Dilan's Travel Guide

Detailed Analysis of **Q1 2018**

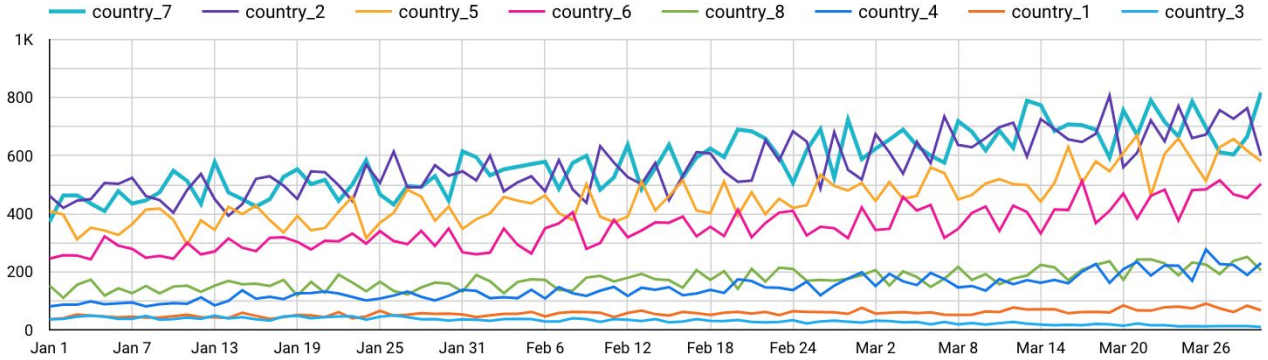
Main facts and KPIs

01/01/2018 - 31/03/2018

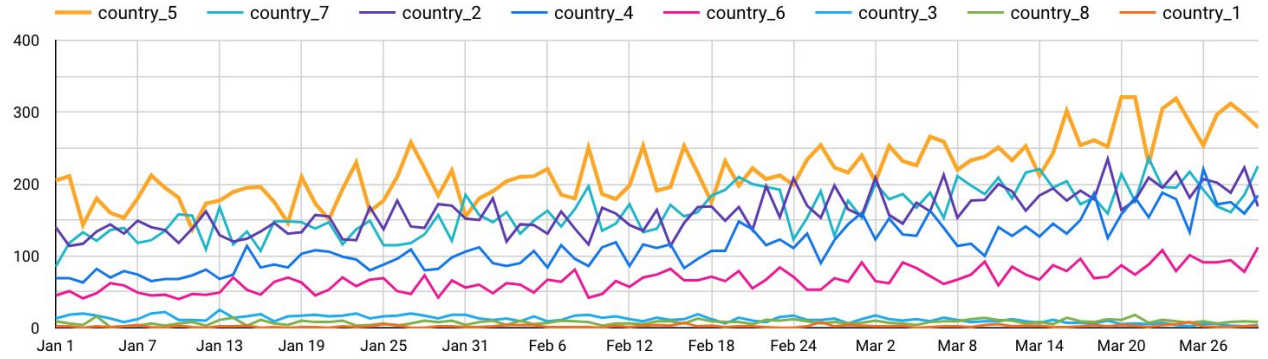
New readers visit the blog:	**210 023**
Returning readers:	**66 231**
Subscribers:	**7 618**
Customers:	**6 648**
Total revenue:	**$194 480**
Total sales:	**8 407**
Total sales of e-book (World Travelers' Best Practices):	6 640
Total sales of video course (How To Travel the World):	1 767

TRENDS

New readers - Trend

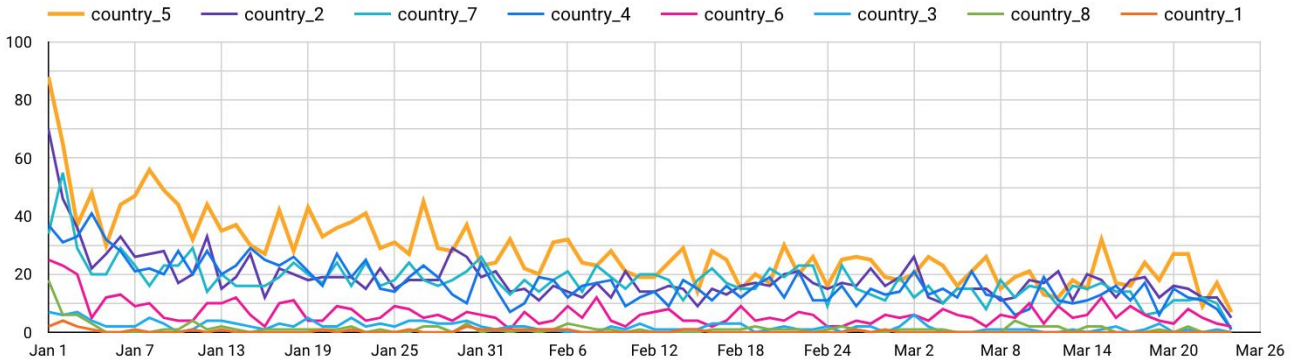


Returning readers - Trend

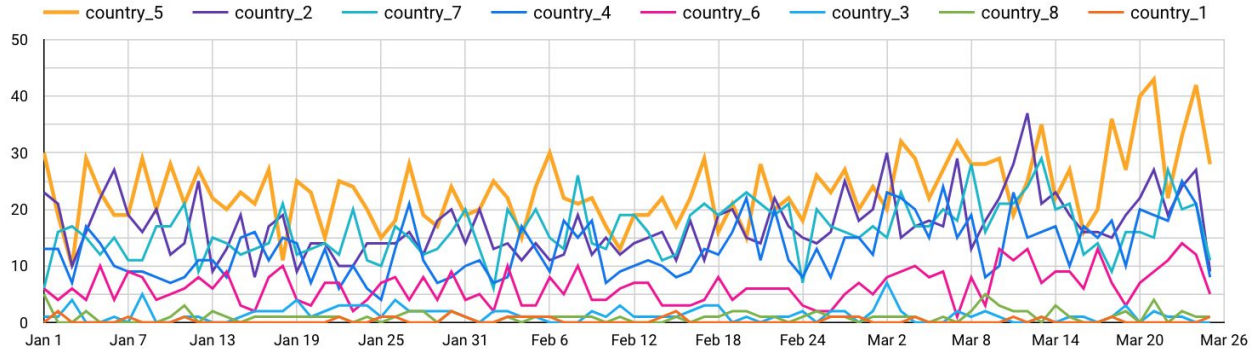


TRENDS

Subscribers - Trend

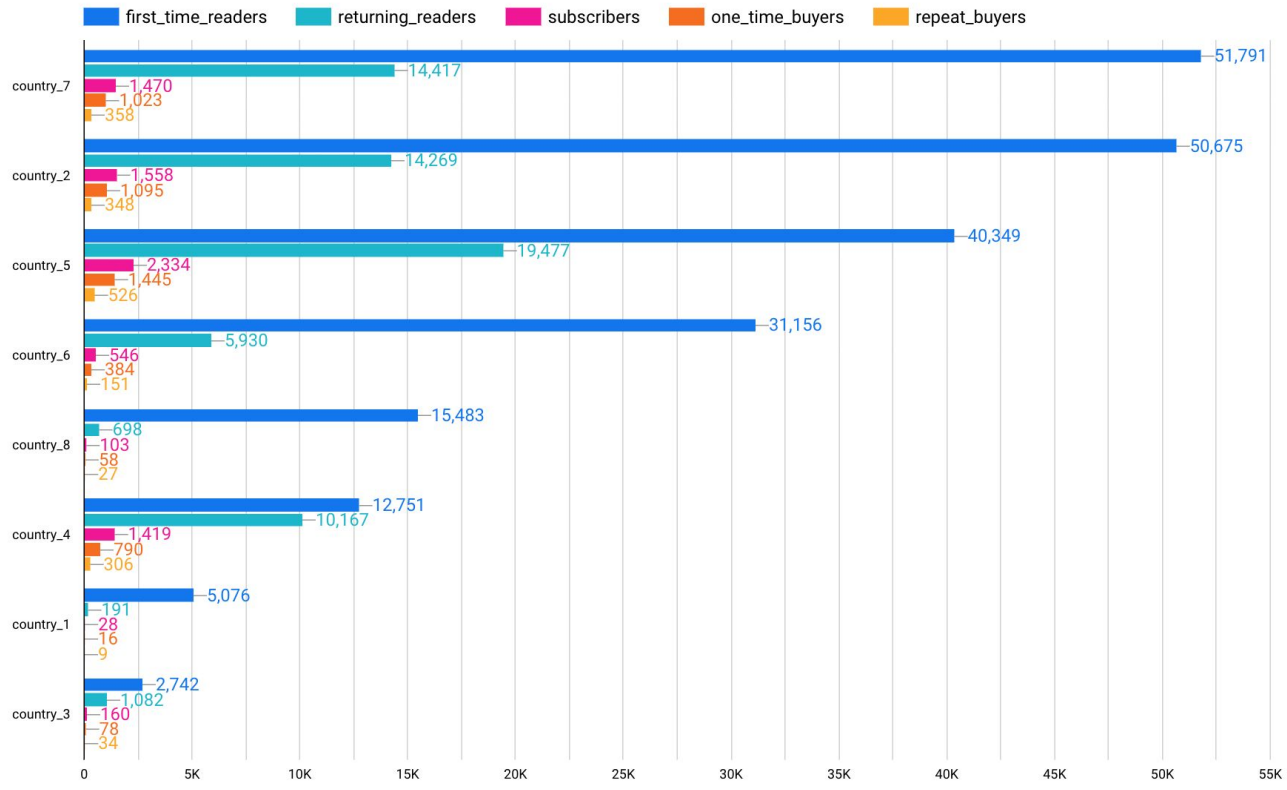


Customers - Trend



FUNNEL ANALYSIS

Funnel Analysis - segmentation by COUNTRY



SEGMENTATION

Segmentation of visitors by COUNTRIES

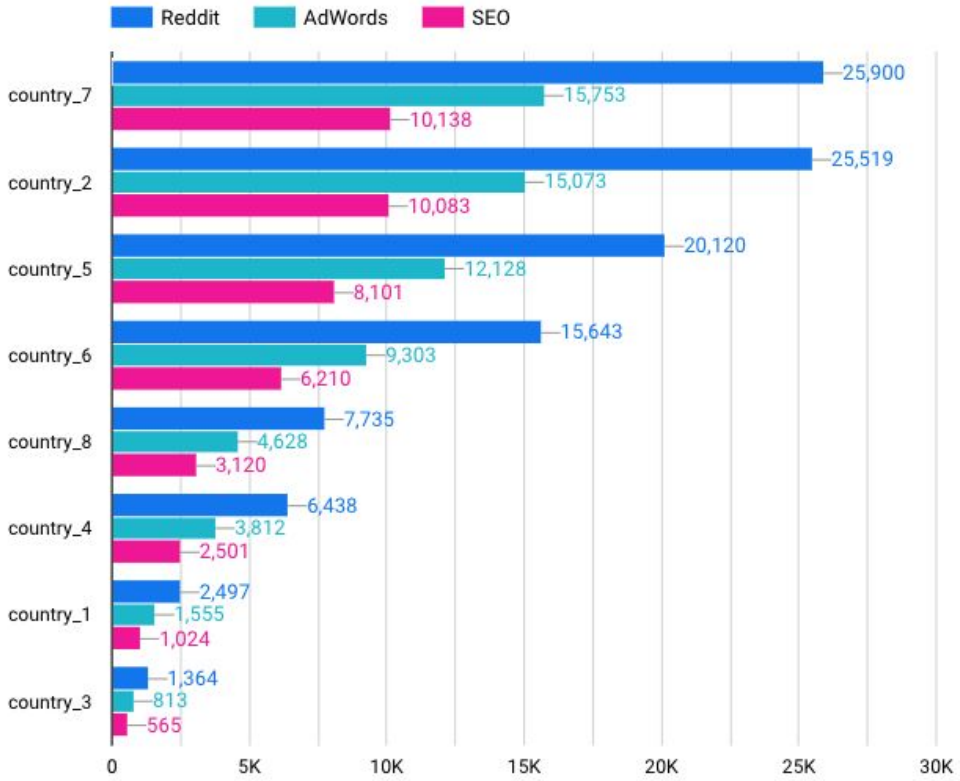
Country	First time readers ▼	Returning readers	Subscribers	Customers - buy one	Customers - buy two
country_7	51,791	14,417	1,470	1,023	358
country_2	50,675	14,269	1,558	1,095	348
country_5	40,349	19,477	2,334	1,445	526
country_6	31,156	5,930	546	384	151
country_8	15,483	698	103	58	27
country_4	12,751	10,167	1,419	790	306
country_1	5,076	191	28	16	9
country_3	2,742	1,082	160	78	34
Grand total	**210,023**	**66,231**	**7,618**	**4,889**	**1,759**

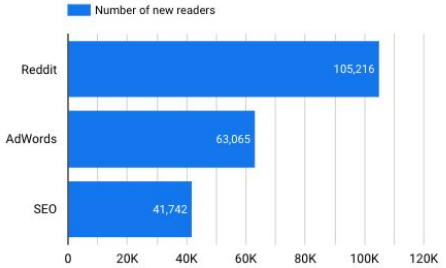
New readers

All new readers

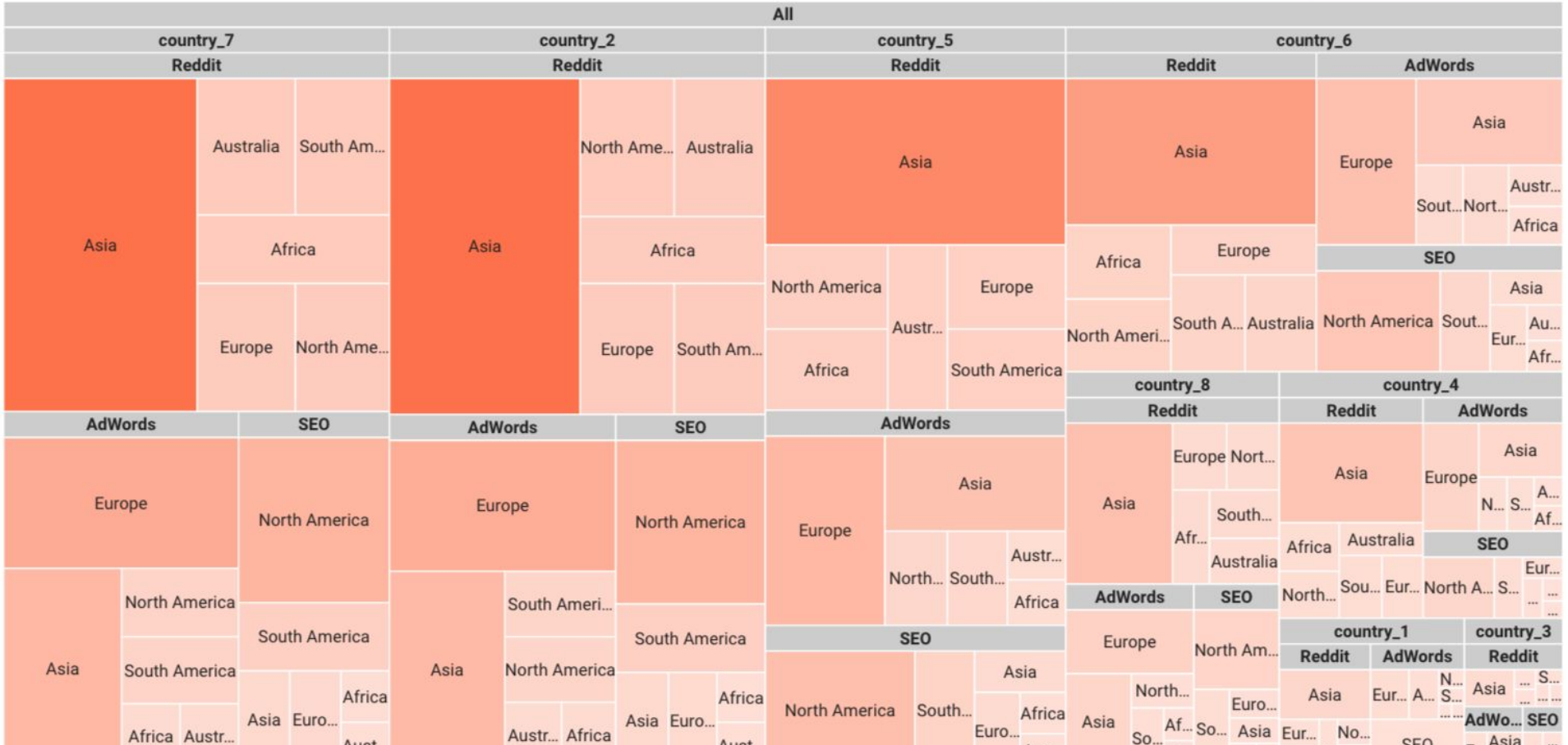
Country	New readers ▼
country_7	51,791
country_2	50,675
country_5	40,349
country_6	31,156
country_8	15,483
country_4	12,751
country_1	5,076
country_3	2,742
Grand total	**210,023**

New readers segmented by COUNTRY and SOURCE





New readers segmented by COUNTRY, TOPIC and SOURCE



Returning readers - Cohort Analysis

	days_passed / number_of_users							
cohort	0	1	2	3	4	5	6	7
Mar 17, 2018	2,855	656	484	460	409	273	190	134
Mar 18, 2018	2,847	621	558	484	298	217	157	107
Mar 16, 2018	2,812	619	471	364	336	302	196	144
Mar 13, 2018	2,740	651	536	386	264	204	143	138
Mar 19, 2018	2,833	671	586	368	248	166	102	79
Mar 20, 2018	2,875	750	472	336	227	149	108	114
Mar 25, 2018	3,002	675	533	350	240	180	0	-
Mar 11, 2018	2,660	670	472	351	322	228	157	119
Mar 24, 2018	2,974	673	411	363	246	169	135	0
Mar 15, 2018	2,772	596	389	318	255	238	230	162
Grand total	**210,023**	**30,881**	**20,596**	**14,822**	**10,916**	**8,305**	**6,499**	**5,289**

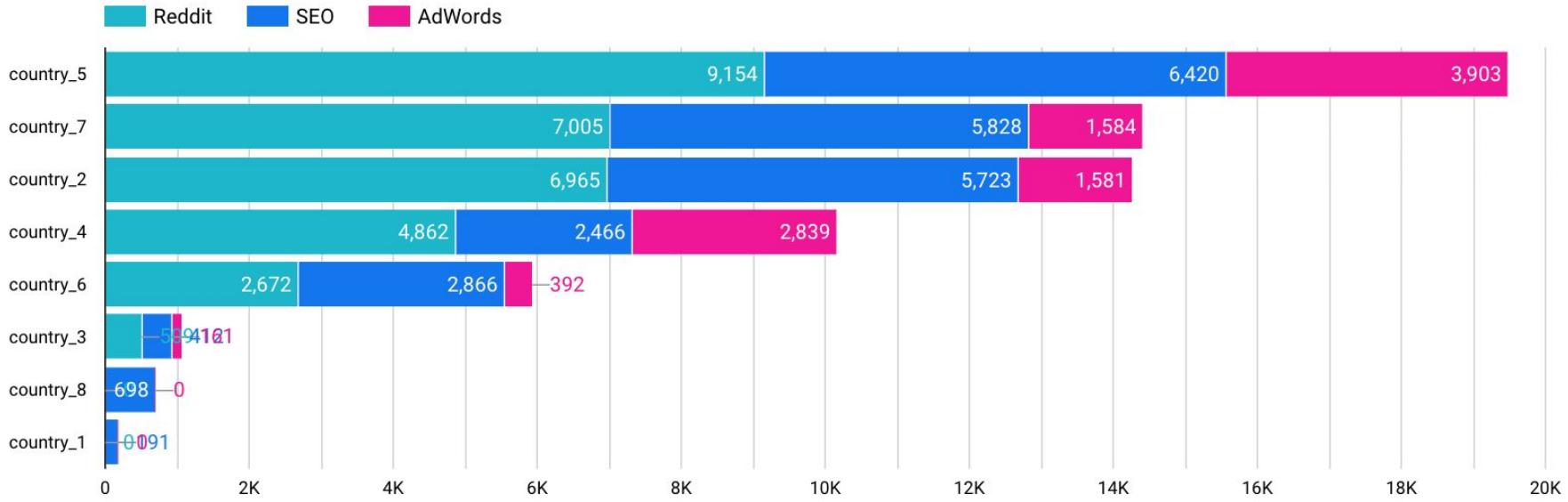
Returning vs No Returning readers

Returning and No returning readers segmentation by TOPIC and SOURCE

	source / No Returning / Returning					
	Reddit		AdWords		SEO	
Topic	No Returning	Returning	No Returning	Returning	No Returning	Returning
Asia	25,158	27,536	12,081	7,082	86	4,149
Europe	8,086	2,378	22,013	3,008	558	3,518
North America	9,798	775	6,039	249	7,470	13,236
South America	10,074	309	6,040	121	5,354	3,197
Africa	10,507	93	3,195	0	1,872	246
Australia	10,426	76	3,237	0	1,798	258
Grand total	**74,049**	**31,167**	**52,605**	**10,460**	**17,138**	**24,604**

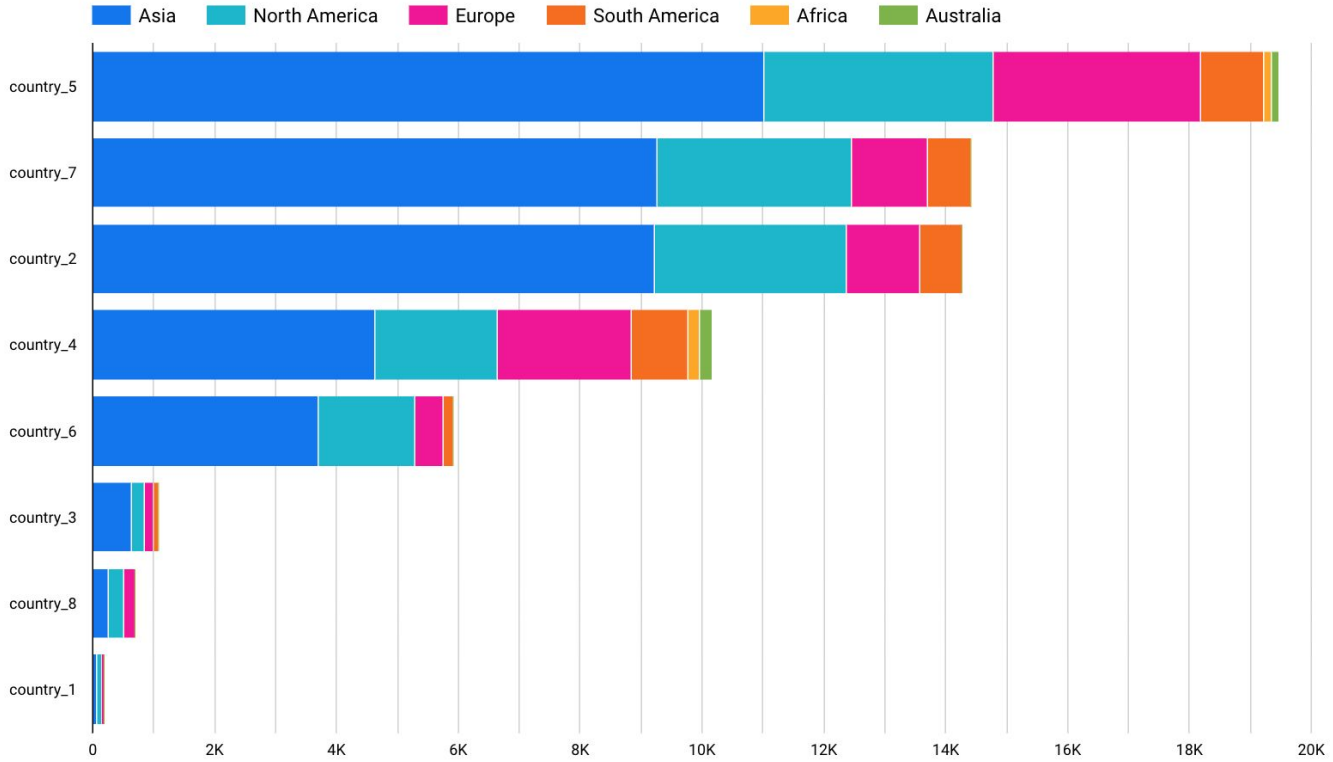
Returning readers

Returning readers segmentation by SOURCE



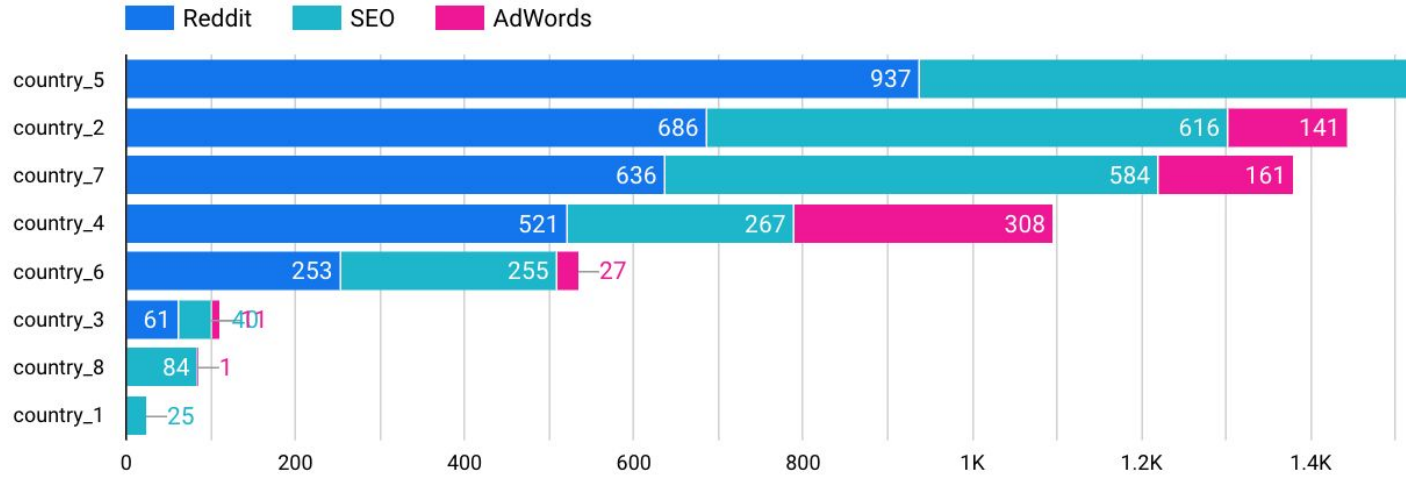
Returning readers

Returning readers segmentation by TOPIC



CUSTOMERS

Number of CUSTOMERS segmented by SOURCE - from where comes the customer as a first reader?



Number of CUSTOMERS segmented by COUNTRY

	Country	Customers ▼
1.	country_5	1,971
2.	country_2	1,443
3.	country_7	1,381
4.	country_4	1,096
5.	country_6	535
6.	country_3	112
7.	country_8	85
8.	country_1	25
	Grand total	**6,648**

SALES

SALES segmented by SOURCE

Source	Number of sales ▼	Sales ($)
Reddit	3,903	89,760
SEO	3,233	77,056
AdWords	1,271	27,664
Grand total	**8,407**	**194,480**

SALES segmented by COUNTRY

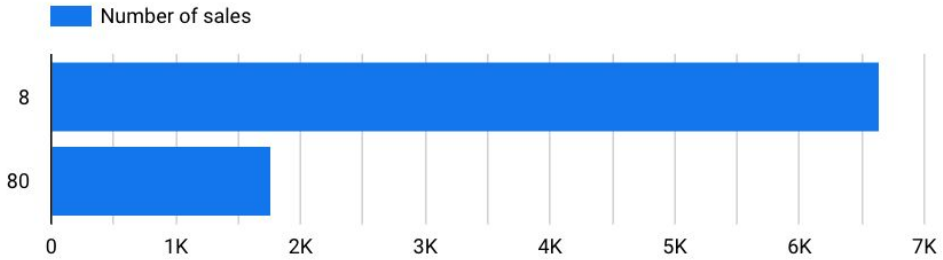
Country	Number of sales	Sales ($) ▼
country_5	2,497	57,920
country_7	1,739	39,760
country_2	1,791	39,528
country_4	1,402	33,464
country_6	686	16,432
country_3	146	3,616
country_8	112	2,840
country_1	34	920
Grand total	**8,407**	**194,480**

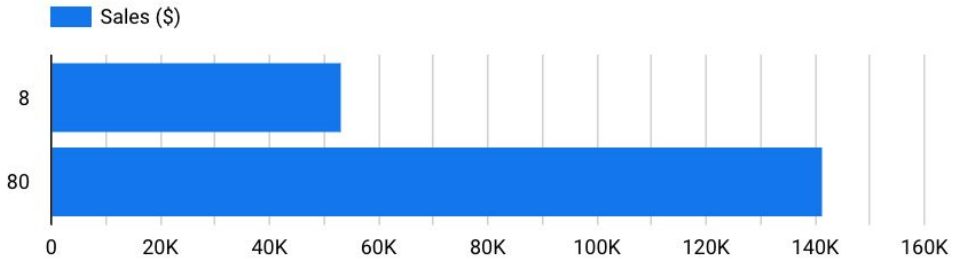
SALES

SALES segmented by PRODUCTS

- **E-book** (World Travelers' Best Practices): **$8**
- **Video course** (How To Travel the World): **$80**

Unit price	Number of Sales ▼	Sales ($)
8	6,640	53,120
80	1,767	141,360
Grand total	**8,407**	**194,480**





In which country should he prioritise his effort and why?

If the goal is to achieve **MORE SALES** then focus on

MARKET:

- TOP 1 country_5 - highest sales and highest revenue
- TOP 2 country_7 & country_2 & country_4 very same number of sales and revenue.
- **There is potential on market country_7 and country_2 because here are the most readers but the returning and sales rate are lower than on market country_5.**

SOURCE & TOPIC (Advertising chanel and create content)

- TOP 1 **Reddit** with **content about Asia**
- TOP 2 **SEO** targeted for **content about North America**
-

If the goal is to achieve **MORE READERS** then focus on

MARKET

- TOP 1 **country_7** & **country_2** - Reason: **most visitors are in these markets**
- TOP 2 **country_5** & **country_6**
- **Scale up content and advertising for country_5 to achieve more readers because the conversion rates to become returning readers and customer is the highest after country_4.**

CREATE CONTENT on TOPIC:

- TOP 1 **Asia** - Reason: **by far the most visited topic on all market**
- TOP 2 **Europe** & **North America** - very same trends on every market.

In which country should he prioritise his effort and why?

If the goal is to achieve **MORE READERS** then focus on

SOURCE & TOPIC (Advertising chanel and create content)

- TOP 1 **Reddit** targeted for **content about Asia**
- TOP 2 **AdWords** targeted for content **Europe** and **Asia**
- TOP 2 **SEO** targeted for **content about North America**

Country_4 is a **HIGH PERFORMING MAKRET** where the trends are worth following, because all conversion rates are very high.

Country	First time readers ▼	Returning readers	Subscribers	Customers
country_4	12,751	10,167	1,419	1,096

Advice on how to be smart with the investments:

- **The customers on the main market*** who purchased one or both products mostly arrived on the blog **from Reddit or through SEO.** ** country_2, country_4, country_5, country_7*
  Check a period one or two months how to change the numbers after increasing the budget for Reddit and SEO on the main markets..
- It is recommended to **reduce the budget for Adwords** advertisement and keep it exclusively on the market country_7, country_2 and maybe country_6 and wisely **targeted to** the topics about **North America and South America**.
- It is recommended to increase the budget for Reddit and SEO on the underperforming markets such as country_6, country_3, country_8, country_1 to catch more visitors and convert them to customer.
- The following topic targeted advertising sources work well and generate more returning visiting than one time readers: **Reddit: Asia, SEO: Asia, SEO: Europe, SEO: North America, SEO: South America**

Additional interesting information:

1. During the trend analysis I found that the number of subscribers is collapsed. Strategy is needed to build up a subscribing system.
2. During the funnel analysis I found that there is 2 542 subscribers who are not converted yet to customer. Launch a targeted campaign for subscribers who are not yet customer to convert them to customer.
3. There is 1 572 customers who are not subscribed yet.
4. During the cohort analysis, it became apparent that it is difficult to retain readers, there is a high dropout rate.