Linkfire

Data Analytics Challenge 2023

Agenda

Assumptions

- Event types
- Metrics

Analysis

- Descriptives
- Which territories to focus on?
- What metrics to focus on?
    - Click Rate
    - Preview Rate

Conclusion

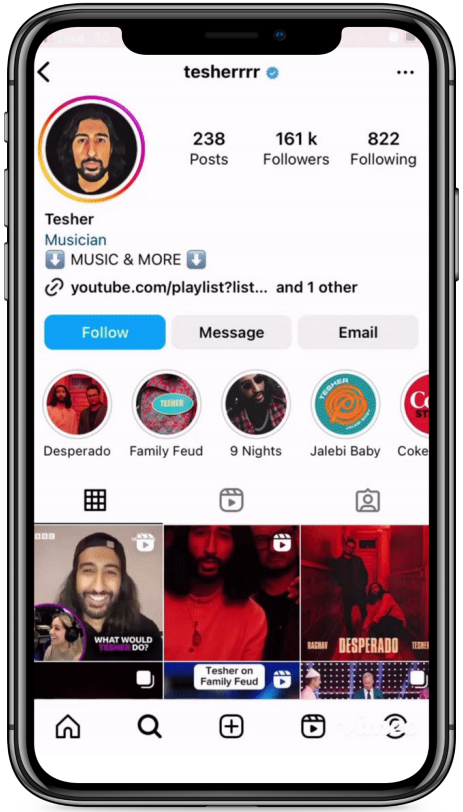
Assumptions
Event Types

Below is my interpretation of the data provided

Page views
A user clicks on a linkfire link on an external platform (e.g. Instagram bio) and gets redirected to a linkfire page

Previews
A user listens to a brief audio snippet or watches a short video teaser of a track before leaving a linkfire page

Clicks
A user clicks one of the available links to a music streaming service(e.g. Spotify) and leave the linkfire page



Assumptions **Meaningful metrics**

Pageviews
Based on my understanding of the data, pageviews is a relevant metric to track to understand which countries, artists, tracks are driving the traffic, and therefore should be focused on. However, the number is difficult to improve as it depends on the artists' audience and popularity

Preview Rate (previews / pageviews)
The percentage of users that listen to a brief audio snippet or watches a short video teaser of a track before leaving a linkfire page.
My assumptions is that this can be influenced by linkfire by making the feature appealing and easy to find

Click Rate (previews / pageviews)
The percentage of users that clicks one of the available links to a music streaming service(e.g. Spotify) and leave the linkfire page. My assumptions is that this can be influenced by linkfire by making all the relevant streaming services available and in the right order

Descriptives of data from **7 days** of linkfire **web traffic**

142.015
pageviews

28.351
previews

55.732
clicks

Across...

211 Countries
2419 Artists
3562 Tracks

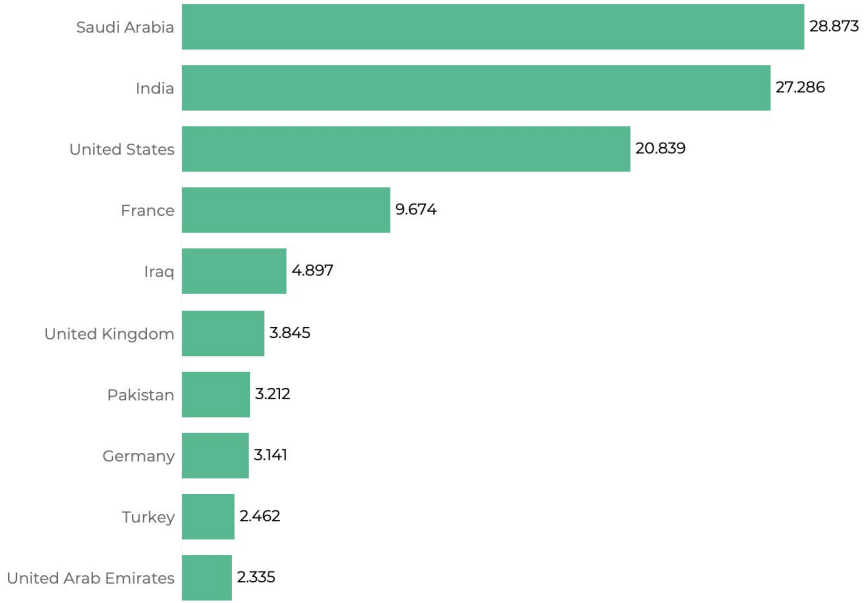
subject

Which **territories** to focus on?

Which **territories to focus on?**

Narrowing down the scope

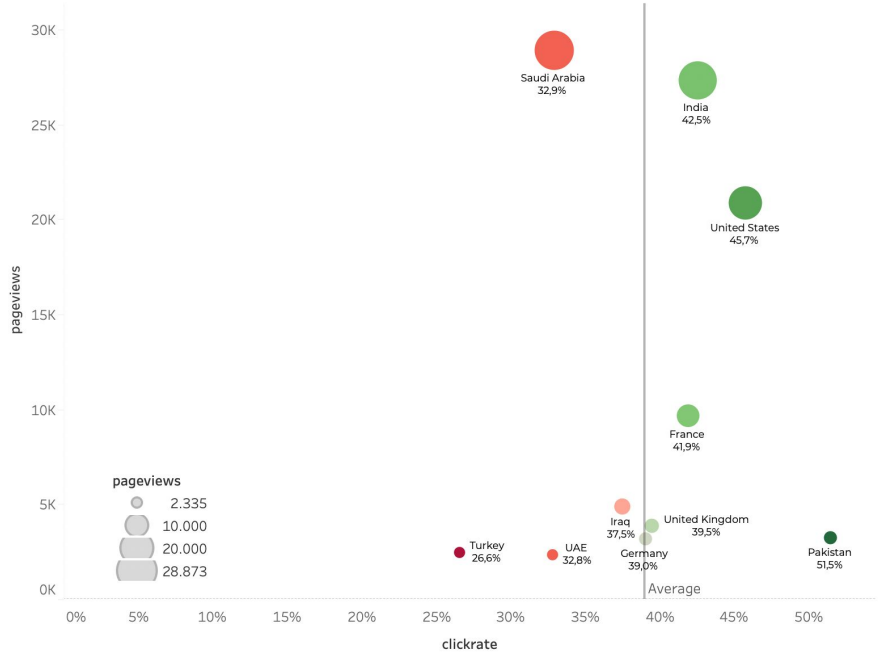
Let's look further into the top 10 countries with the most pageviews



subject

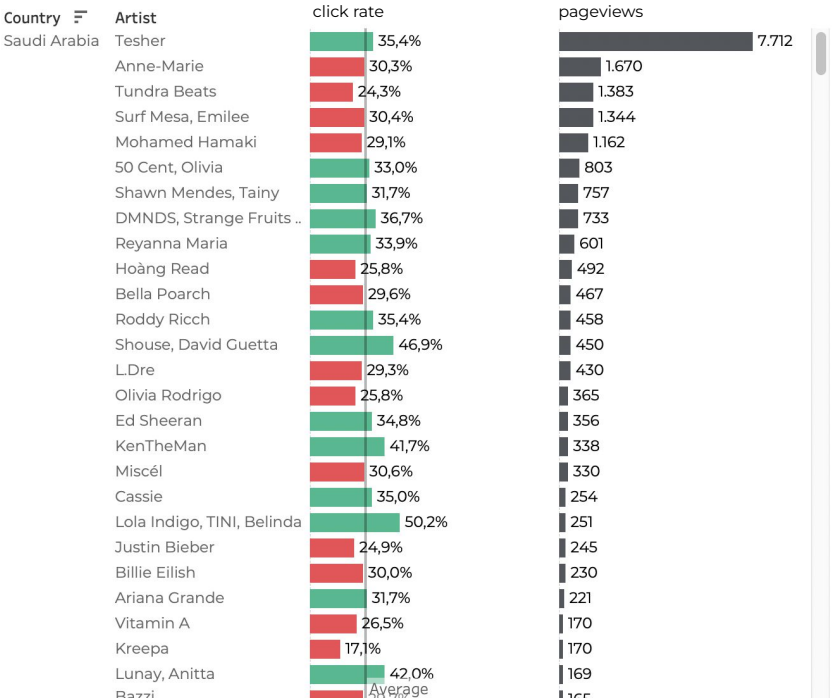
Which **metrics** to focus on?

Click Rates by country and page views



Saudi Arabia is the largest country (in page views) with a **click rate below average**

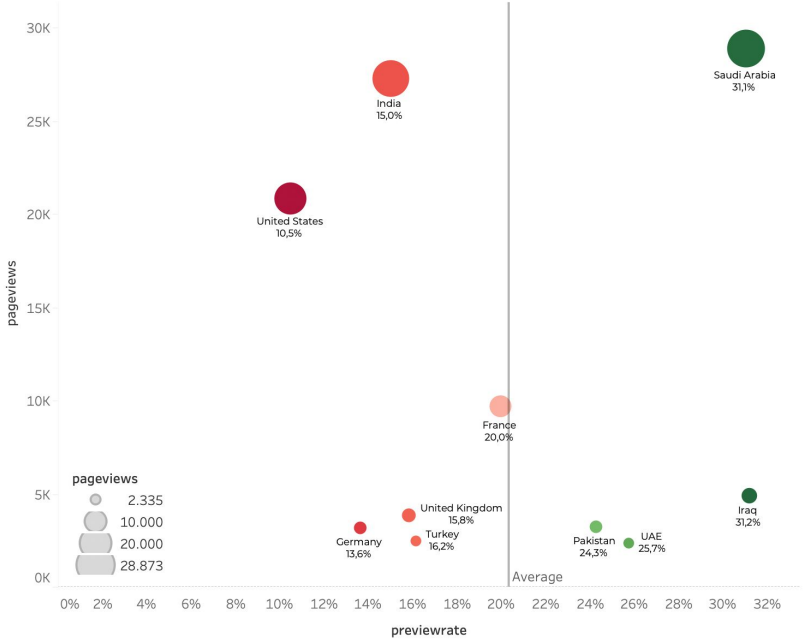
Saudi Arabia
Click Rate Deep Dive



Click Rate

- Some artists driving a high number of pageviews are struggling with their click rates in Saudi Arabia e.g.:
    - Tundra Beats
    - Anne Marie
    - Muhammad Hamaki

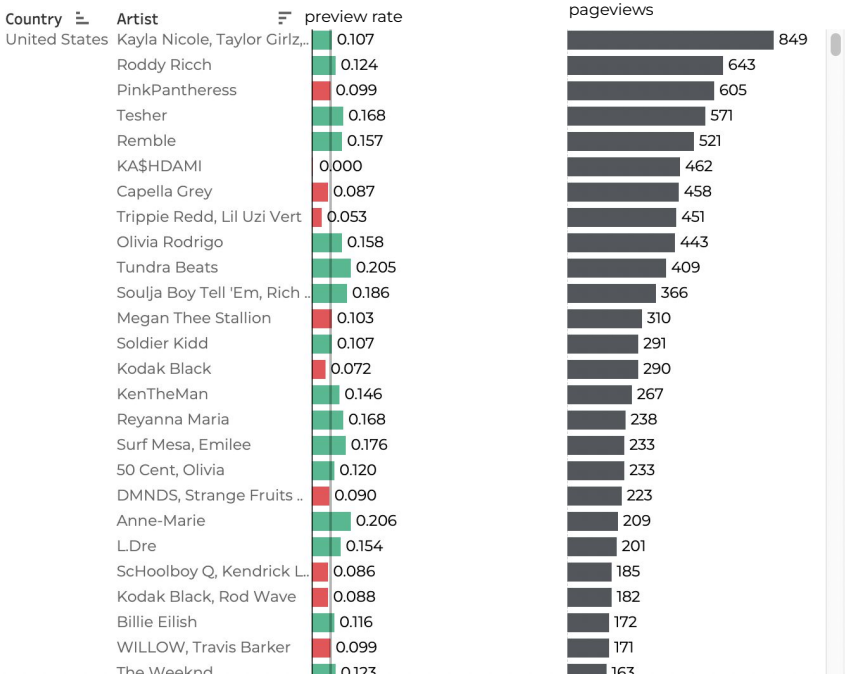
Previews Rates by country and page views



United States & India is the largest two countries (in page views) with a **preview rate below average**

United States

Preview Rate Deep Dive



Preview Rate

- Some artists driving a high number of pageviews are struggling with their preview rates in United States e.g.:
  - KA$HDAMI
  - Capella Grey
  - TrippieRedd, Lil Usi Vert

Conclusion

Findings & Recommendations

from a data professional, but music link novice... ;)

1

Click rate issues in Saudi Arabia

Challenge
Saudi Arabia is the largest country (in page views) with a click rate below average. This analysis pointed towards specific artist driving the click rate downwards: (e.g. Tundra Beats, Anne Marie, Muhammad Hamaki)

Recommendation
Look further into why these specific artist are not performing well in terms of click rate. Ideas could be checking up on music streaming service usage in the region. Is the order right and to make sure the content of the link generally corresponds to what the audience expects before clicking the link.

2

Preview rate issues in United states & India

Challenge
United States & India are the largest two country (in page views) with a preview rate below average. This analysis pointed towards specific artist driving the preview rate downwards: (KA$HDAMI, Capella Grey, TrippieRedd

Recommendation
Look further into why these specific artist are not performing well in terms of preview rate. Ideas could be trying out different pictures behind the preview of the track, rearranging the location of the preview.