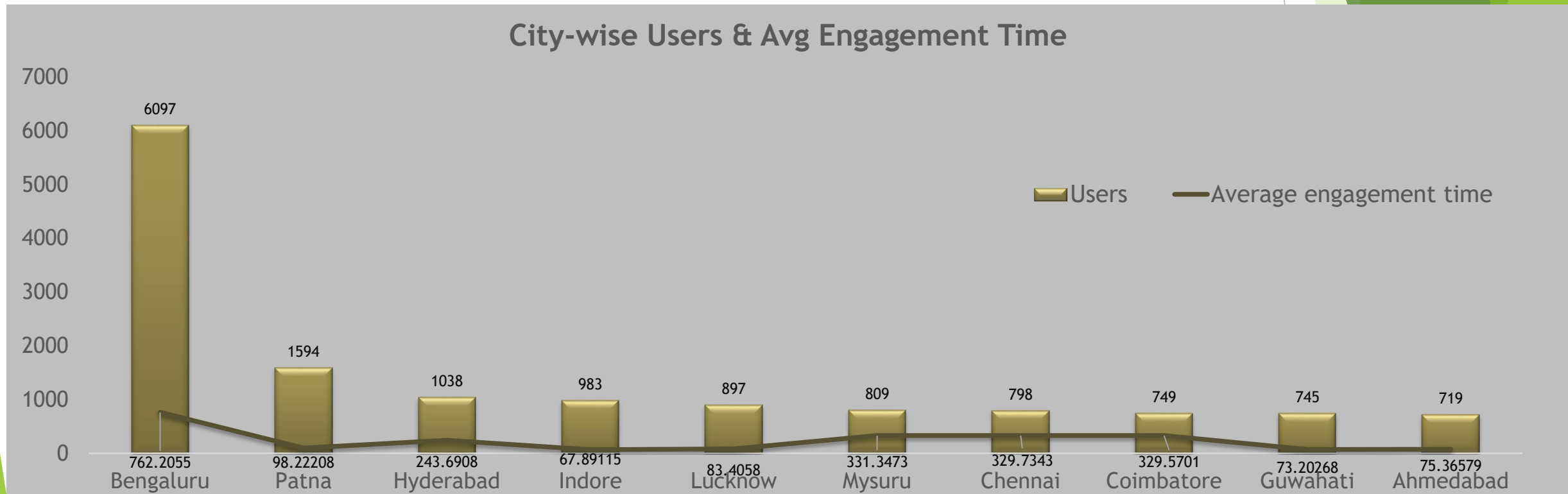
User Installation & Engagement Performance Analysis

- ▶ The chart shows the number of users and conversions for 9 Indian cities. Bengaluru has the most users, with over 62,939, while Ahmedabad has the least, with just over 719.
- ▶ The conversion rate, which is the percentage of users who convert, is highest for Ahmedabad at 36%, and lowest for Patna at 9%.
- ▶ Overall, the chart suggests that there is a positive correlation between the number of users in a city and the conversion rate.

Number of Users and Conversions by City



- ▶ Bengaluru users dominate: Users from Bengaluru make up the largest portion of users for all cities shown, with nearly 60% of the total.
- ▶ Engagement time varies: Engagement time per user varies considerably between cities. Bengaluru users have the highest average engagement time, while Patna users have the lowest.



Marketing Campaign Analysis

Steady Growth:

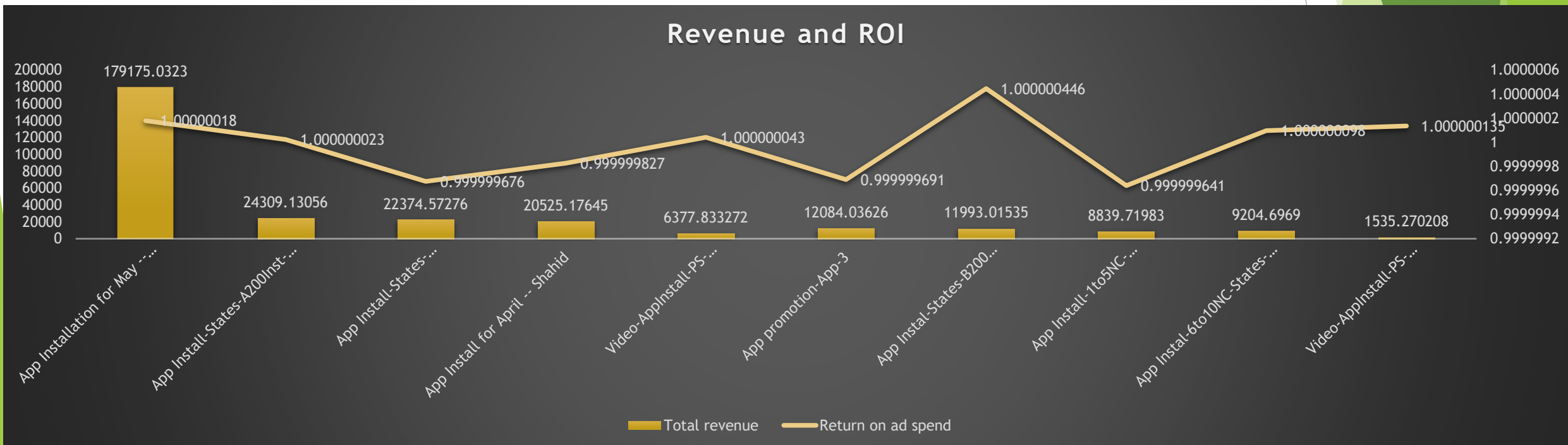
- ▶ Revenue and ROI consistently rise, indicating sustained app growth over the displayed timeframe.

ROI Stability:

- ▶ ROI hovers around 1.0, suggesting a consistent alignment between revenue growth and ad spend.

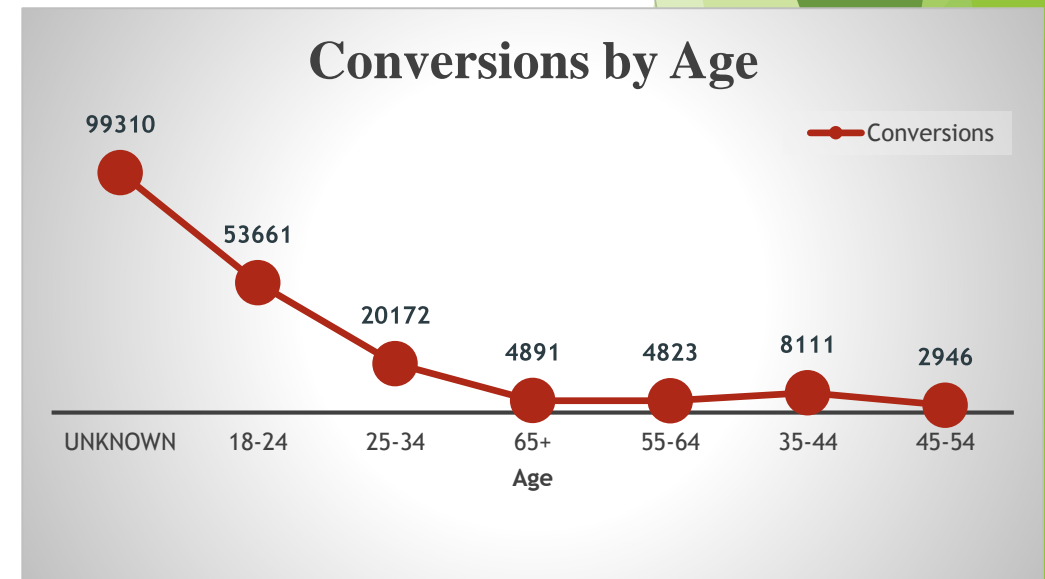
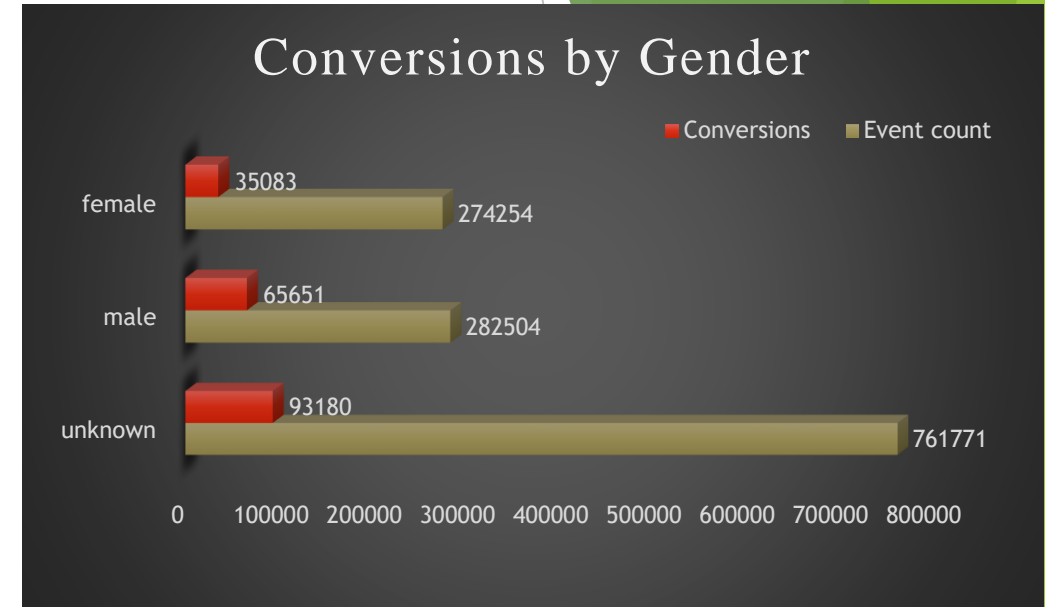
Campaign Impact:

- ▶ Spikes in both revenue and ROI signal successful marketing campaigns or app updates.



Recommendations

- ▶ Gender-based performance gaps: Men surpass women in conversions (65,651 vs. 35,083), and 93,180 conversions lack identified gender, requiring investigation.
- ▶ Leverage 25-34 age group success with targeted marketing. Investigate and enhance strategies for 18-24 and 65+ age groups with lower conversions.



Recommendations

- ▶ Focus on improving organic search traffic. Organic search is the dominant traffic source for the website, so optimizing for search engines like Google could have a significant impact on sales.
- ▶ Boost conversions by increasing push notifications. Noteworthy increase in conversions and events signals their pivotal role in engagement.
- ▶ Target Ahmedabad for user acquisition campaigns, as it has the highest conversion rate.
- ▶ Target users in Bengaluru and Hyderabad as they have the highest engagement times.
- ▶ Continue investing in app updates, as they're highly correlated with spikes in revenue and ROI.

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THANK YOU