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21º

traffic prediction & revenue increment

OVERVIEW

Welcome to our presentation on maximizing revenue through a focused analysis of website performance. Over the past six months, we've scrutinized key metrics to identify opportunities for a 30% profit increase in the next three months. Join us as we uncover insights, trends, and actionable strategies to drive growth and elevate our online presence.

- KEYS:
  - Traffic Analysis
  - Conversion Rate Analysis
  - User Engagement Analysis
  - Revenue Analysis
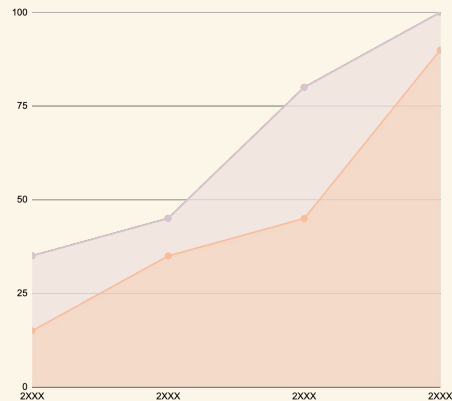
Data Acquisition, Enrichment, and Examination

01 Data Source

A mix of insight has been drawn through Google Analytics, Google Adsense, and Webnode reports.

02 Cleaning

In order to obtain an accurate data, Python data wrangling has been applied, keeping the needed data.

03 Analysis

MySQL system was the main tool used to analyzed the data facing the design questions to understand and get our final result.

DATA BASE

GENERAL

date, users, new users, views, clicks, revenue, impressions.
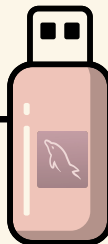
JOBS

Page engagement, number of views.

LOCATION

Country, number of users.

ROUTE

distribution channels , total of users.

Main SQL functions used for the analysis of website performance data:

SUM(	To calculate the total sum of values, such as total traffic, total revenue, or total clicks.	**MAX(MIN(**	To find the maximum and minimum values in a column, helpful for identifying peak and low periods in traffic or revenue.
COUNT(	To count the number of rows that meet a specified condition, such as counting the number of users or clicks.	**GROUP BY**	To group rows that have the same values into summary rows, which can be useful for analyzing data by categories like traffic channels or dates.
AVG(	To calculate the average value of a set of data, such as average conversion rate or average revenue per click.	**ORDER BY**	To sort the result set in ascending or descending order based on specified columns, helpful for arranging data chronologically or by value.
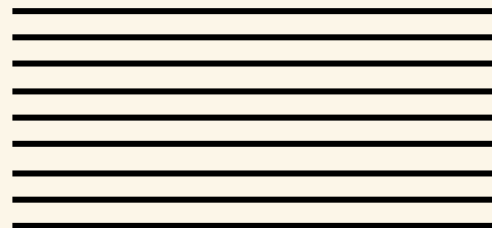
SIGNIFICANT FLUCTUATIONS

S	M	T	W	T	F	S
	21/08 **49.93€**					
17/09 677	18/09 1086 **93.54€**	19/09 827 61.09€	20/09 553	21/09 526		
	25/09 546	26/09 539 52.15€				
24/10 609	18/10 790 **46.58€**					23/10 658

TRAFFIC

Based on the top 10 most accessed days.

REVENUE

Top 5 out 10 for max. Bottom list has no enough value to be shown**.

** 31/12, 30/12, 16/12, 04/08, 28/12 = 0€

TOP 5 PAGES - MOST VIEWED

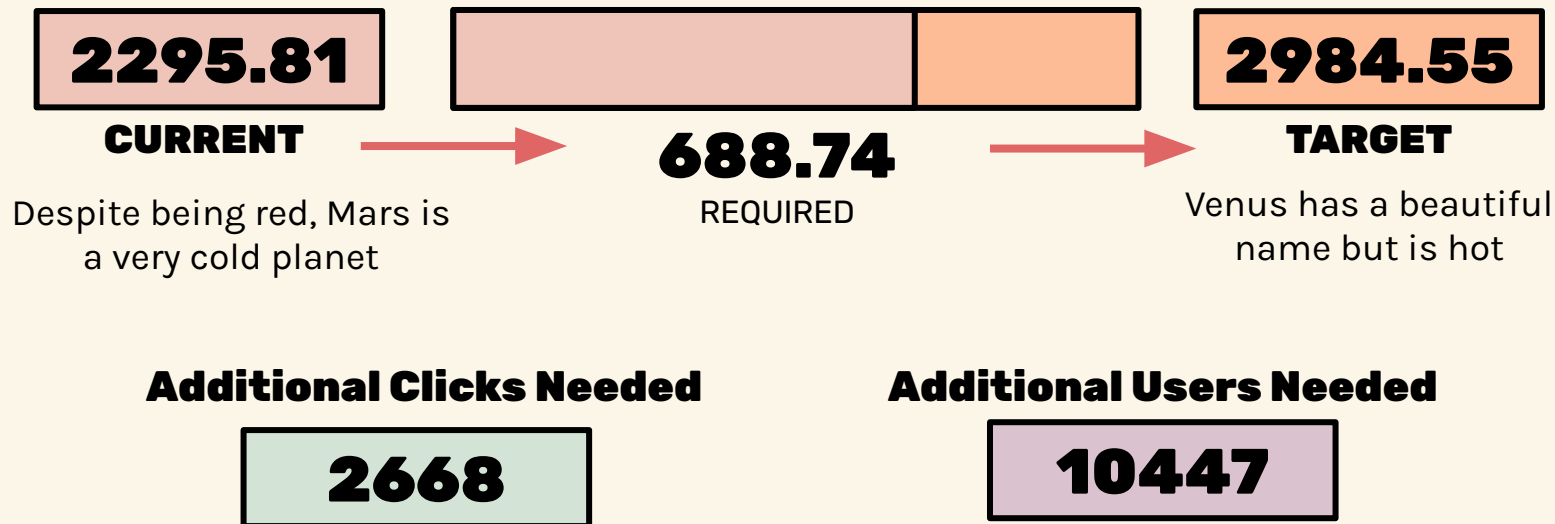| Number of views	Head
5553	Operário Fabril - Fábrica de produtos alimentares
5479	Recruta-se Operador(a) Fabril
5164	Operador de linha de produção
3654	Recepcionista e Administrativa
3491	Assistente Operacional BE

HOW MANY USERS WILL BE NEED TO INCREASE REVENUE BY 30%?

2295.81

CURRENT

Despite being red, Mars is a very cold planet

688.74

REQUIRED

2984.55

TARGET

Venus has a beautiful name but is hot

Additional Clicks Needed

2668

Additional Users Needed

10447

CONCLUSION

Our strategic focus on maximizing user traffic through targeted channels and optimized marketing campaign will lead to a remarkable achievement: a 30% increase in revenue.

By harnessing data-driven insights and maintaining adaptability, we've set a strong foundation for sustained growth.

Let's stay committed to these principles as we continue on our path to success.