





Travel Guide Blog

Data Analysis based on the
performance of the last 3 months



Focal points

1. **Overview** of the Dataset
2. Analysis of **event trends** over time
3. How should the owner **allocate** his marketing **budget** among the **sources**?
4. Which **topics** should the owner **prioritize** in his **content** creation?
5. Which **country** should the owner **target**?
6. **Microsegmentation** examination based on **revenue**
7. Analysis of **daily revenue trends**
8. **Conclusion** drawn from observations

Overview of the dataset

	events
read	581877
subscribe	7618
purchase	8407
total	597902

- The provided dataset contains a total of 597.902 events
- 97,3% of the events were reading
- 1,3% of the events were subscribing
- 1,4% of the events were purchase

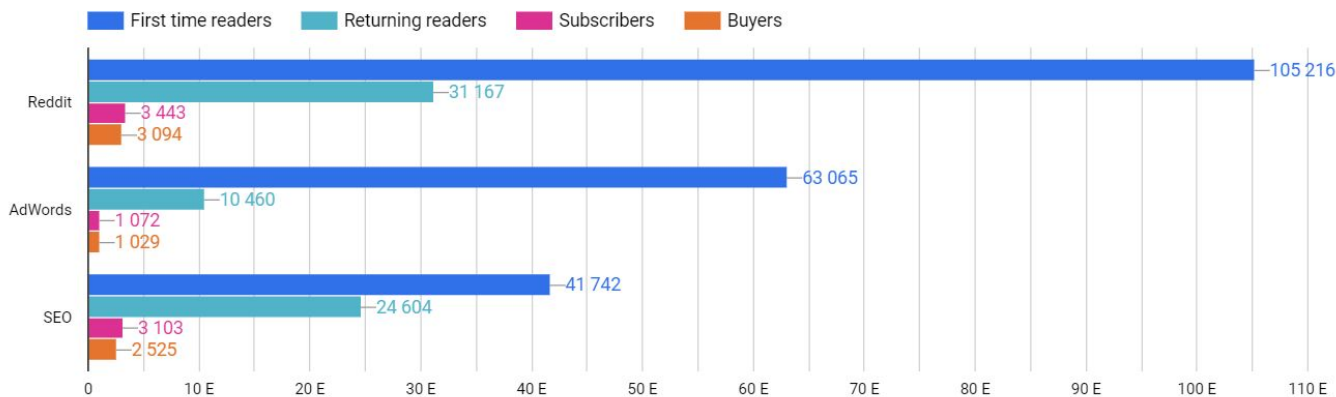
Analysis of event trends over time



Observations

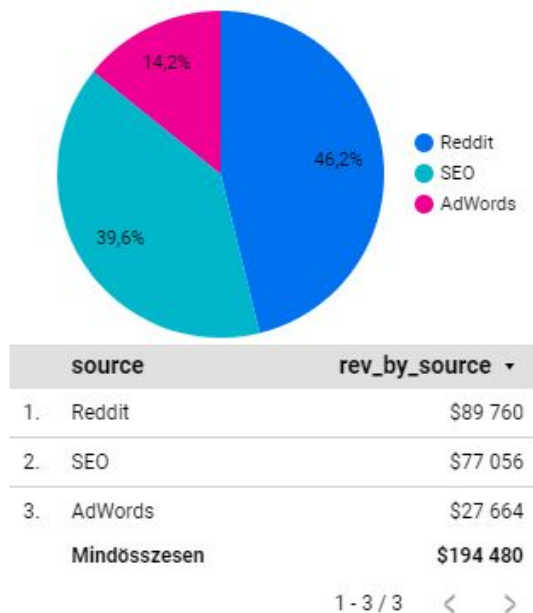
- The number of **readers** is **increasing**
- There is considerable **volatility** in the count of **returning readers**
- **Subscriptions** and **purchases dropped** to **zero** by the end of March
- The number of **subscribers** and **buyers** does **not correlate** with the increase in reads, indicating potential **buyers dropping out** of the **funnel** before subscribing

How should the owner allocate his marketing budget among the sources?



Source	First time readers	Returning readers	Returning user/First time user conversion rate	Subscriber s	Subscriber/Returning user conversion rate	Buyers	Buyer/Subscriber conversion rate	Buyers / First time readers conversion rate
1. Reddit	105 216	31 167	29,62%	3 443	11,05%	3 094	89,86%	2,94%
2. AdWords	63 065	10 460	16,59%	1 072	10,25%	1 029	95,99%	1,63%
3. SEO	41 742	24 604	58,94%	3 103	12,61%	2 525	81,37%	6,05%

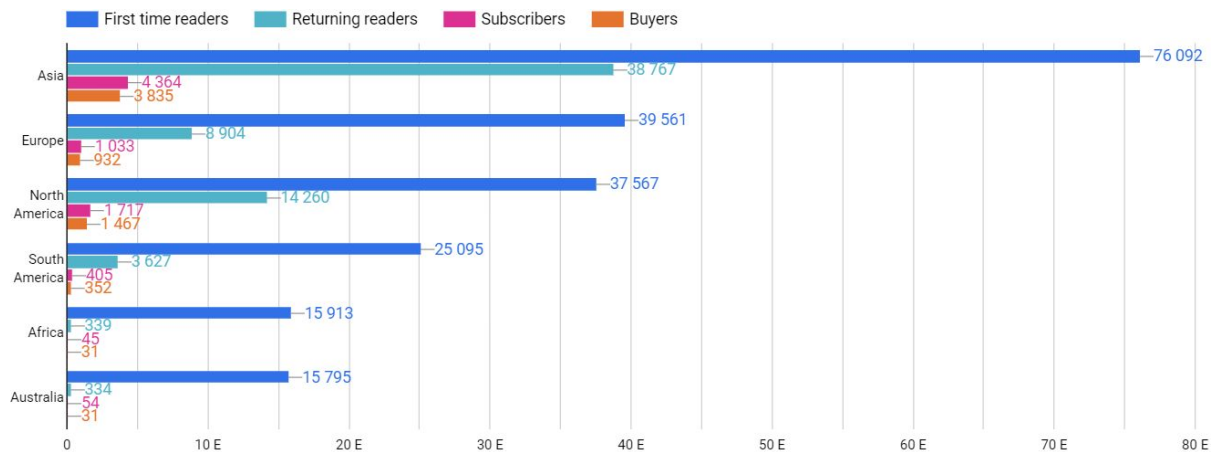
Revenue by source



Observations

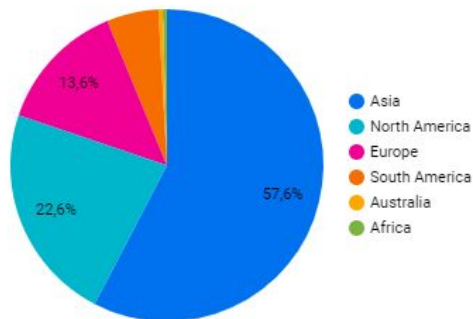
- **Reddit** attracted most of the **new users**
- **SEO** has **better** final **conversion** rate than Reddit
- **AdWords** is **underperforming** based on the investment
- **Return of investment** = (net profit / expenses) * 100
 - SEO: 10174 %
 - Reddit: 11868 %
 - AdWords: 1744 %

Which topics should the owner prioritize in his content creation?



Topic	First time readers	Returning readers	Returning user/First time user conversion rate	Subscribers	Subscriber/Returning user conversion rate	Buyers	Buyer/Subscriber conversion rate	Buyers / First time readers conversion rate
1. Asia	76 092	38 767	50,95%	4 364	11,26%	3 835	87,88%	5,04%
2. Europe	39 561	8 904	22,51%	1 033	11,6%	932	90,22%	2,36%
3. North America	37 567	14 260	37,96%	1 717	12,04%	1 467	85,44%	3,91%
4. South America	25 095	3 627	14,45%	405	11,17%	352	86,91%	1,4%
5. Africa	15 913	339	2,13%	45	13,27%	31	68,89%	0,19%
6. Australia	15 795	334	2,11%	54	16,17%	31	57,41%	0,2%

Revenue by topic



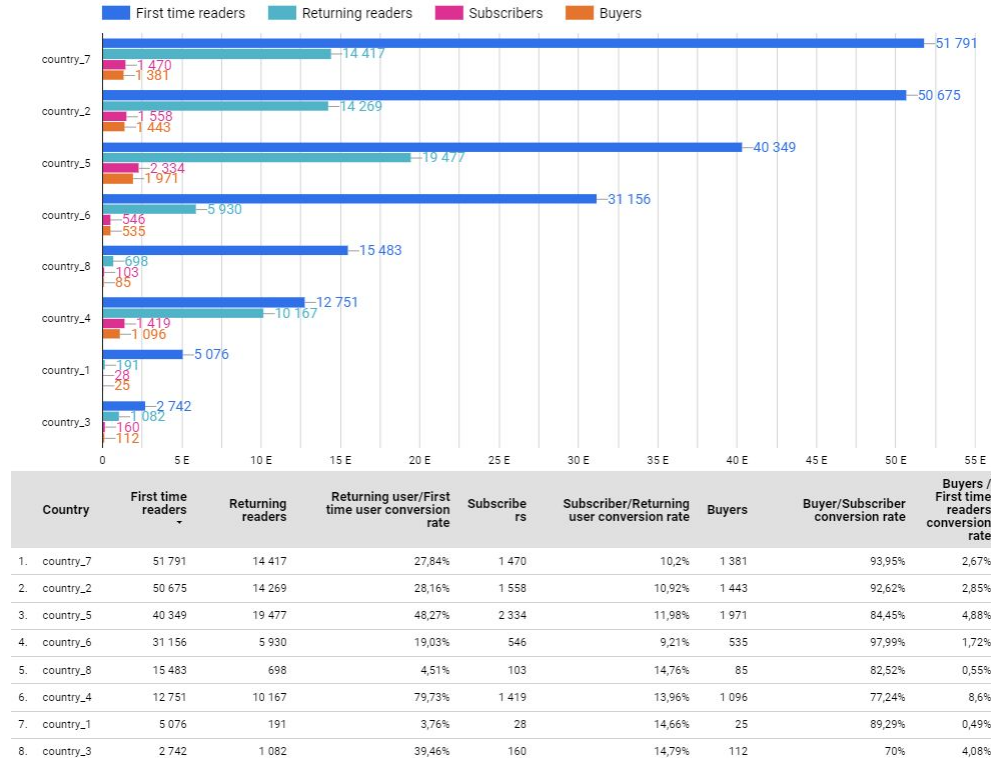
topic	rev_by_topic ▾
1. Asia	112 080
2. North America	43 888
3. Europe	26 400
4. South America	10 416
5. Australia	888
6. Africa	808

Mindösszesen 194 480

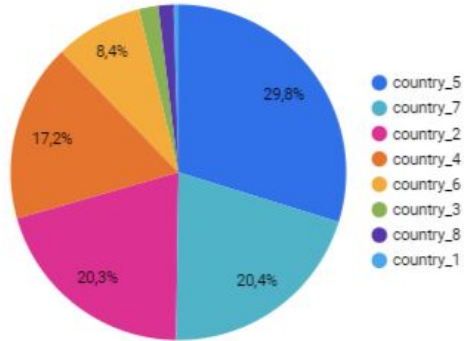
Observations

- **Asia** brings in the most of the **visitors** and **revenue**
- **Europe** attracts more **visitors**, but **North America** has better conversion rates, resulting in higher number of **buyers** and **revenue**
- Among the topics of Asia, North America, Europe and South America, most of the **returning users become buyers**

Which country should the owner target?



Revenue by country



country	rev_by_countr...
1. country_5	\$57 920
2. country_7	\$39 760
3. country_2	\$39 528
4. country_4	\$33 464
5. country_6	\$16 432
6. country_3	\$3 616
7. country_8	\$2 840
8. country_1	\$920
Mindösszesen	\$194 480

Observations

- **country_7** attracted the highest number of **readers**
- **country_5** has better **conversion rates** and generated more **revenue** than country_7
- **country_4** has the **best buyer/first reader conversion rate**

Microsegmentation examination based on revenue

	country	topic	source	rev ▾
1.	country_5	Asia	Reddit	24 568
2.	country_2	Asia	Reddit	18 232
3.	country_7	Asia	Reddit	17 704
4.	country_5	North America	SEO	12 112
5.	country_4	Asia	Reddit	10 104
6.	country_2	North America	SEO	10 000
7.	country_7	North America	SEO	8 744
8.	country_6	Asia	Reddit	7 536
9.	country_5	Asia	AdWords	5 464
10.	country_4	North America	SEO	4 896

Observations

- **Reddit** attracts buyers who are interested in **Asia**
- **SEO** attracts buyers who are interested in **North America**
- **Adwords** appears only **once** in the top 10
- The revenue from the countries in descending order for both Reddit and SEO:
 - country_5
 - country_2
 - country_7

Analysis of daily revenue trends



Observations

- The **peaks** are consistently **increasing** over time
- There was a **notable drop** in revenue by the end of **March**

Conclusion drawn from observations

- Based on the **return on investment**, the owner should reconsider the **allocation** of the **marketing budget**. **SEO** should take the **first** place, and funds should be reallocated **from the AdWords budget**, especially if the focus is on product sales rather than advertising income related to website visitors.
- The owner should create **content** focused on **North America for SEO** and on **Asia for Reddit**.
- Considering **conversion rates**, the owner should prioritize **country_4**.
- The owner should **investigate** the sudden **drop** in purchases and subscriptions at the end of **March**. This inquiry could reveal potential technical issues or other factors causing this decline.
- To understand the **returning user behaviour**, the owner should analyze trends in the returning user chart. For instance: **Peaks** in returning users can **correspond** with the **publication of new content**.
- Further testing and **examination** are necessary for the subscription method to determine **why readers** are **exiting** the funnel.