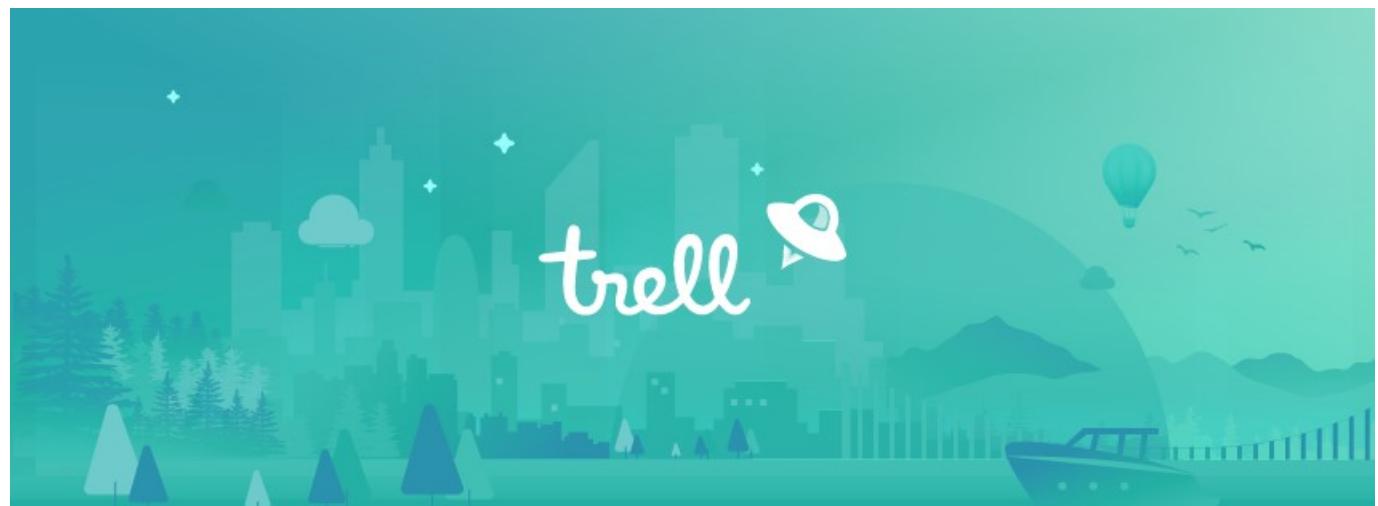

Trell

Where Explorers Share & Discover Offbeat Experiences

Analysis Report - 2 October 2018



INTRODUCTION



To travel is to live. To explore is to live. Travelling teaches us to live the moment. Capturing such moments and sharing it with others is a popular trend these days and Trell provides such a platform to share one's experiences. With a huge user database to manage, the main challenge of this application is to keep the current users active, increase user participation and to enhance the popularity of this application.

After going through this application for a while I decided to do some analysis on the trails in the Featured section and in my Search section. The main focus was to determine what types of trails are visible to me, how popular are these trails, how many of each types(based on interests) are displayed, on what basis are these trails displayed, how can these trends improve the user's experience?

ANALYSIS

This application is surely super addictive and one can keep scrolling over the trails for hours. The user going through these trails can broadly be classified into the following categories:

1. Regular/Daily user (active users)
2. An occasional user who just wants to be updated with anything new around
3. A person who wants to know about a certain place/interest that he/she is currently exploring or about to explore.

After doing some comprehensive study of the trails in my *Search-Trails* segment and *Featured* segment, I prepared a dataset for my analysis work.

Description of Database used for Analysis

All the interests were selected (Food&Drinks, Travel, Arts&Culture, Adventure, Local Attractions) to yield an unbiased result.

Two databases are used for analysis purpose:

1. SearchAnalysis: Information of top 50 trails in the Search-Trails section
2. FeaturedAnalysis: Information of top 50 trails in the Featured/Trending section

These datasets (50x5) consist of 5 columns and 50 entries (trails). The attributes of datasets consist of:

1. Interest Type: The trails were broadly categorized into 6 interest types.

- a. Travel
- b. Art & Culture
- c. Food & Drinks
- d. Adventure
- e. Local Attractions
- f. Experiences (This additional category is added to include the trails where the users have shared their personal experiences of any event/meet-ups they attended.)

**The categorization of any trail may vary from person to person. While categorizing the trails, the interest type was selected with the broader perspective of that trail.*

2. Number of Views

3. Number of Likes

4. Number of Comments

5. Number of Posts

The rest of the attributes help in deciding the popularity of that trail. More the number of followers of the uploader, more the probability of higher number of likes and comments.

	InterestType	Views	Likes	Comments	Posts
0	Travel	1024	31.0	7.0	5
1	Travel	18000	450.0	7.0	20
2	Adventure	727	110.0	NaN	12
3	Experiences	670	25.0	NaN	4
4	Travel	1832	92.0	6.0	10

	InterestType	Views	Likes	Comments	Posts
0	Travel	7087	484	4.0	25
1	FoodDrinks	7285	122	1.0	10
2	Experiences	5116	110	NaN	7
3	ArtCulture	2941	83	1.0	4
4	LocalAttractions	10302	156	22.0	7

A glimpse of the datasets (SearchAnalysis and FeaturedAnalysis)

ANALYSIS AND RESULTS

Analysis of Search-Trails section:

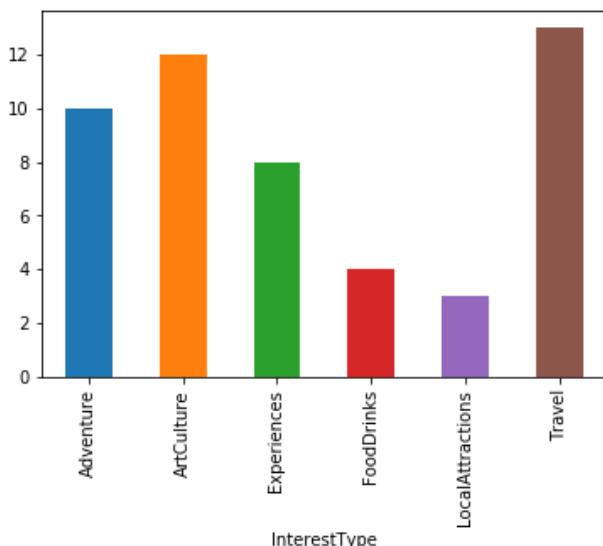
	Views	Likes	Comments	Posts
count	50.000000	50.000000	50.000000	50.000000
mean	1845.400000	67.120000	1.660000	7.660000
std	2746.552845	71.752875	3.153294	4.03864
min	269.000000	0.000000	0.000000	4.000000
25%	760.500000	31.250000	0.000000	5.000000
50%	1159.500000	47.000000	0.000000	6.000000
75%	1823.250000	79.500000	2.000000	9.000000
max	18000.000000	450.000000	18.000000	23.000000

Database Description

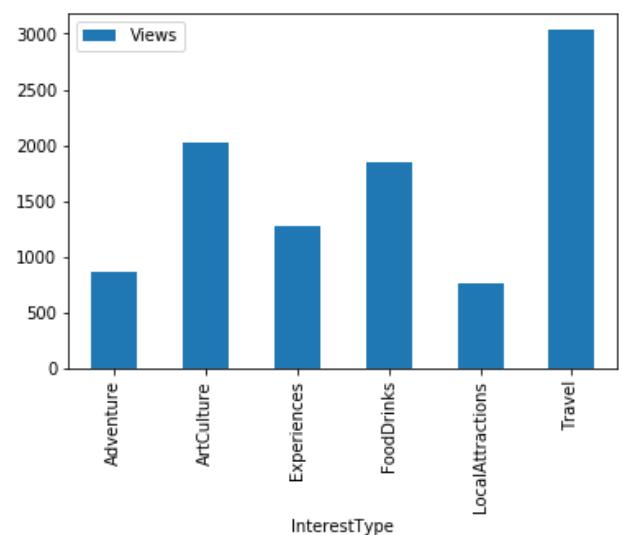
INFERENCE:

- From the above observations it can be stated that the popularity of a trail heavily depends on the views and the likes it receives, not on the comments & posts it has.
- A user is encountered with a dynamic range of trails in his search feed ranging from just 269 views to 18000 views.
- Considering the average of 7 - 9 posts per trail, this can help in organizing the database of the users and uploads.

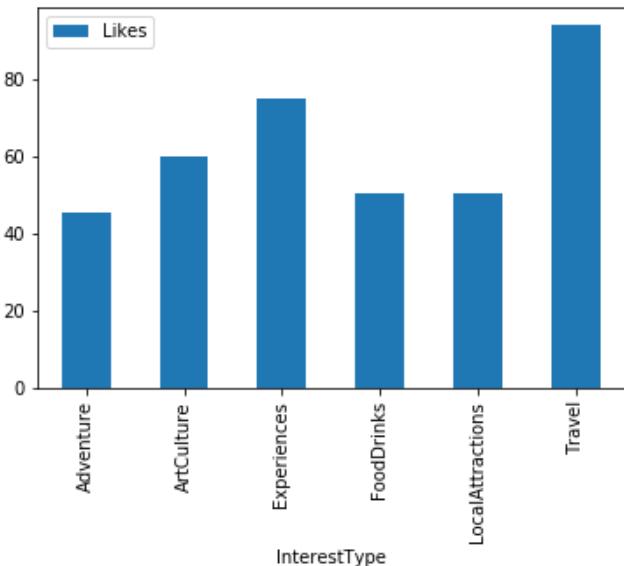
The above description is a bit vague and does not tell about the type of trails. So, for a detailed analysis, the trails were categorized and then compared on the basis of the frequency of its occurrence, number of views, number of likes, and ratio of likes/view.



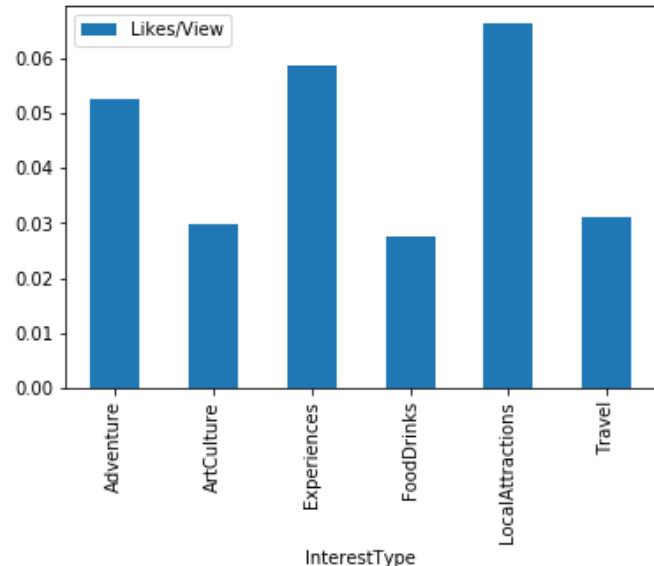
Graph 1.1 Frequency of each Interest Type



Graph 1.2 Average Views of each Interest Type



Graph 1.3 Average likes of each Interest Type



Graph 1.4 Total Likes/Total Views

OBSERVATIONS AND RESULTS:

- From the first graph it can be seen that the trails featuring a travel experience or the Art & Culture of a place covers a major part of the search feed whereas the trails featuring Local Attractions and Food & Drinks are very rare.
- The second graph is based on the observations of the first graph: *more the frequency of the interest type more views it receives*. But the Food & Drinks section though being less in number gets a higher number of average views than that of the trails featuring Adventure and Experiences.
- The third graph shows that people like more of Travel, Experiences and Art & Culture Trails. (*It may vary depending on the popularity of the uploader*)

A trail of a last month and a trail uploaded last week will have a huge difference in its viewership. So, comparing on the basis of just views or likes is not appropriate. To solve this problem the last graph comes into picture displaying the ratio of total likes and total views (This is just a rough estimation, there are various other factors responsible for the same). This ratio can help in detecting the popularity of the trail irrespective of the date of its upload. Higher the value of Likes per view higher is the chance of this trail to be popular among the audience.

This shows that people really enjoy the trails about Adventure, Local Attractions and Experiences shared by the people.

Analysis of Featured section:

	Views	Likes	Comments	Posts
count	50.000000	50.000000	50.000000	50.000000
mean	11251.100000	237.760000	5.040000	11.860000
std	10241.499743	143.331863	8.621189	6.509052
min	1539.000000	54.000000	0.000000	3.000000
25%	5901.000000	130.250000	1.000000	8.000000
50%	8523.500000	190.500000	2.000000	10.000000
75%	13276.000000	311.250000	5.000000	12.750000
max	69726.000000	690.000000	50.000000	30.000000

OBSERVATIONS:

1. The range of the views of the trails is from 1539 to 69,726 with an average of 11251.
2. Major number of trails have smaller number of comments.
3. Average number of likes is around 237 whereas average number of views is 11251.
4. At an average an uploader uploads around 11-13 posts in a trail.

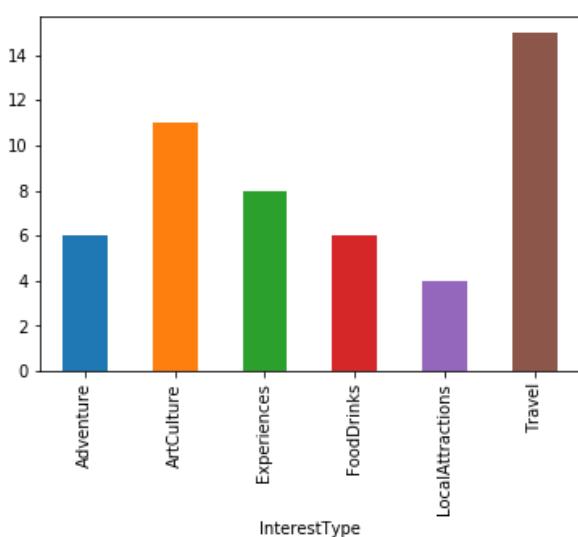
Database Description

INFERENCE:

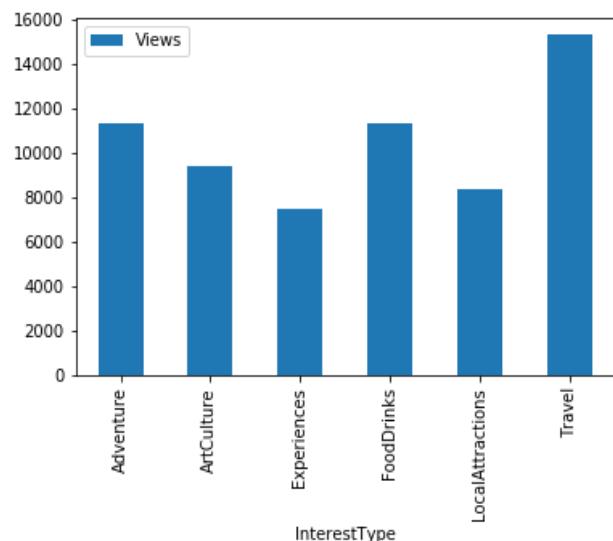
- From the above observations it can again be stated that the popularity of a trail heavily depends on the views and the likes it receives, not on the comments & posts it has.
- A user is encountered with a dynamic range of trails in the featured section ranging from just 1592 views to 69,726 views.
- Considering the average of 11-13 posts per trail, this can help in organizing the database of the users and uploads.

The quality of trails on the Featured Section is quite different from the quality of trails in the search section. The trails displayed in the search feed vary according to the user.

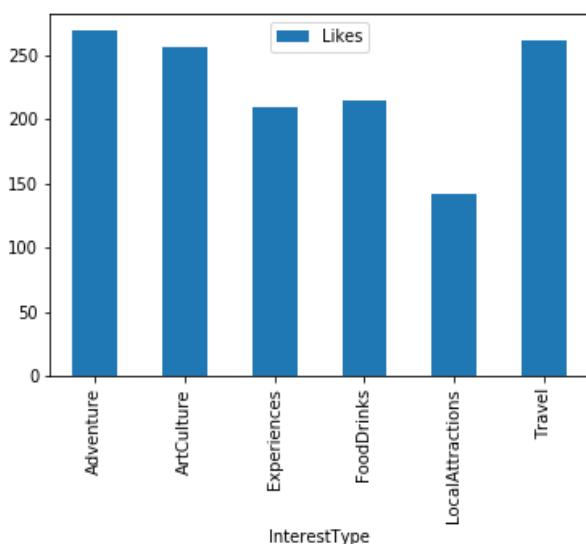
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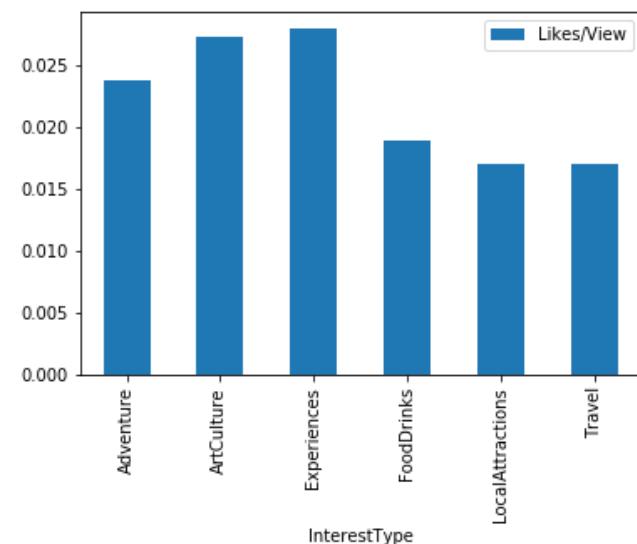
Graph 2.1 Frequency of each Interest Type



Graph 2.2 Average Views of each Interest Type



Graph 2.3 Average likes of each Interest Type



Graph 2.4 Total Likes/Total Views

OBSERVATIONS AND RESULTS:

- From the first graph it can be seen that the trails featuring a Travel experience or the Art & Culture of a place covers a major part of the search feed whereas the trails featuring Local Attractions and Food & Drinks are very rare.
- The second graph is based on the observations of the first graph: *more the frequency of the interest type more views it receives*. But the Food & Drinks and Adventure section though being less in number get a higher number of average views than that of the trails featuring Art & Culture and Experiences.
- The third graph shows that Local Attractions are least liked category. (*It may vary depending on the popularity of the uploader*).

Thus, showing less of trail based on Local Attractions and more on Food & Drinks and Adventure can boost the viewership and likes of the Featured trails

The last graph shows that people really enjoy the trails about Adventure, Art & Culture and Experiences shared by the people.

CONCLUSION

- The search feed based on the activities of the user is drastically different from the trails displayed in the Featured Section.
- In both the sections the trails featuring Travel experience and Art & Culture are majority in number.
- In search section the relative difference between the average views is much larger than that of the Featured Section. Obviously, the featured section is far more popular and deals with a larger audience.

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- In the featured section it is observed that Trails based on Adventure are enjoyed by other users. Increasing its frequency can enhance viewership and likes.
 - Promotion of less popular interests among the users should be done in order to bind users having such interests.

DISCUSSIONS

The application deals with a tremendous database. In order to maintain its viewership and enhance its popularity the data should be well-organized. Some additional features can be put on to yield optimized results.

- One such feature can be Priority Settings
Suppose there is a user he loves to travel and explore and is also a big foodie but he is more passionate about anything related to Art & Culture. So, he can select all these interests but he gives a higher priority to Art & Culture Interest Type.
Featured and Search trails can depend on the priority settings.
- There can be recommendations for the user based on his/her activities.
- A section can be added having ‘Top 5 experiences Must watch’ just to attract users.
- For occasional users, a weekly report consisting of shortlisted Trails based on their interests can be made and they should get notifications on this basis.