

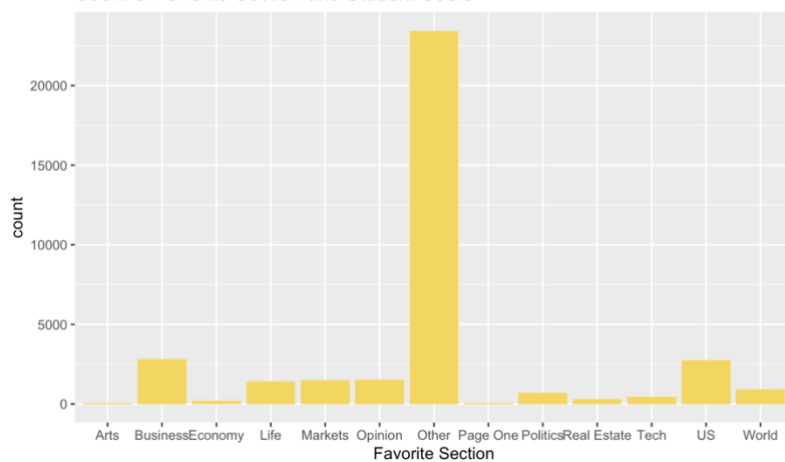
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Dow Jones Data Challenge

The goal in this challenge is to create a product that appeals to the readers of the Politics section ahead of the November elections.

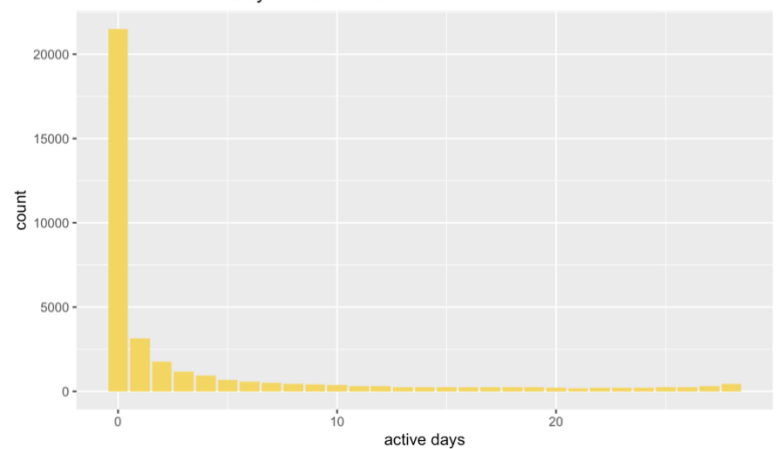
For this challenge, I used R Studio to come up with useful insights based on the dataset provided.

1. Students

Count of Favorite Section and Student Users



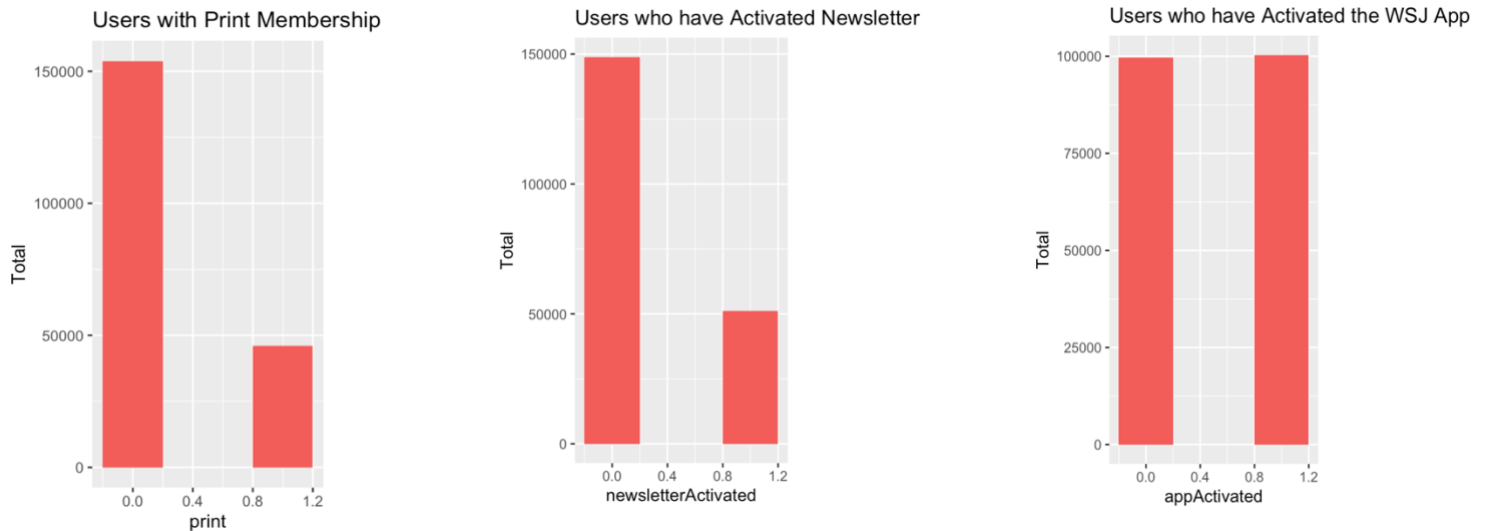
Number of Active Days for Students



Recommendations

- Based on the above, we can see that students are mostly inactive and do not read as many articles on WSJ. If we had further breakdown into the “Other” category we would be able to more accurately assess the student population.
- After analyzing the data, we can conclude that our product’s target audience should not be students.
- From the above point and second graph, we can see that most students are rarely active in the last 4 weeks. With this information, if WSJ would still like to appeal to student readers, a good way to do this would be to utilize a different medium that would make it more engaging for students – for example, a podcast.

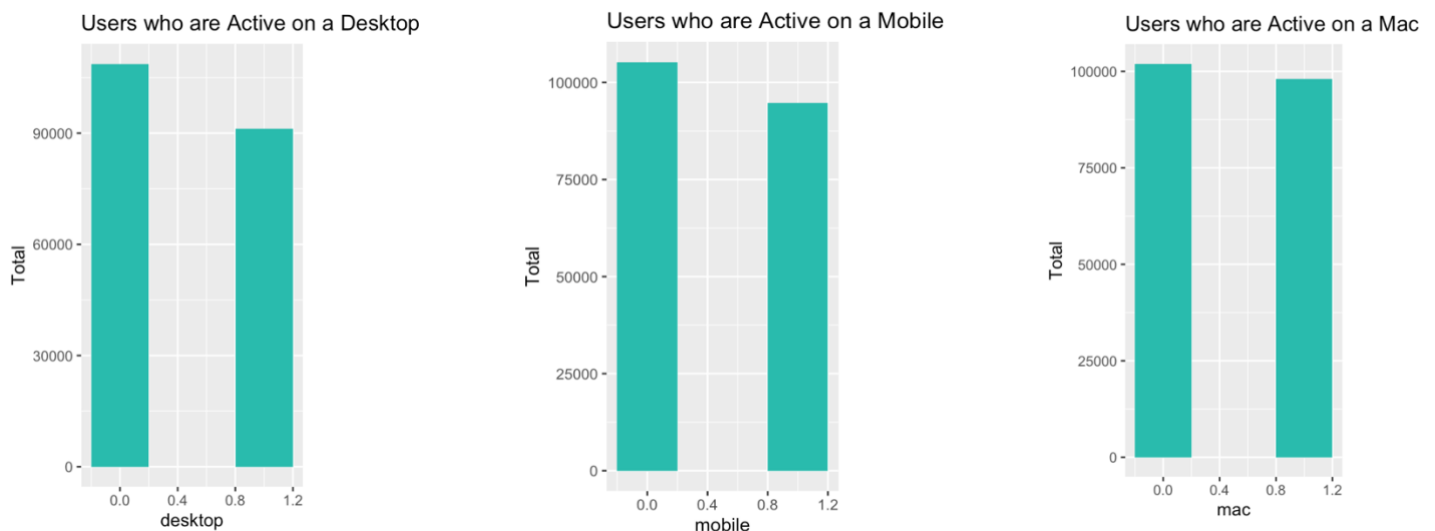
2. WSJ Mediums



Recommendations

- Currently, about half of the users (~50.2%) have the WSJ App downloaded which is a much larger audience compared to users who have subscribed to the newsletter or receive print media.
- Therefore, it is recommended that the best way to deliver content for the new product is through the WSJ App.

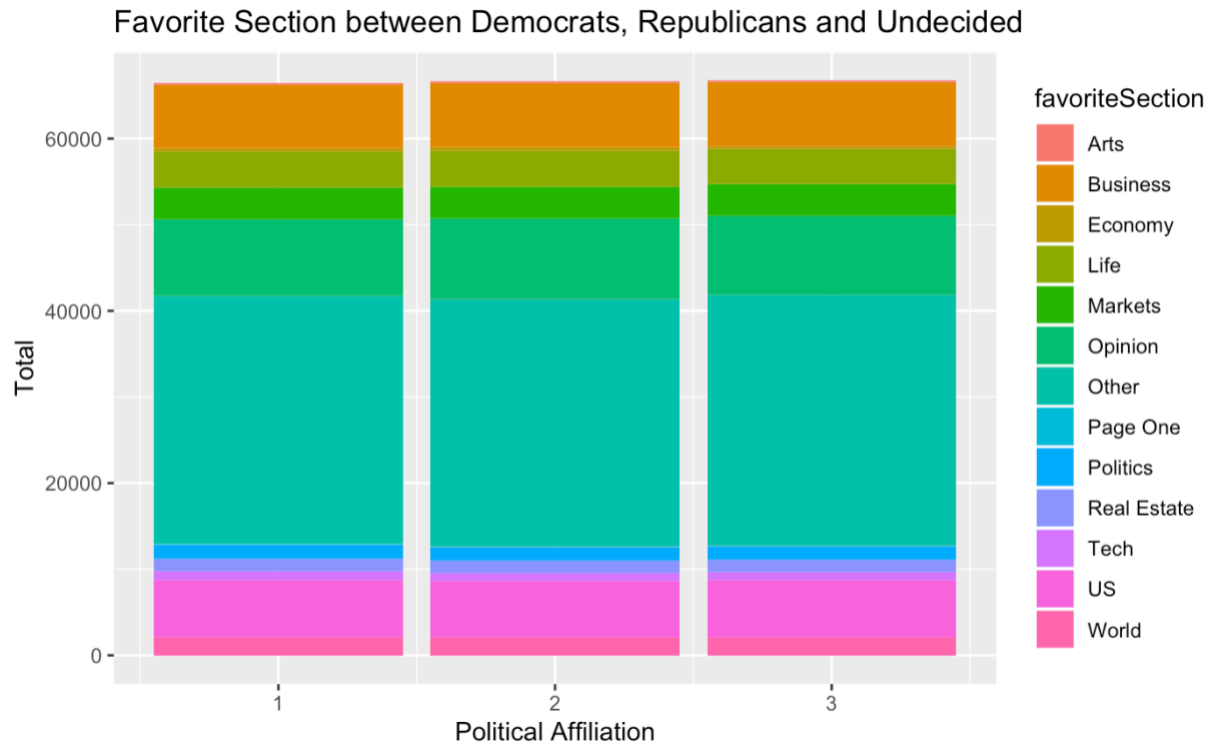
WSJ Devices



Recommendations

- Based on the above plots, users are active at a similar rate on all devices. However, it seems like Mac and Mobile are the top 2 preferences.
- Therefore, ideally this product should be catered towards Mac and Mobile users to incorporate less bugs and a more seamless process on these two devices.

3. Political Affiliation



Recommendations

- Based on the above plot, we can conclude that regardless of political party, users read the same content and have similar preferred sections.
- Without more data to understand what the “Other” section consists of, creating a product that leans towards one political party will not make a difference. If that data was available, we could make a conclusion based on the type of article (more/less conservative) on how a particular affiliation could help cater this product to a more targeted audience.
- Another interesting point to be noted is that a majority of the users do not seem to read/prefer the Politics section. Therefore, focusing on a different strategy to deliver content would be beneficial. This could also be done by engaging more users to active a newsletter, since we know a majority of users prefer content delivered through the WSJ App.