

The gihub repo : <https://github.com/imadbenmadi/My-BrokerEyes-Portfolio>

## Dataset Explanation:

The dataset contains monthly performance metrics for BrokerChooser's website over 21 months

1. **Sessions** : These numbers represent the total number of visits to the website pages in that month.
2. **AOC (Account Open Clicks)** : This shows how many people clicked on a broker's "Open Account" button.
3. **CPA Revenue** : This is the revenue earned when a user performs an action after clicking the broker link
4. **CPC Revenue** : This is the revenue earned when a broker pays for each account-opening click.

I downloaded the excel file as a csv file and used it in a notebook to clean it and do the analytics

**The data set is a simple 10 Rows, so no need for Deep cleaning since no null/undefined values have been found**

## AI prompts have been used:

- Explain the dataset Units in the Session Rows :
  - I used this prompt to understand the units in the Session Rows. At first, I got confused. I thought the Sessions meant how much time the users spend per month, but after the AI explanation, I understood that it means how many users visited the website per month
- How can translated Pages Help in Increasing Website revenue: the AI helped me understand in **theory, what the benefits of investing in website multilingual support**

## Data Analysis: Insights and Recommendations

**The most important thing to the company is the revenue and how to maximize it**

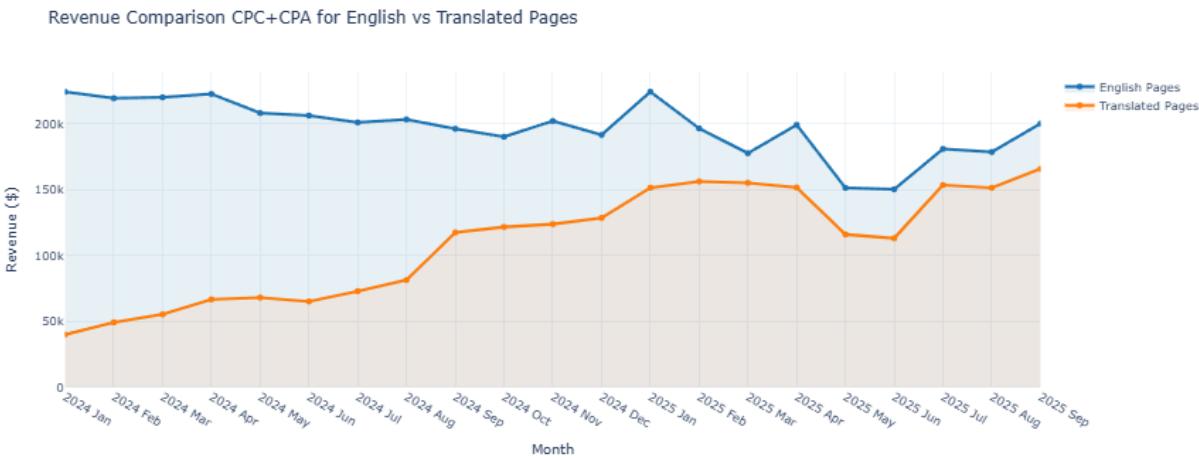
1- English Pages have more Revenue than the translated pages, but translated pages play a critical strategic role. They improve accessibility and user experience for non-English speakers, **which expands the overall audience**.

Insight: Over time, the revenue coming from translated pages is increasing, showing that international users are becoming a more valuable segment for the company.

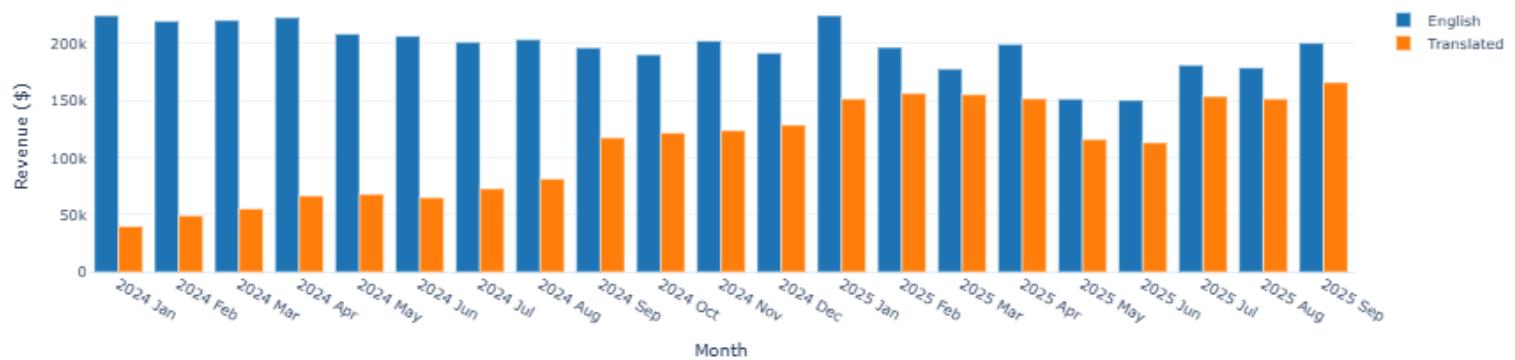
The first chart is the Sessions Revenue comparison: English vs translated Pages



The second one is revenue Comparison CPC+CPA for English vs Translated Pages



**2- The gap between English and translated Pages is narrowing, indicating that translated content is becoming almost as important as English content**



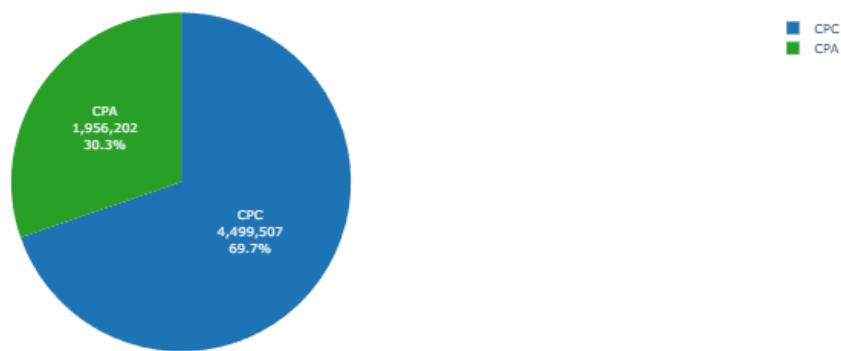
**3- As mentioned in the Email, CPC is much bigger than the CPA Revenue :**

Revenue Trend: CPA vs CPC Over Time



**Insight : the company profits more from the users' actions after clicking the broker link .**

Total Revenue Breakdown: CPC vs CPA



## **Key recommendation:**

**The company should invest more in improving and optimizing translated pages.**

Improving MultiLanguage Support will :

- **Expanded Global Reach and Traffic**
- **Improved Search Engine Optimization (SEO)**
- **Enhanced User Experience**