

Analysis of Dilan's travel blog data

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Aims

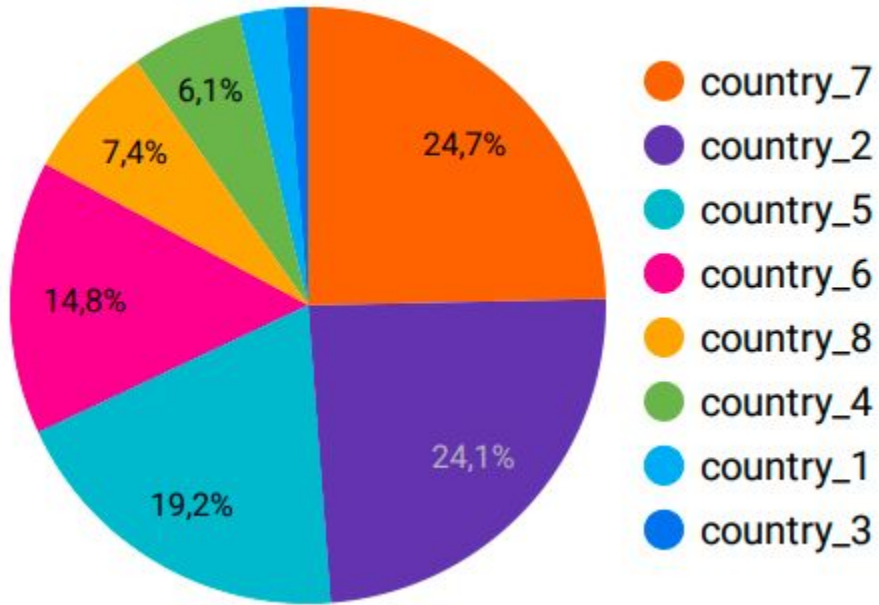
Dilan's travel blog data it is a model dataset where he has visitors:

first reader, regular reader, subscriber,

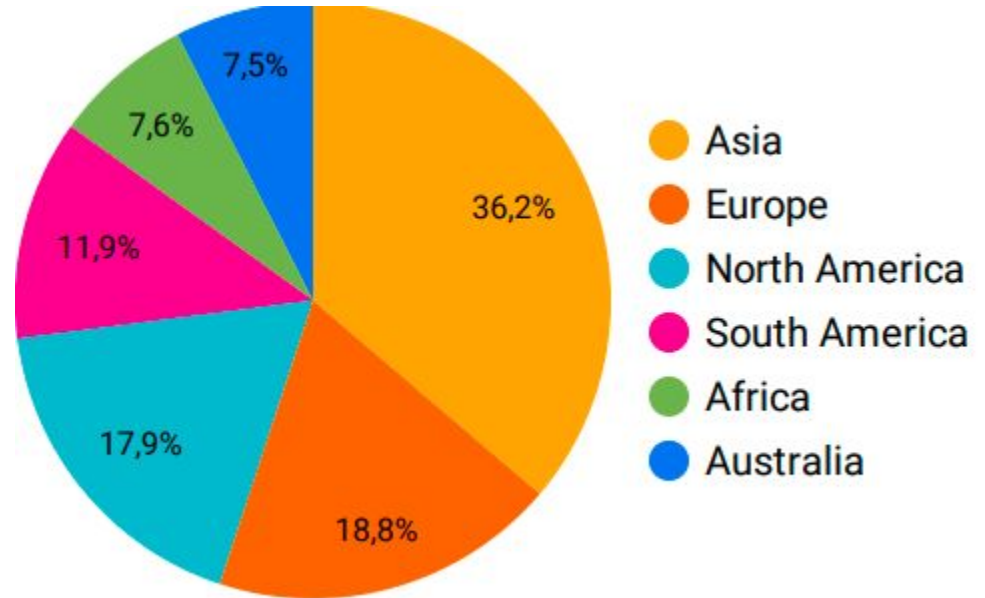
payer1 (spent 8\$ on e-book), payer2 (spent 80\$ on course)

- exploratory data analysis on Dilan's travel blog data
- information about the countries of origin of the users
- information about the sources they came from

First time reader analysis

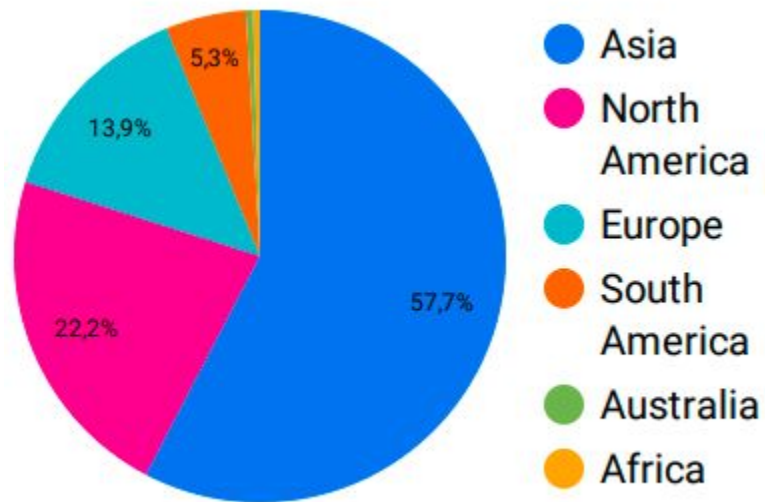
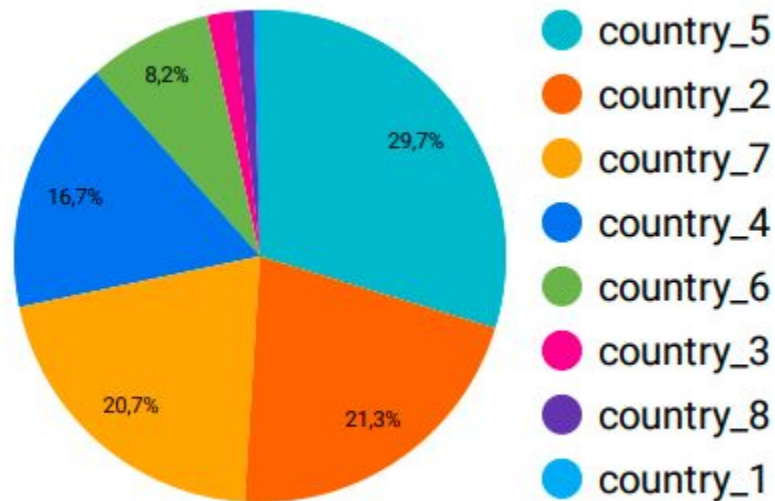


most visitors from
Country_7, Country_5, Country_2



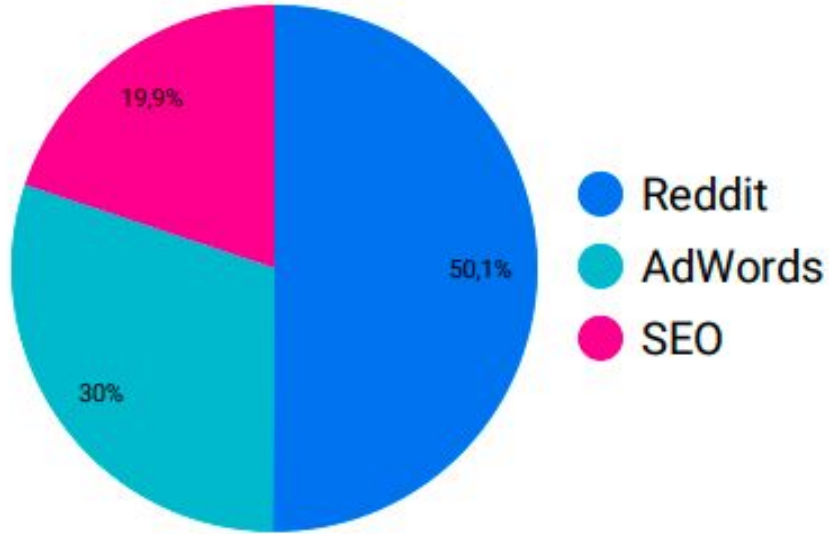
popular topics -
Asia, Europe, North America

Paying user analysis

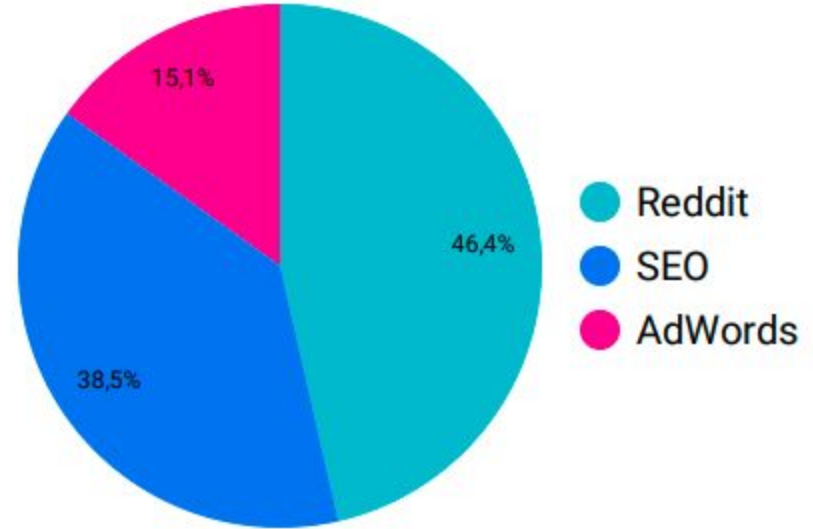


top 3 countries and topics are the same

Analysis of users by source



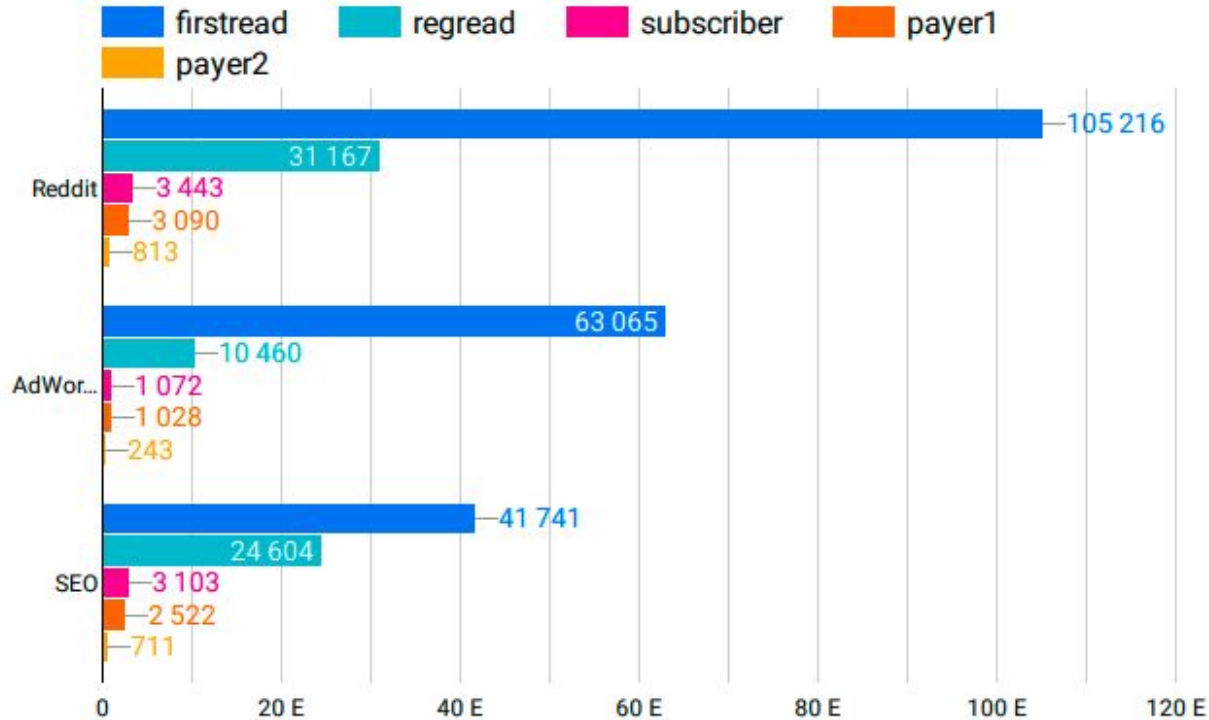
First time readers



Paying users

AdWords is the most expensive and underperforms

Funnel analysis of sources



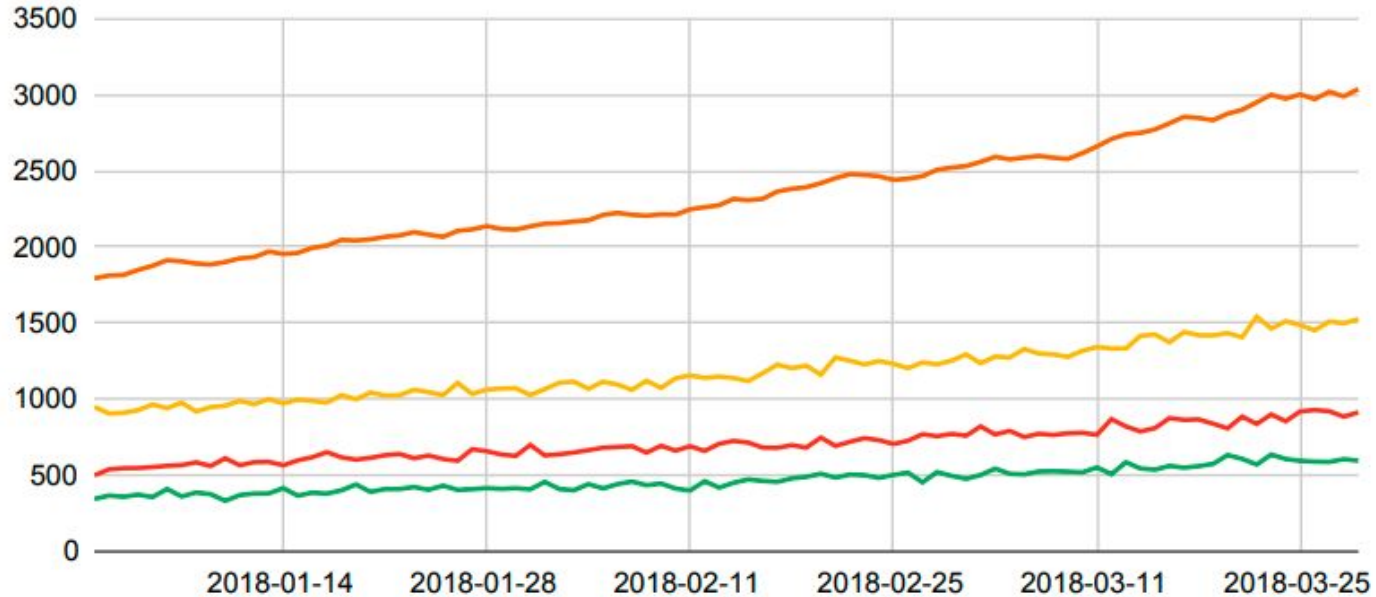
Total revenue by source

source	revenue
Reddit	89760
SEO	77056
AdWords	27664

Historical data on source

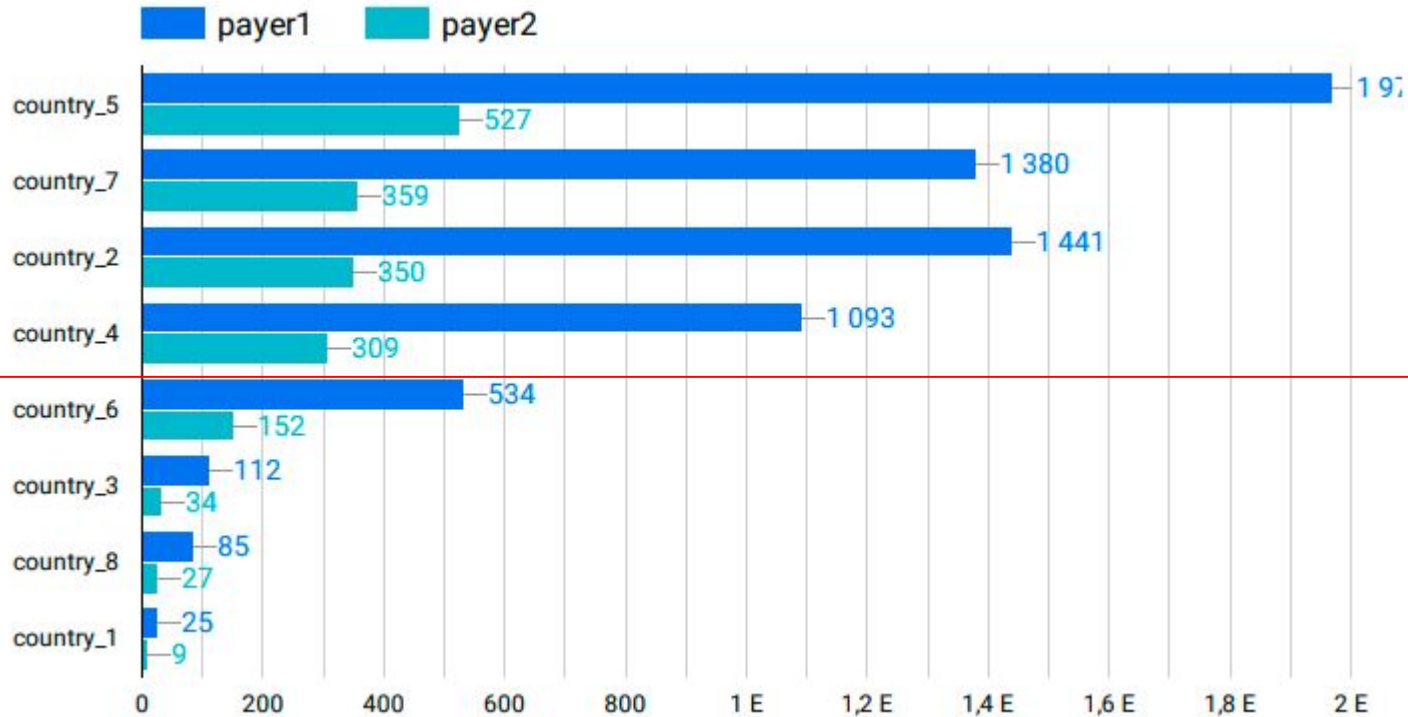


AdWords Reddit SEO SUMMARY

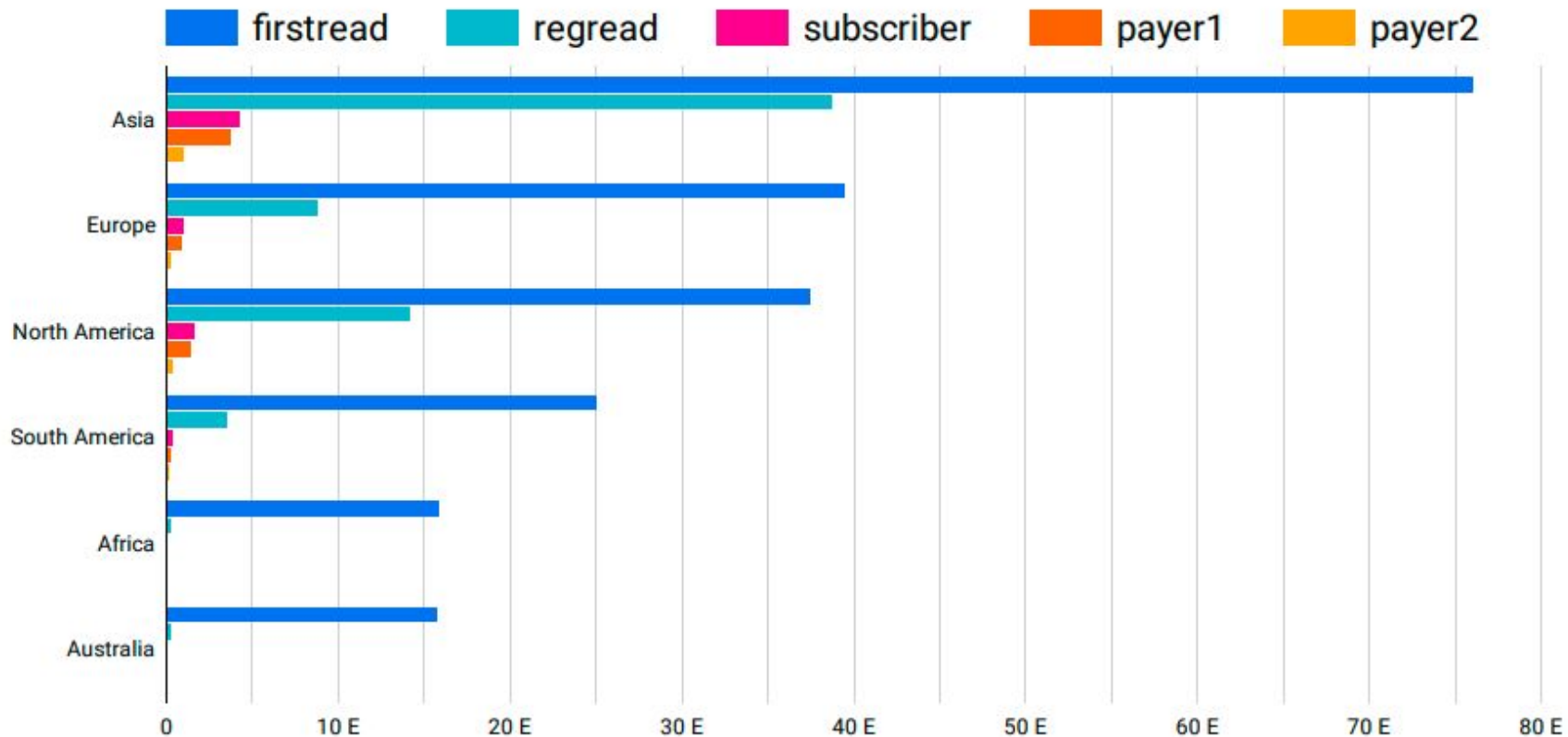


AdWords brings consistently the second most first visitors, but they churn

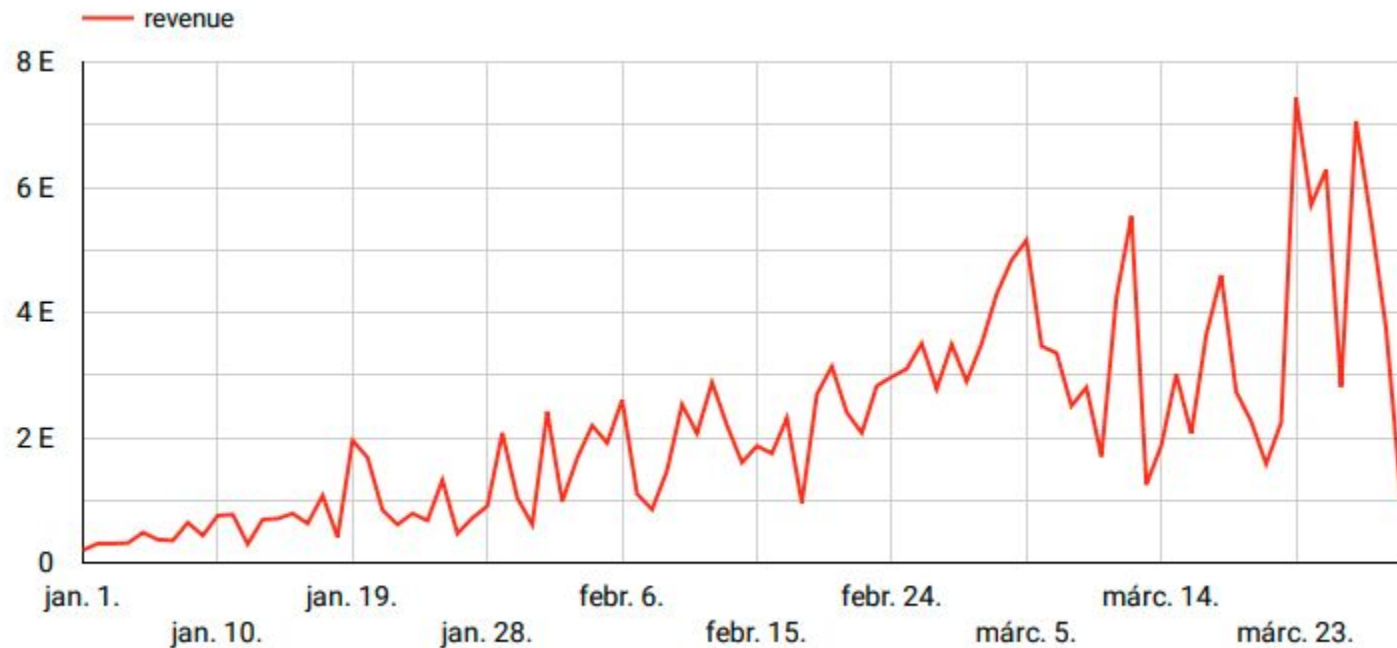
Paying users by countries



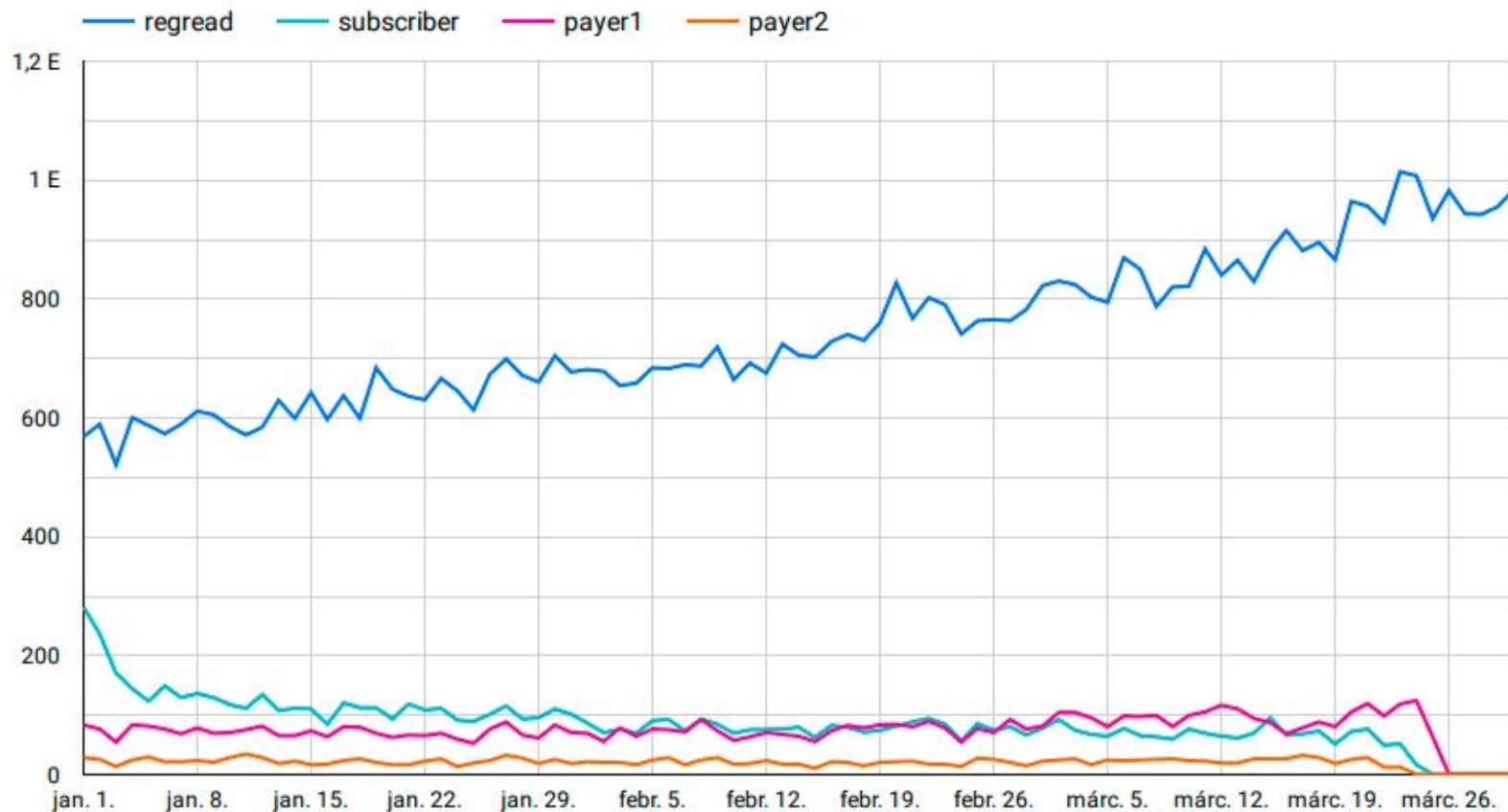
Funnel analysis based on topics



Daily revenue



Trend chart of regular users



Conclusions

- Reddit brings most of the first readers and paying users, [AdWords](#) the least, and it is the most expensive - [no need to pay for it](#)
- [Asia, Europe and North America](#) are the most [popular](#) topics among the users
 - these has to be high priority on the upcoming articles
- something happened on day_25 (March 25th)
- the most active (and paying) users are from [Country_7](#), [Country_5](#), [Country_2](#)
 - Dilan should focus on these countries
- [Country_4](#) 4th biggest paying users despite less first readers - [promising](#)

Thank you for your kind attention!