

The github 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**

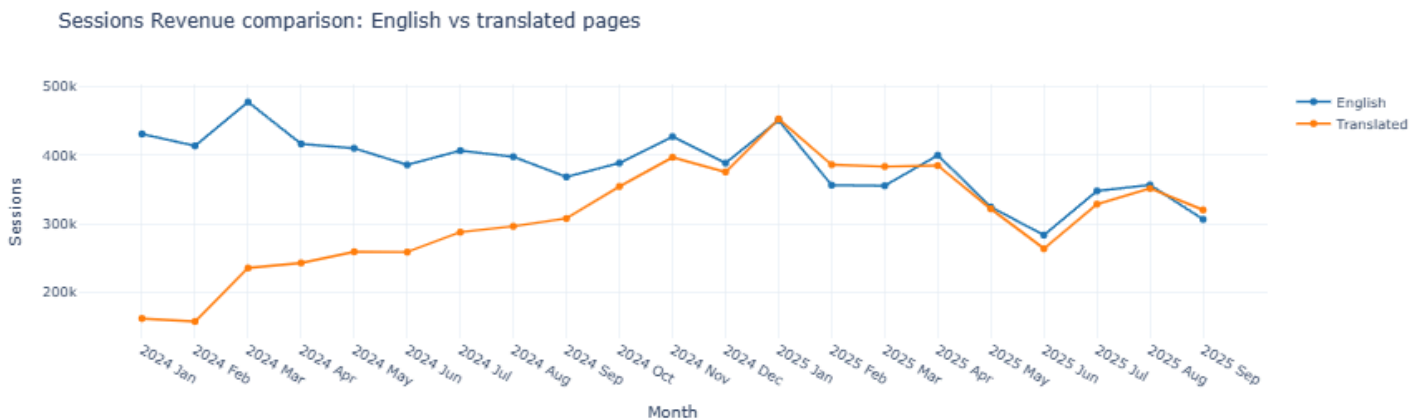
Data Analysis: Insights and Recommendations

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

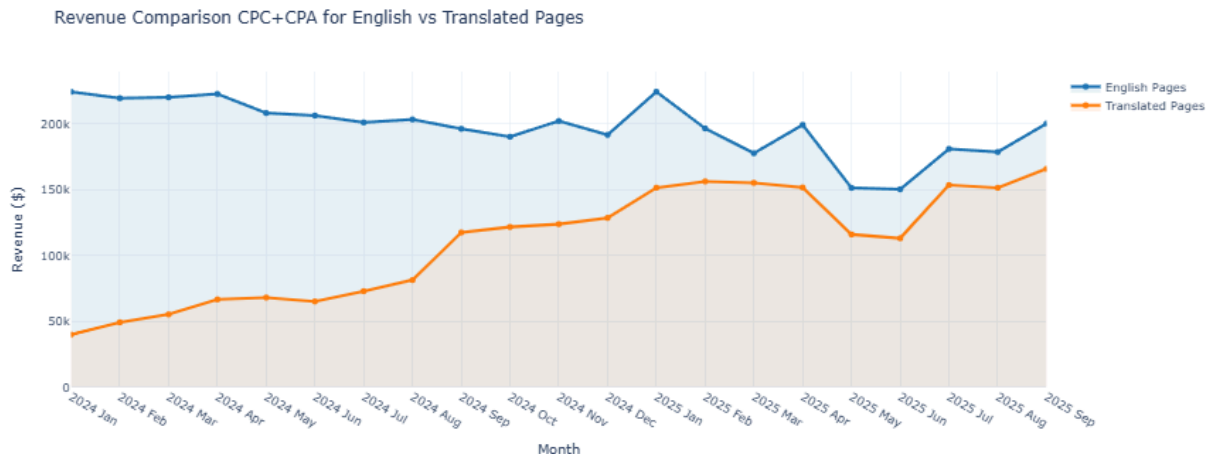
1- English Pages have more Revenue than the translated pages, but translated pages play a critical strategic role. They improve accessibility and user experience for non-English speakers, **which expands the overall audience.**

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

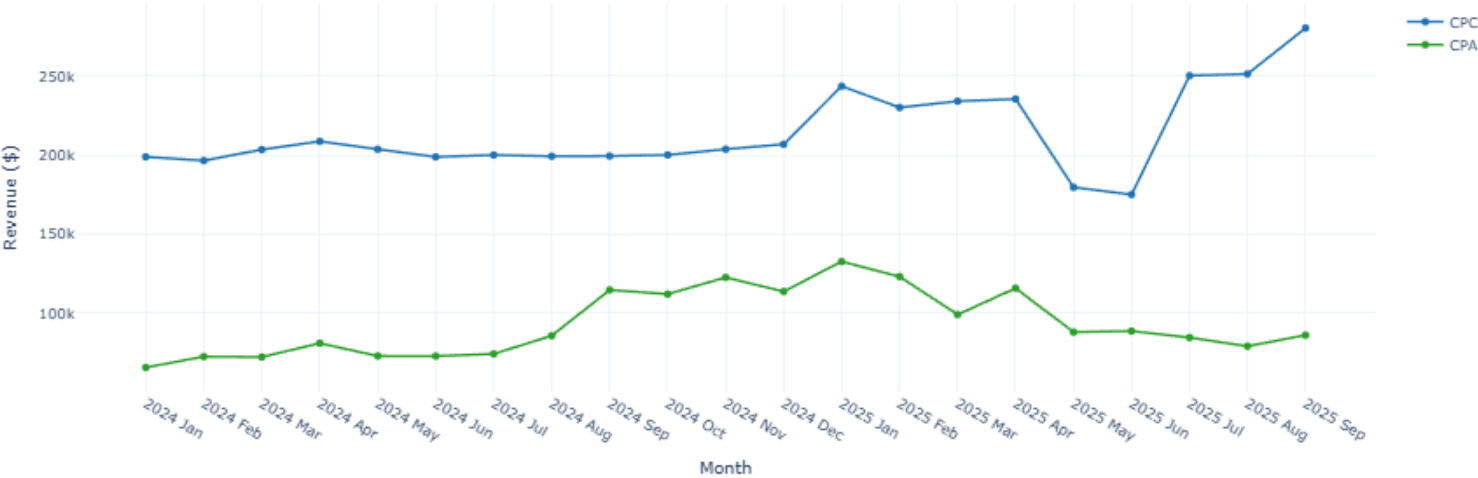


2- The gap between English and translated Pages is narrowing, indicating that translated content is becoming almost as important as English content



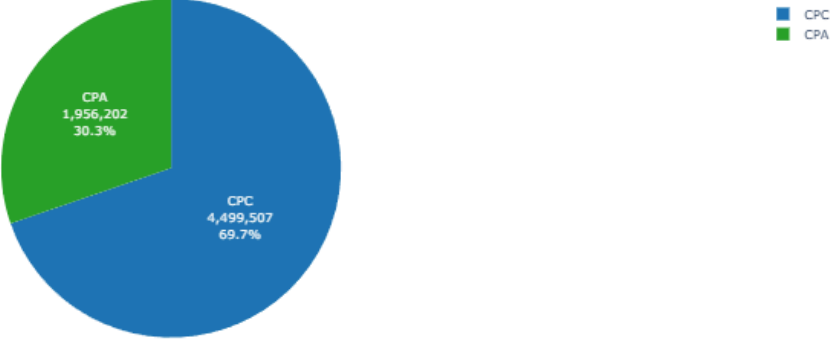
3- As mentioned in the Email, CPC is much bigger than the CPA Revenue :

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