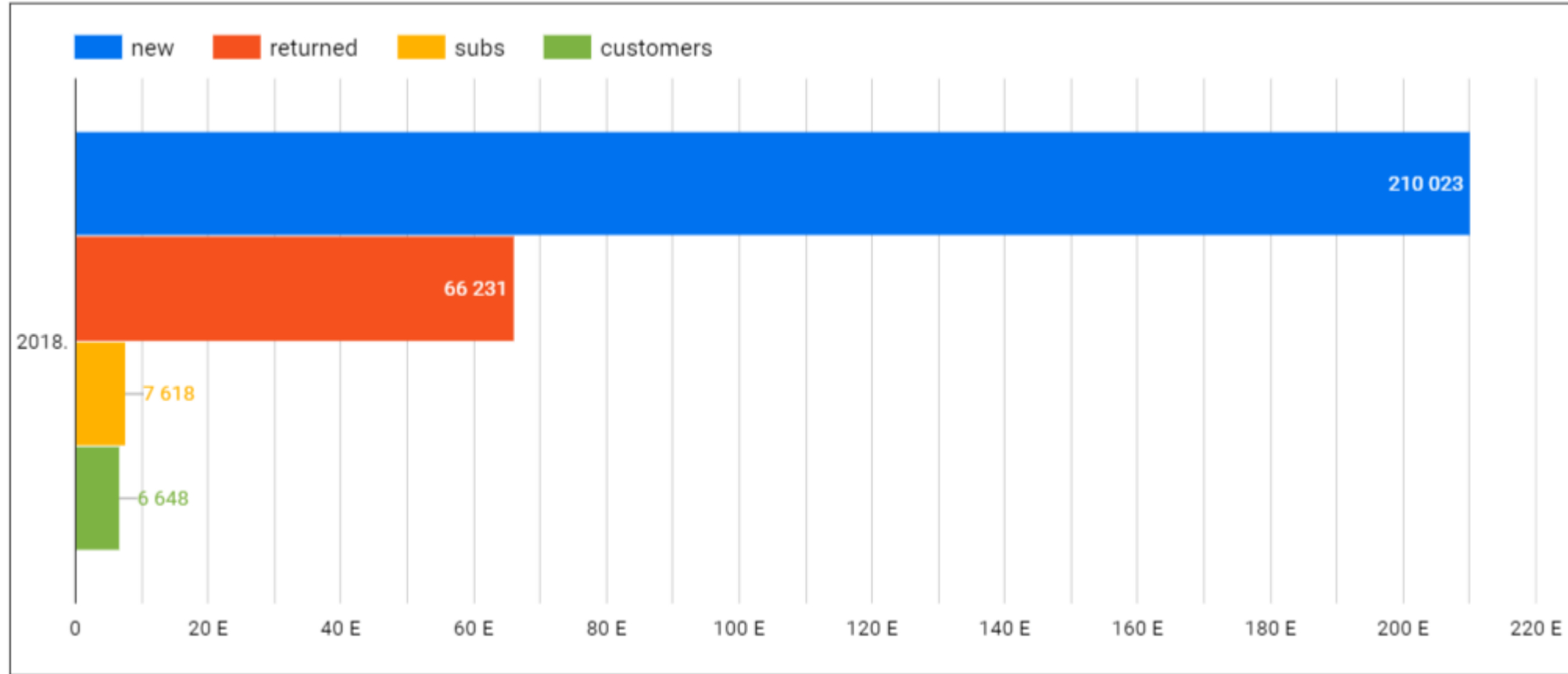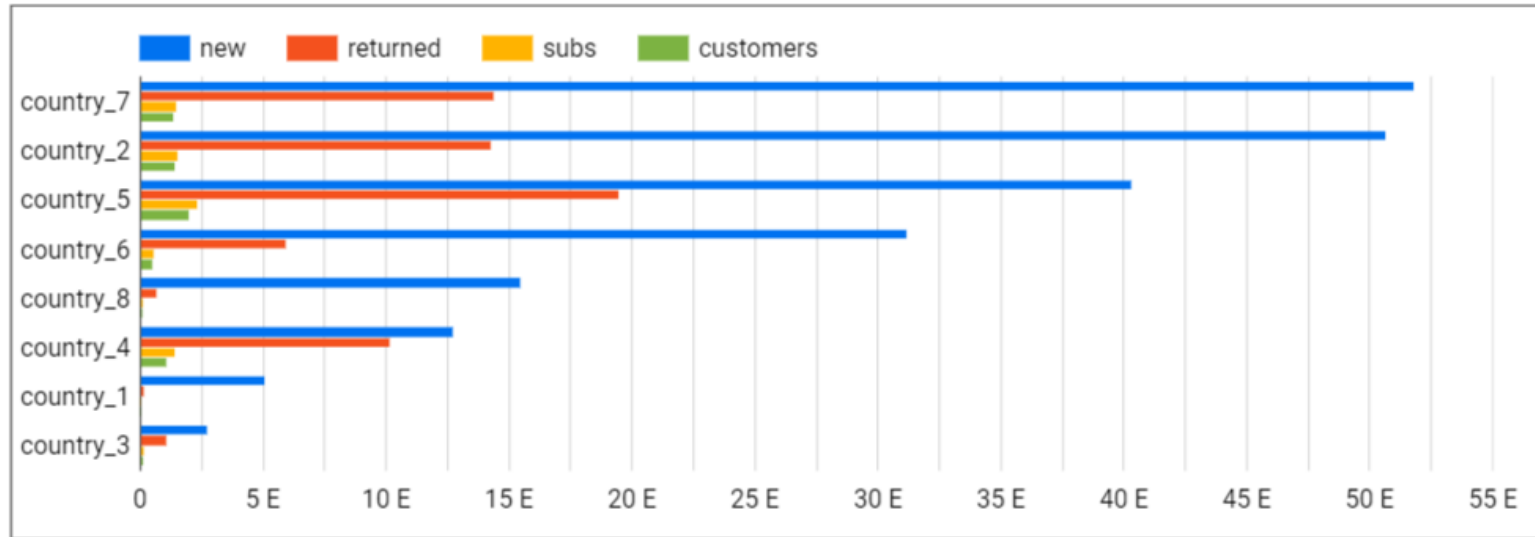# DILAN'S TRAVEL GUIDE

## Analysis
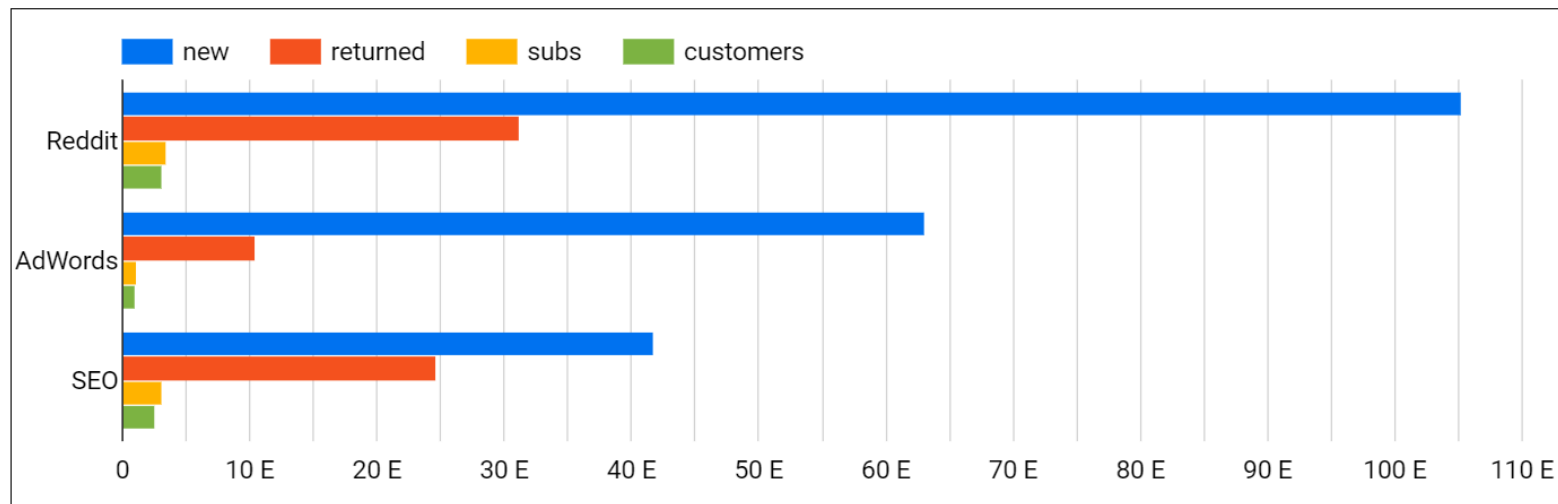
# Funnel

# Funnel



32% of readers return to the blog.

- Specified weekly articles may help with retention.
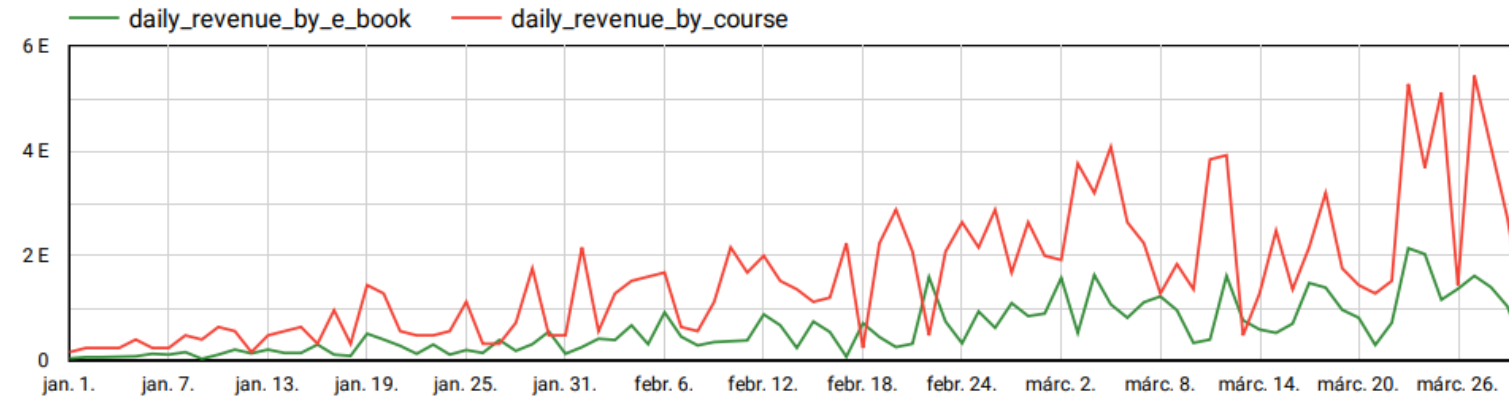
Most customers are subscribers too.

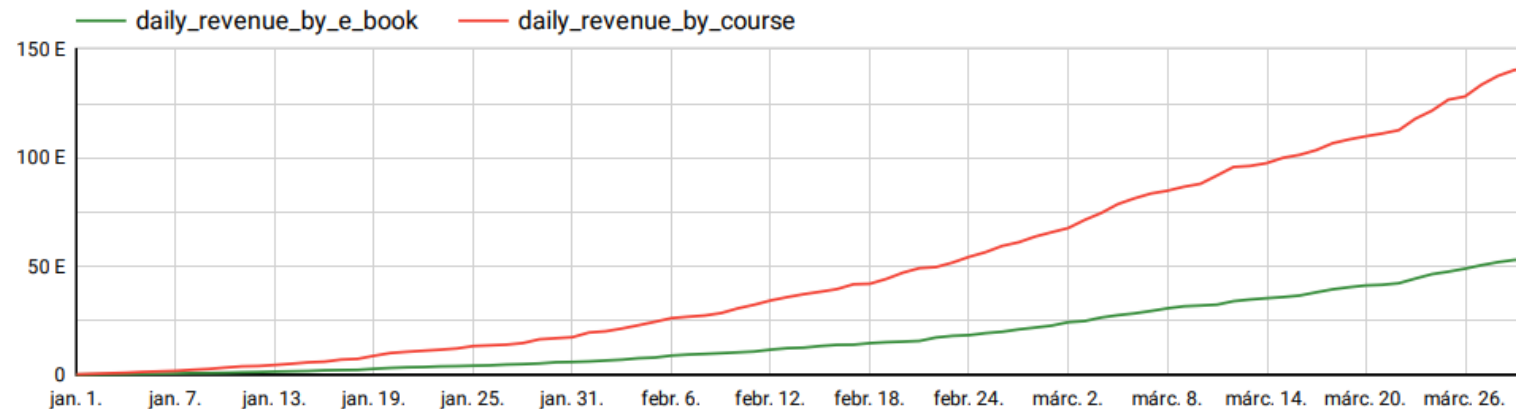- Focusing on getting more readers to become subscribers.

# KPIs

**Daily Revenue by e-book and Course**

— daily_revenue_by_e_book    — daily_revenue_by_course



*Trends of e_book and course revenue between 01.01.2018 - 31.03.2018.*

**Cummulative Revenue by e-book and Course**

— daily_revenue_by_e_book    — daily_revenue_by_course
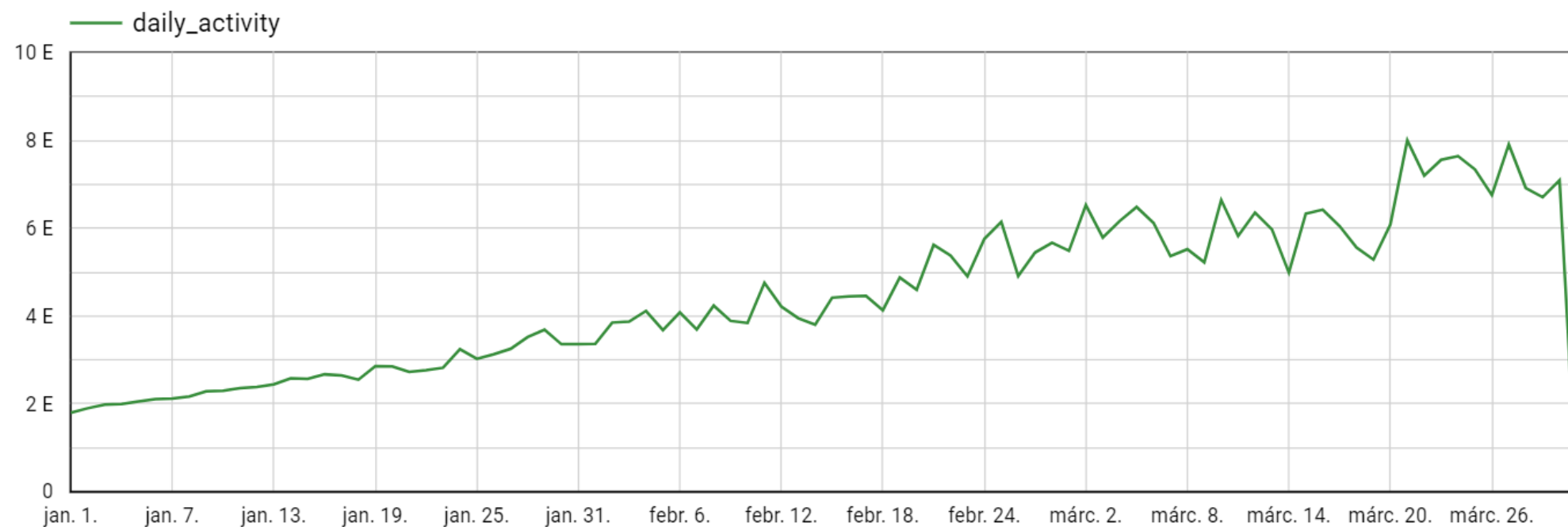


*Trends of e_book and course cummulative revenue between 01.01.2018 - 31.03.2018.*

Course sales gives the most of the revenue.
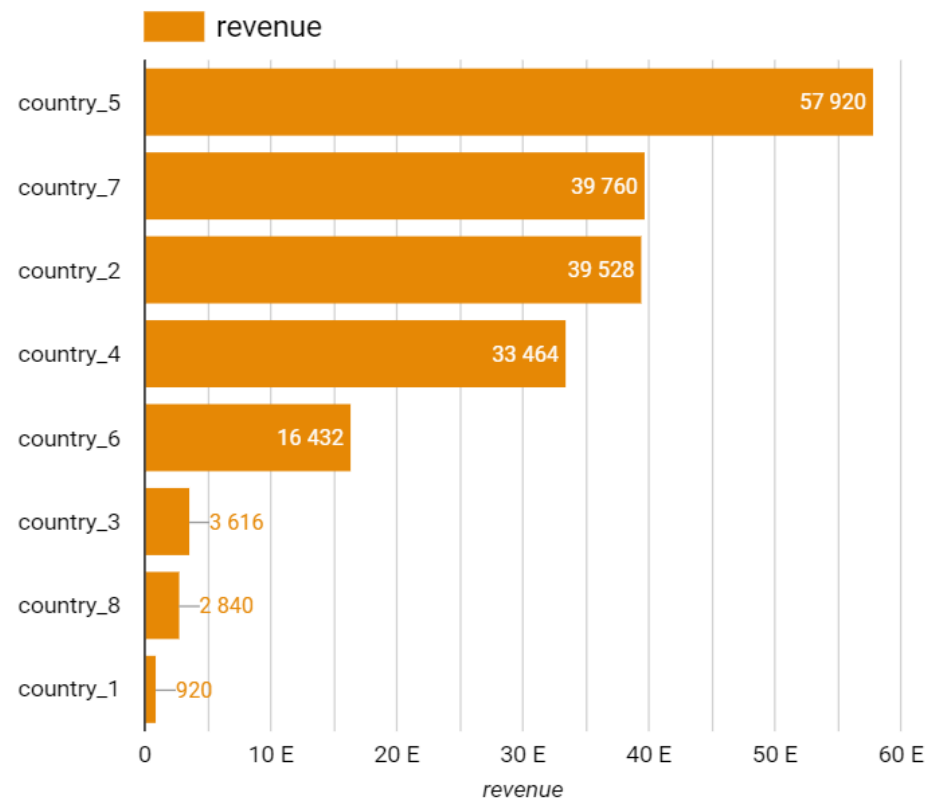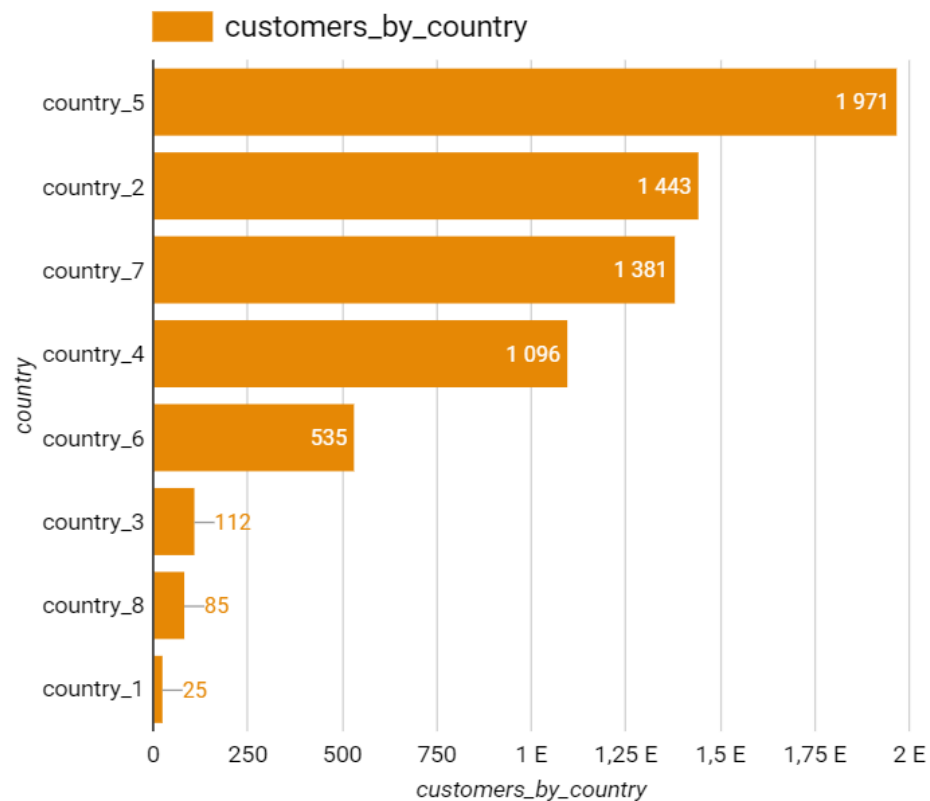
Daily avarage revenue $ 2.185

# KPIs

**Daily Activity**



*Trend of daily activity for every day between 01.01.2018 - 31.03.2018.*

# Country Analysis



Sum of Customers and sum of Revenue for each Country between 01.01.2018 - 31.03.2018.

Both in number of customers and sum of revenue , Country_5,7,2,4 are the most profitable.
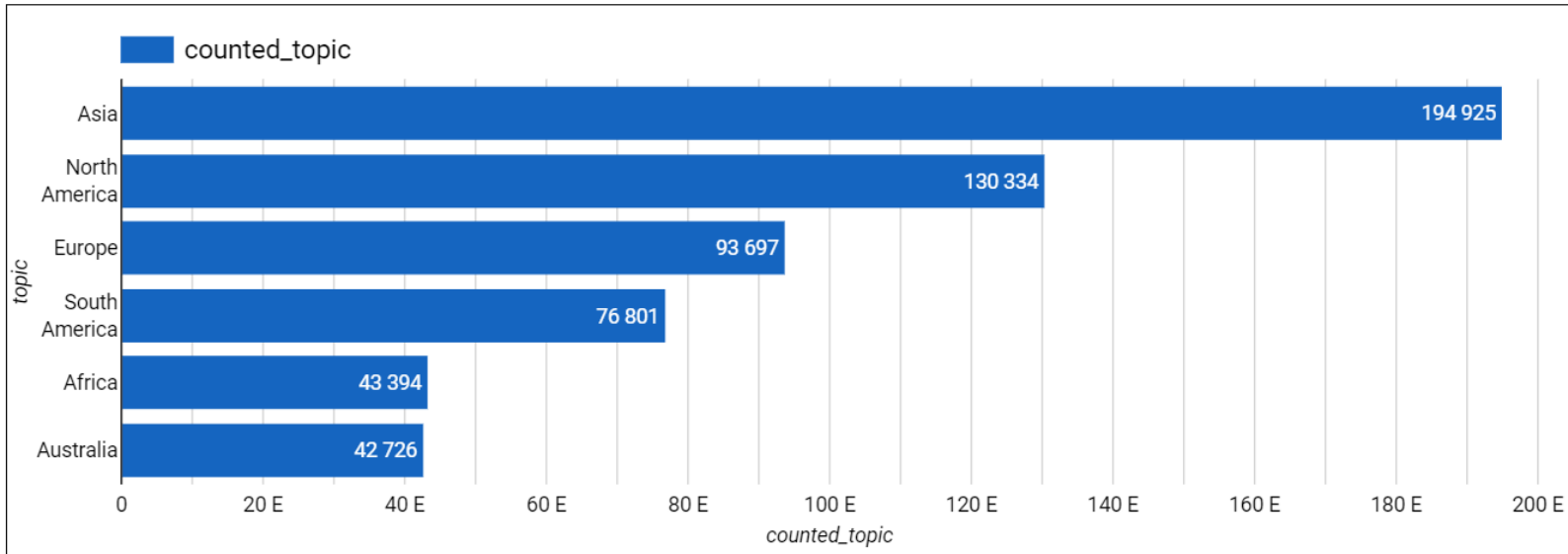
# Topic Analysis



Count of readers between 01.01.2018 - 31.03.2018.
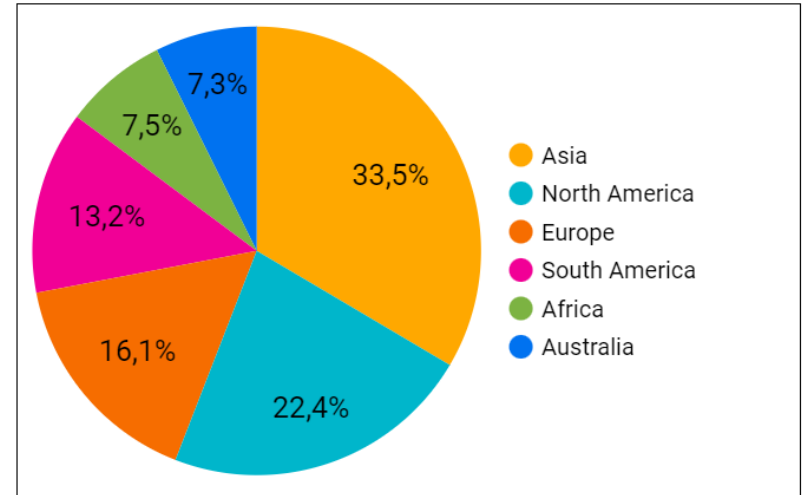


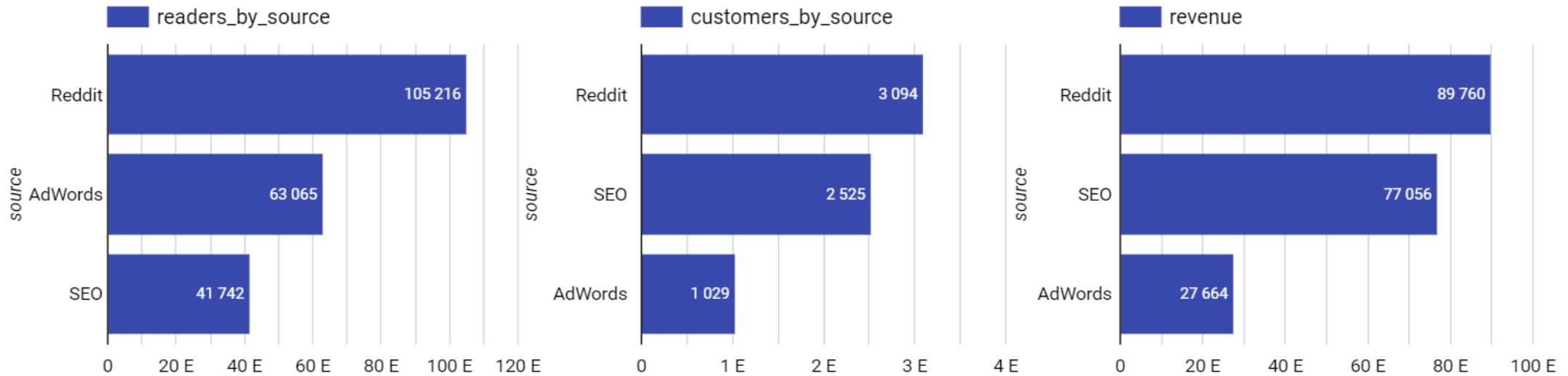Distribution of readers between 01.01.2018 - 31.03.2018.

Top 3 topics:

| Asia | North America | Europe |

# Source Analysis



Count of Readers, count of customers and sum of revenue between 01.01.2018 - 31.03.2018.

Reddit wins all categories.

AdWords doing poorly in source analysis.

Should allocate more money to Reddit and SEO.

## Profitable segments

| source | country_8 | country_7 | country_6 | country_5 | country_4 | country_3 | country_2 | country / revenue country_1 |
|---|---|---|---|---|---|---|---|---|
| SEO | 2 832 | 16 752 | 8 200 | 20 184 | 9 096 | 1 520 | 17 552 | 920 |
| Reddit | | 18 600 | 7 536 | 28 056 | 15 032 | 1 848 | 18 688 | |
| AdWords | 8 | 4 408 | 696 | 9 680 | 9 336 | 248 | 3 288 | |

*Sum of Revenue broken down by country and source. Color shows sum of revenue.*

**Top 5 segments:**

- Customer from Country_5, Reddit
- Customer from Country_5, SEO
- Customer from Country_2, Reddit
- Customer from Country_7, Reddit
- Customer from Country_2, SEO

# Conclusion

- Revenues cover expenses.
- Course sales gives the most of the revenue.
- Reddit and SEO ads bring most of the customers.
- Country_5,7,2 are the most profitable.
- Based on linear regression analysis new readers arrival is expected.

# What do I recomend?

- Based on linear regression analysis, in the next couple of month new readers will arrive.

- Due to this fact my main goals will be:
  - Weekly articles which are based on the Top 3 topics (even country-specific articles).
  - Focusing on Reddit and SEO ads in Country 5,7,2 and 4.

- Nr 1. KPI: Subs/New readers ratio (especially for the above countries) incrase from 3-6% to 15-20%.