

DILAN'S TRAVEL GUIDE

DATA ANALYSIS

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DILAN'S TRAVEL GUIDE - INTRODUCTION



Dilan is a world traveler and a solo entrepreneur. He writes a travel blog where he sells info products: a \$8 e-book (World Travelers' Best Practices) and a \$80 video course (How To Travel the World).

On his blog he has thousands of readers every day, coming from three sources: Reddit, SEO and AdWords. Dilan writes about his travel experiences covering the 6 main continents of the planet – these are the main categories on the blog. Dilan's travel blog is available in 8 (and only 8) different countries.

The purpose of this analysis is to support Dilan's business and answer the following questions:

1. In which country should he prioritise his effort and why?
2. Any other advice to Dilan on how to be smart with his investments based on the data from the last 3 months?
3. Can you see any more interesting information (beyond the above 2 questions) in the data from which Dilan could profit?

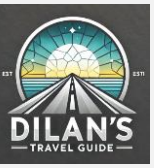
I would like to focus on the user journey, so that we can take advantage of future sales opportunities.

For further analysis the following segmentation could help:

- How much time did the user spend on the page?
- Additional data, such as age, gender, or education level. I think the users provided them during the subscribe process.



DILAN'S TRAVEL GUIDE - SUMMARY



1. In which country should he prioritise his effort and why?

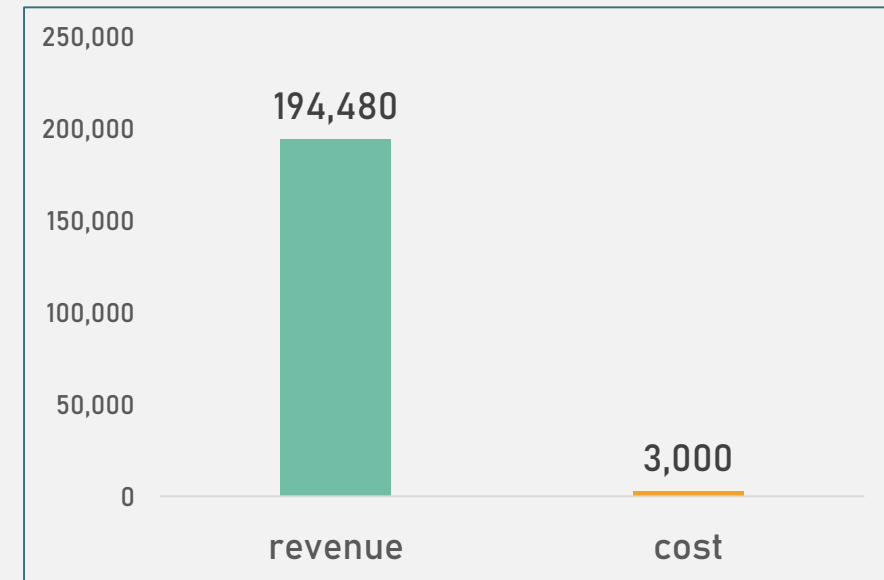
- First look it seems the best countries are country5, country2, country7. They perform very well, they have the most returning readers, subscribers and buyers.
- Country4 has significantly fewer readers than the top 3 countries, but it outperforms them considerably in the user journey. It has the highest proportion of returning readers, subscribers and buyers.
- Dilan can focus on 3 things:
 - To capitalize on the opportunities in country4.
 - Find new countries: similar than country4 or in the continent of the hot topics: Asia and North America
 - There is a huge opportunity in the top3 countries, user journey must be improved.

2. Any other advice to Dilan on how to be smart with his investments based on the data from the last 3 months?

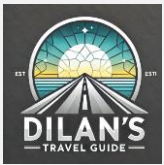
- Focus on improve to user journey in every segment.
- Improve the sources: spend more on Reddit and optimize AdWords, find new social media platforms. He earn the money in the first 3 month to spend more in the future and earn much more revenue. SEO is a very valuable platform, it has brand value.
- Write more topics, specially for the hot topics: Asia, North-America, Europe. It seems that the returning readers will buy paid contents.
- Product development: new paid contents, bundle offers needed.
- Focus on the video course campaigns on Sundays and Mondays.

3. Can you see any more interesting information (beyond the above 2 questions) in the data from which Dilan could profit?

- It's interesting that the costs are significantly lower than the revenues. That's why I haven't focused much on cost analysis, as it's not particularly relevant at the moment.
Currently, this is a very profitable business.
- Other interesting detail that the users spend more on Mondays or Sundays.



DILAN'S TRAVEL GUIDE – KEY DETAILS



total blog reads

581,877

readers count

210,023

returning readers

66,231

subscribers

7,618

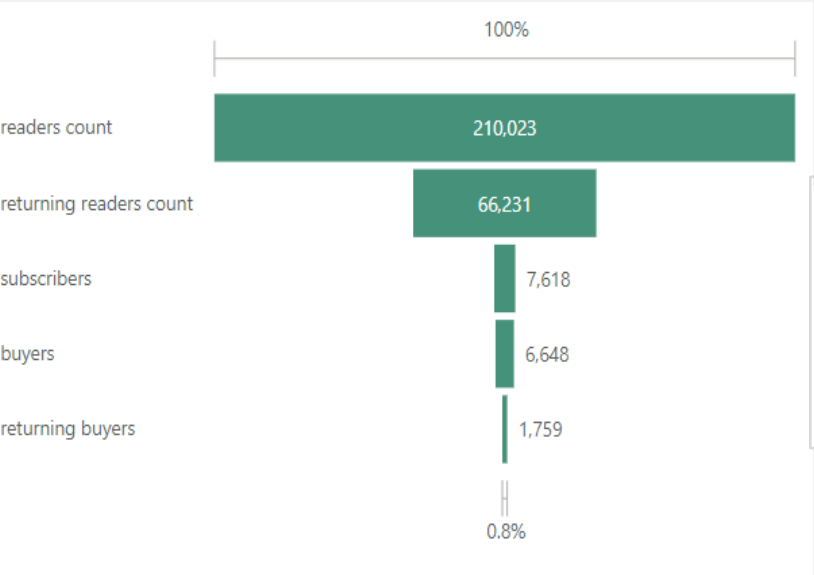
buyers

6,648

returning buyers

1,759

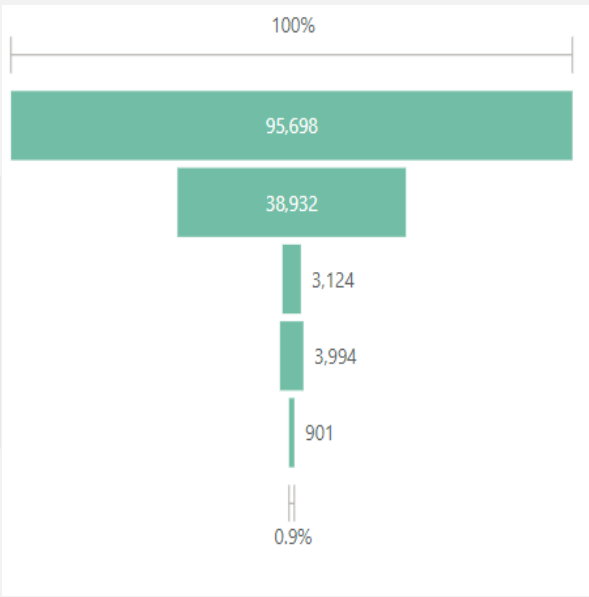
Funnel analysis for 3 month



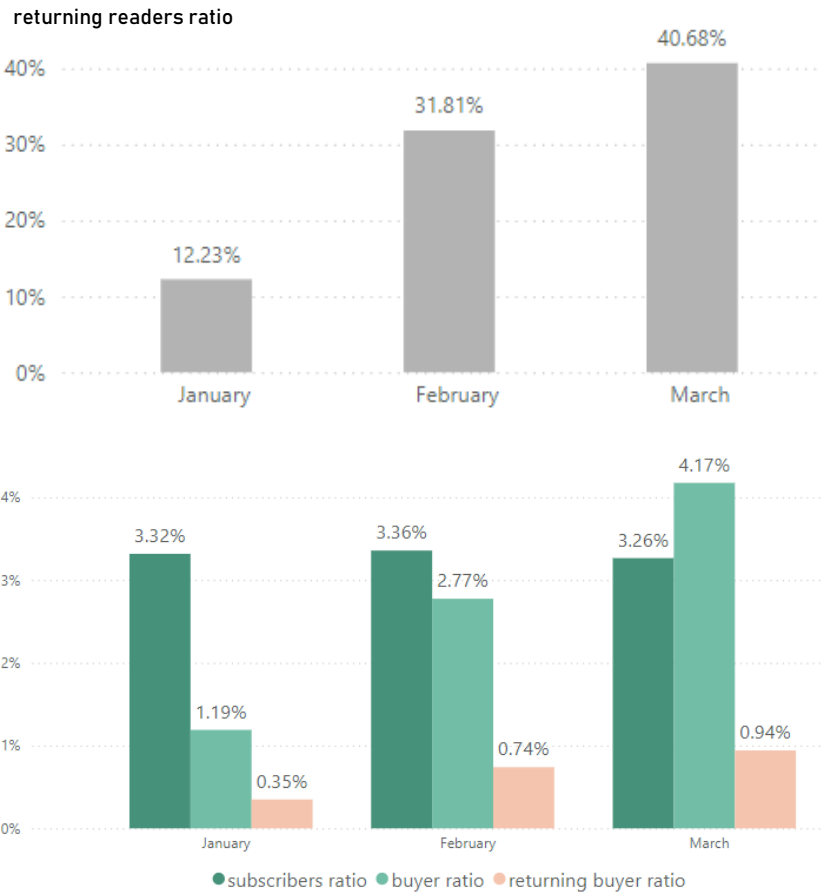
Churn (3 month)

143,792	68.46%
58,613	88.50%
970	12.73%
4,889	73.54%

Funnel analysis in March



User stages ratio

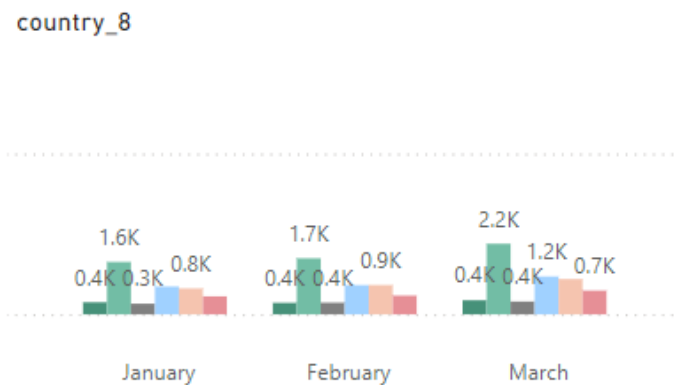
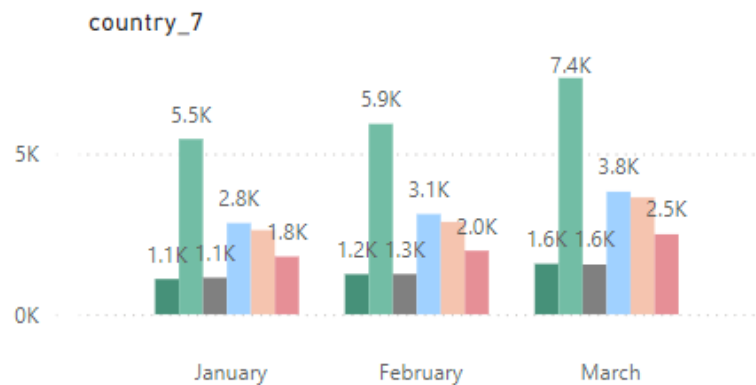
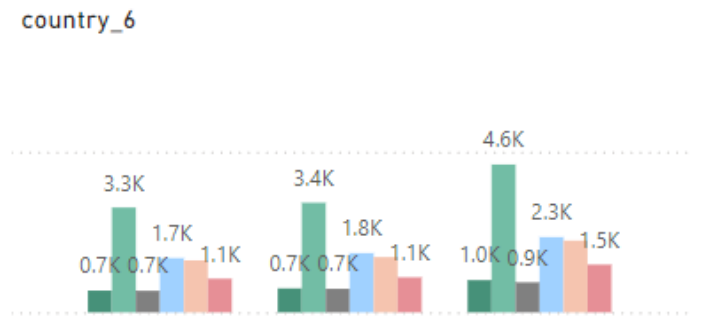
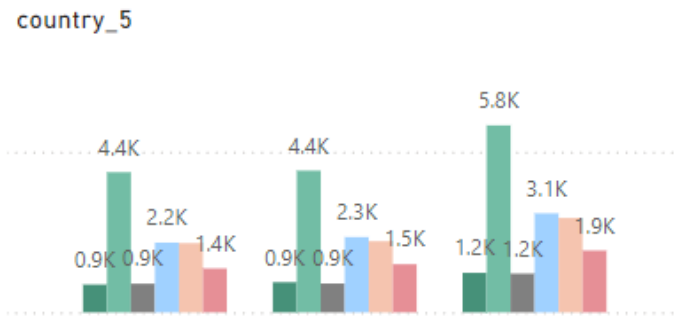
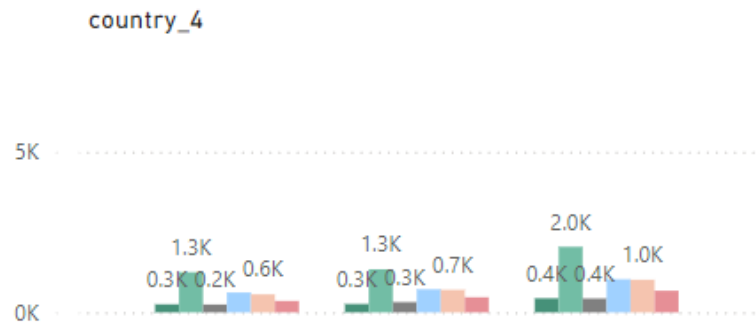
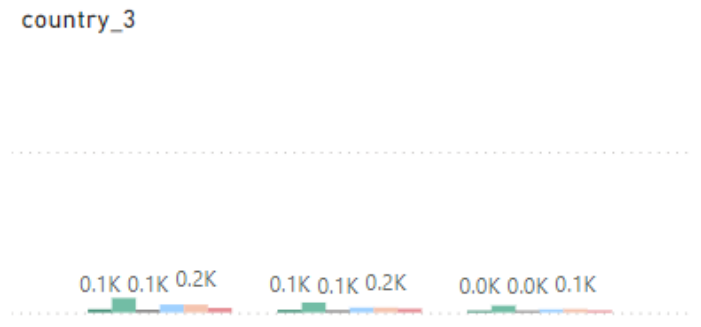
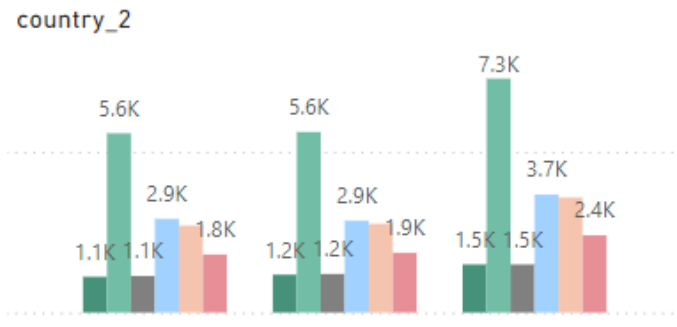
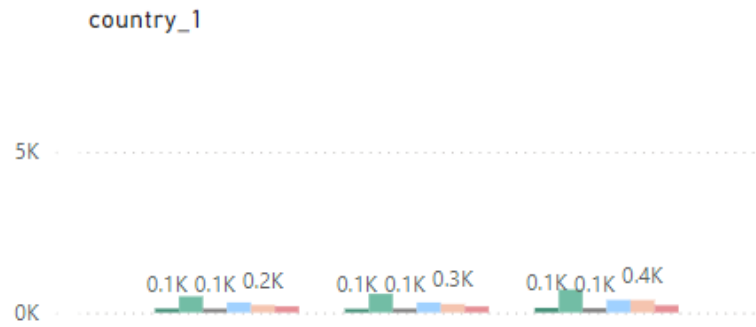


There is a very low ratio of the subscribers, buyers and returning buyers comparing to the readers. The main reason is the high churn on initial stage (returning readers). Other reason for this could be that only a very short time has passed since the blog started. As it seems, the results significantly improved by March, particularly in the number of returning readers, which led to an increase in the proportion of buyers. However, the subscriber rate remained stagnant.

DILAN'S TRAVEL GUIDE – BLOG READERS BY COUNTRY AND TOPIC



● Africa ● Asia ● Australia ● Europe ● North America ● South America



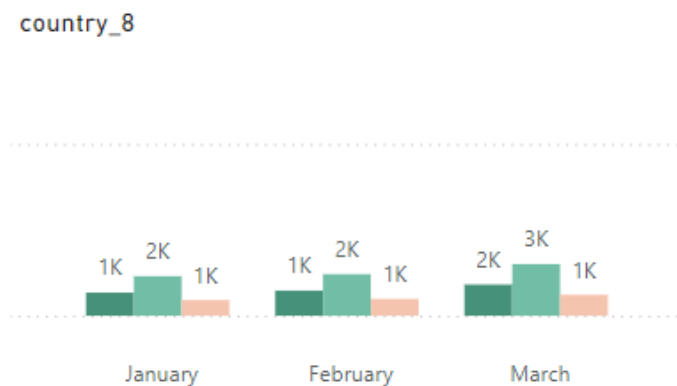
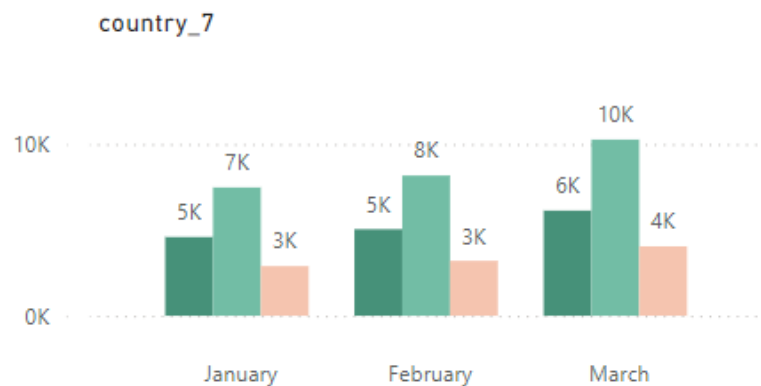
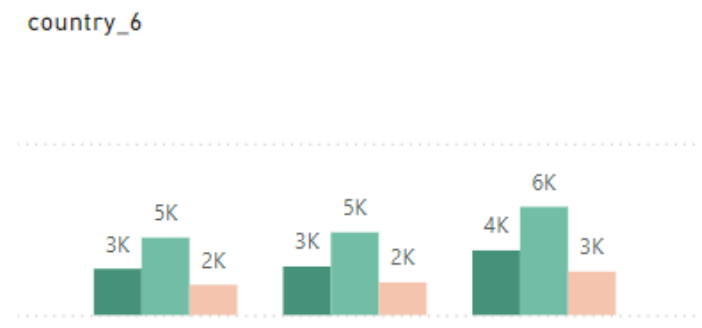
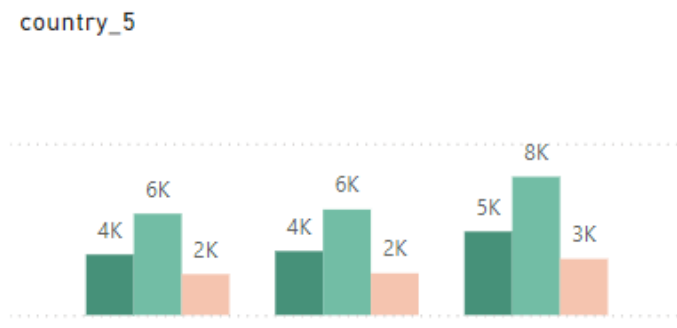
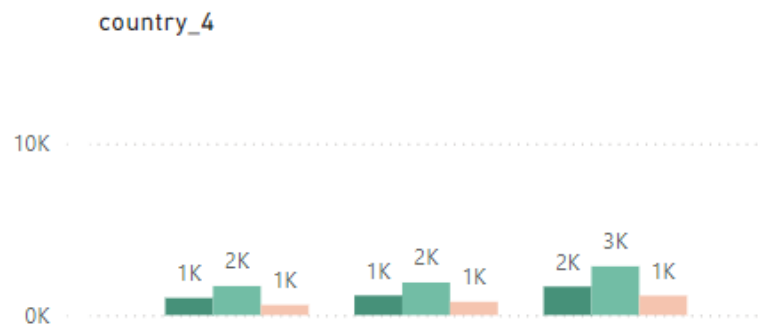
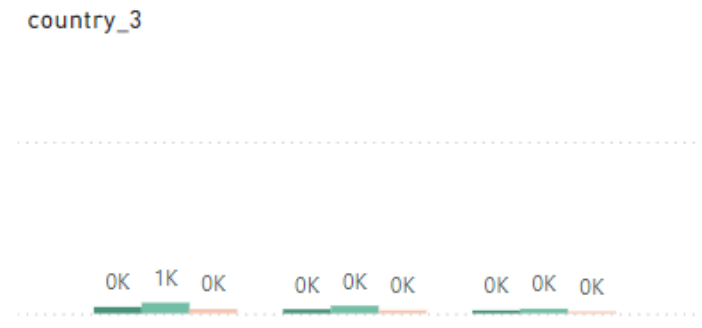
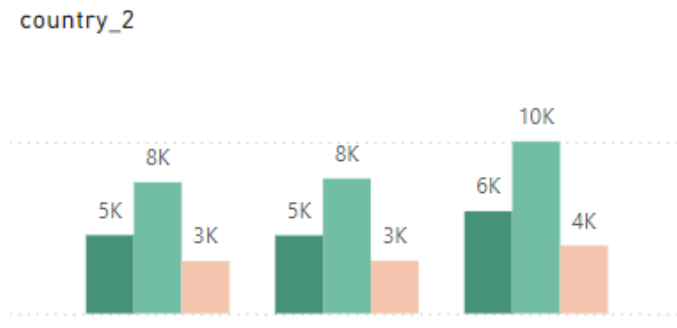
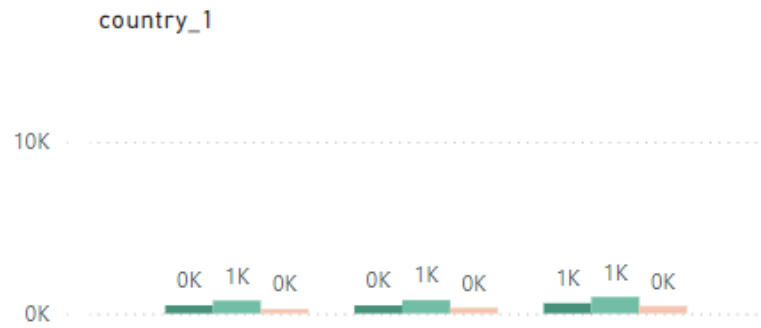
It's a very interesting data point that country4 has significantly fewer readers compared to others, yet they consume more content than average.

TOP3 countries as usual: country2, country5, country7.

DILAN'S TRAVEL GUIDE – BLOG READERS BY COUNTRY AND SOURCE



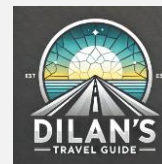
● AdWords ● Reddit ● SEO



It's a very interesting data point that country4 has significantly fewer readers compared to others, yet they consume more content than average.

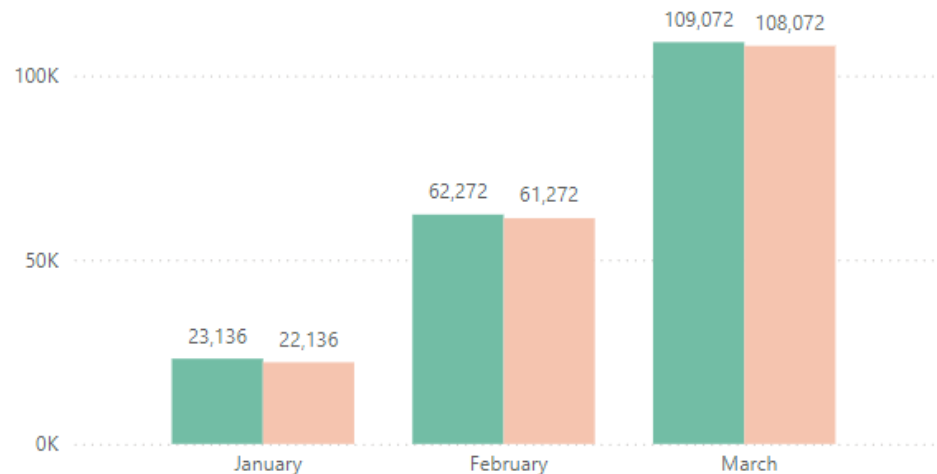
TOP3 countries as usual: country2, country5, country7.

DILAN'S TRAVEL GUIDE - REVENUE



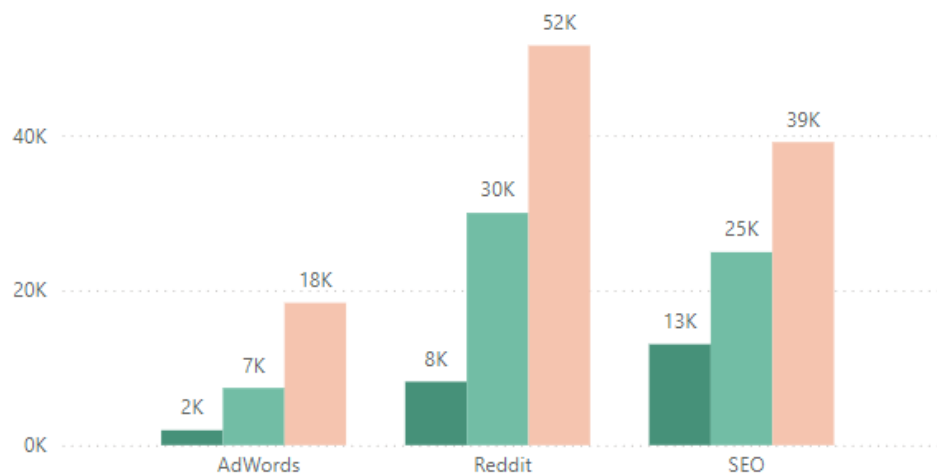
Revenue and profit

● revenue ● profit



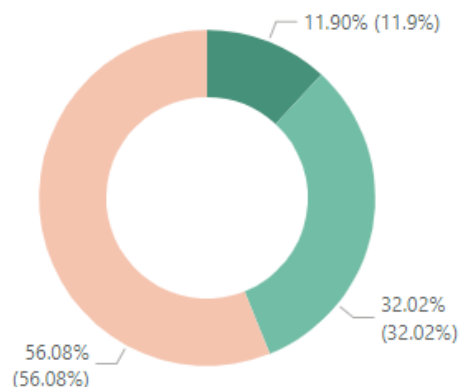
Revenue by source

● January ● February ● March

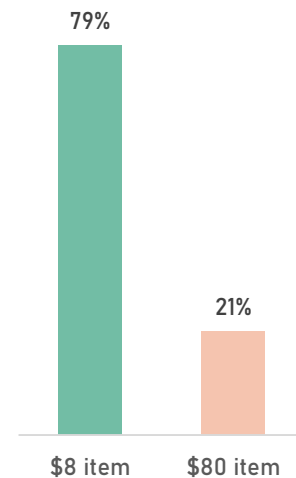


Revenue rate% per total 3 months

● January ● February ● March

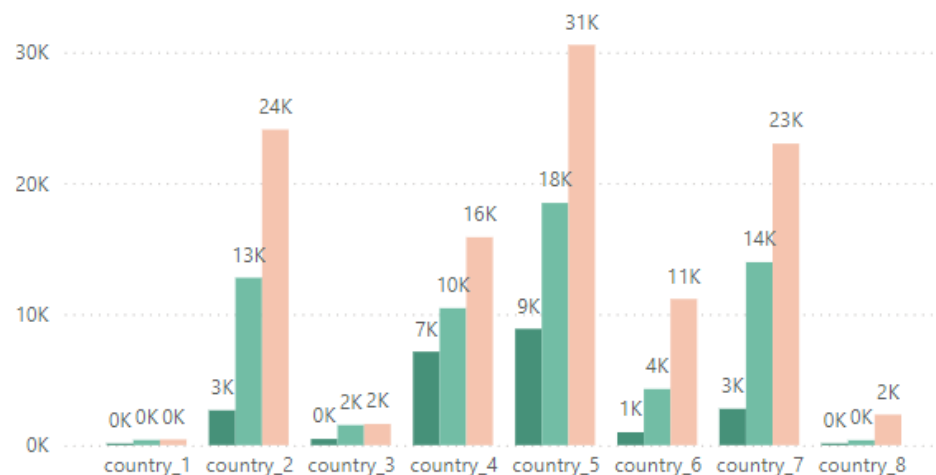


Item share



Revenue by country

● January ● February ● March

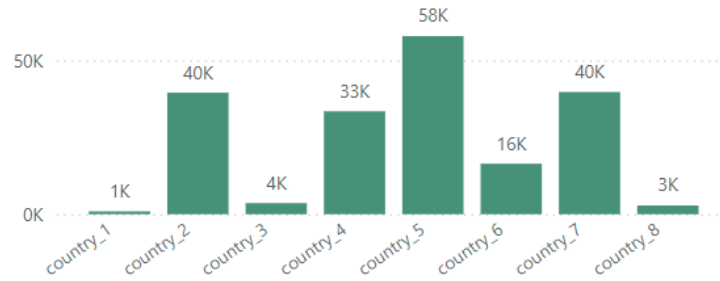


- Revenue is much higher, than the costs, only selling in country1 is not worth for Dilan.
- Best revenue in country5
- Dilan got more than half of the revenue in the last month, it means that it is growing from month to month.
- Best growing to March from February in country2.
- Returning readers drive to growing of revenue.
- Users choose rather the cheaper item, than the \$80 one.
- Users mostly first choose the cheaper item, then the \$80 one.

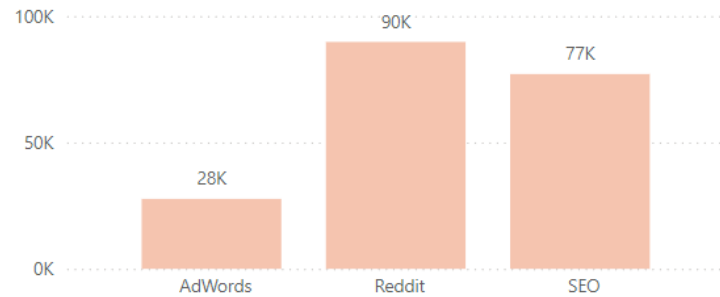
DILAN'S TRAVEL GUIDE – SEGMENTS IN DETAILS



revenue by country



revenue by source



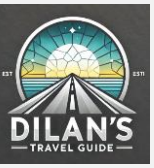
- Country4 has significantly fewer readers than the top 3 countries, but it outperforms them considerably in the user journey. It has the highest proportion of returning readers, subscribers and buyers.
- Reddit and SEO are very valuable platforms.

country	read SUM	readers count	returning readers count	buyers	returning readers ratio	subscribers ratio	buyer ratio
country_1	6,231	5,076	191	25	3.76%	0.55%	0.49%
country_2	130,076	50,675	14,269	1,443	28.16%	3.07%	2.85%
country_3	9,128	2,742	1,082	112	39.46%	5.84%	4.08%
country_4	71,258	12,751	10,167	1,096	79.73%	11.13%	8.60%
country_5	149,732	40,349	19,477	1,971	48.27%	5.78%	4.88%
country_6	63,752	31,156	5,930	535	19.03%	1.75%	1.72%
country_7	132,067	51,791	14,417	1,381	27.84%	2.84%	2.67%
country_8	19,633	15,483	698	85	4.51%	0.67%	0.55%
Total	581,877	210,023	66,231	6,648	31.54%	3.63%	3.17%

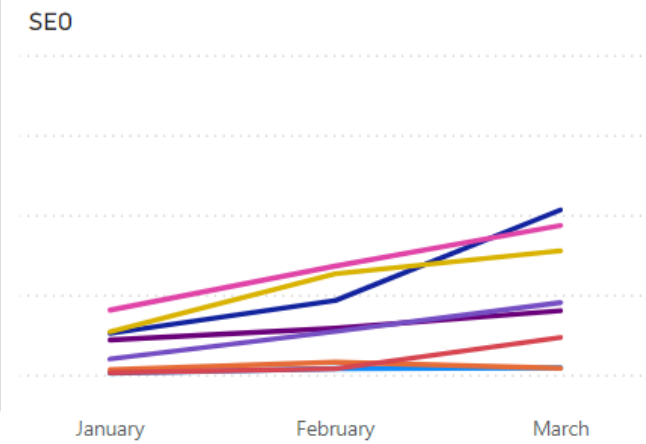
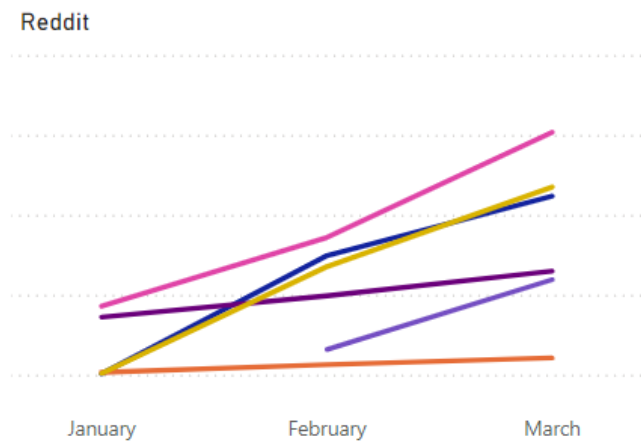
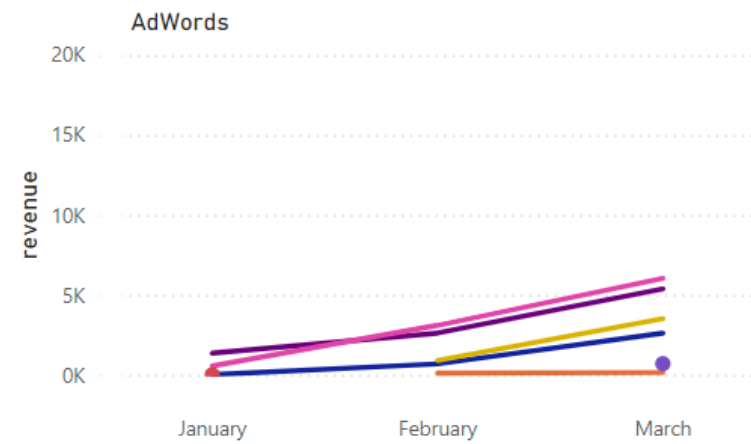
FirstSource	read SUM	readers count	returning readers count	buyers	returning readers ratio	subscribers ratio	buyer ratio
AdWords	121,598	63,065	10,460	1,029	16.59%	1.70%	1.63%
Reddit	278,376	105,216	31,167	3,094	29.62%	3.27%	2.94%
SEO	181,903	41,742	24,604	2,525	58.94%	7.43%	6.05%
Total	581,877	210,023	66,231	6,648	31.54%	3.63%	3.17%

topic	read SUM	readers count	returning readers count	buyers	returning readers ratio	subscribers ratio	buyer ratio
Africa	43,394	36,016	20,210	4,627	56.11%	13.68%	12.85%
Asia	194,925	93,590	46,717	6,544	49.92%	7.79%	6.99%
Australia	42,726	35,737	20,049	4,594	56.10%	13.63%	12.86%
Europe	93,697	66,094	31,131	5,906	47.10%	9.66%	8.94%
North America	130,334	67,833	41,038	6,356	60.50%	10.44%	9.37%
South America	76,801	54,361	31,142	5,929	57.29%	11.98%	10.91%
Total	581,877	210,023	66,231	6,648	31.54%	3.63%	3.17%

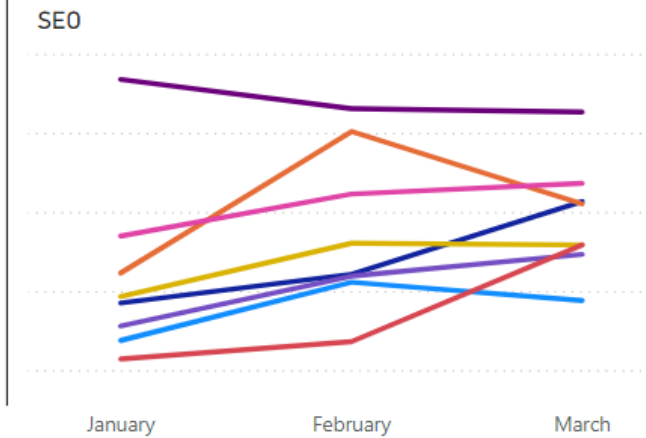
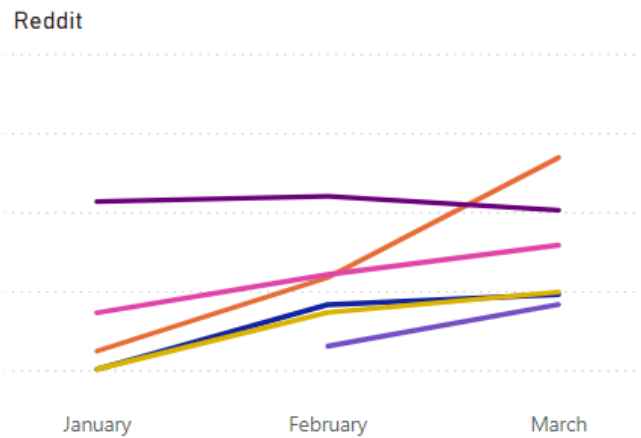
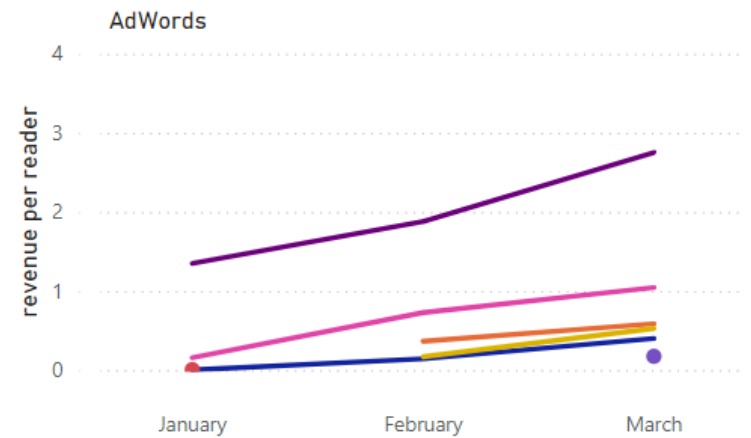
DILAN'S TRAVEL GUIDE – REVENUE IN DETAILS



country_1 country_2 country_3 country_4 country_5 country_6 country_7 country_8

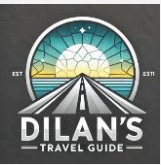


country_1 country_2 country_3 country_4 country_5 country_6 country_7 country_8



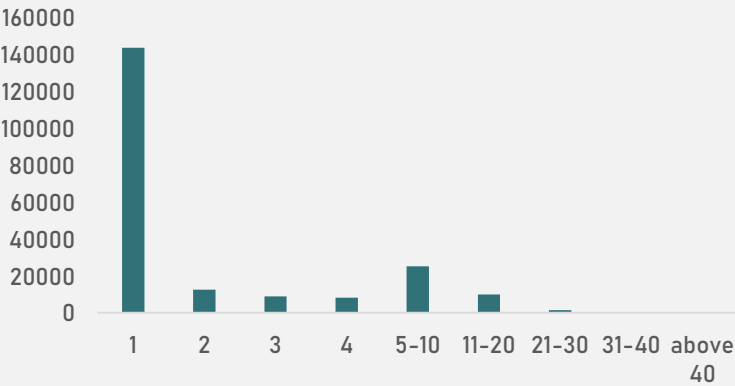
There is a potential in country4 as the revenue per user ratio is the best in this country. Maybe if the user's number is increasing, the revenue per user change. Country3 is an outlier, because they have low number of users. Country5 well performing as usual.

DILAN'S TRAVEL GUIDE – USER BINS BY TOTAL BLOG ARTICLE READS

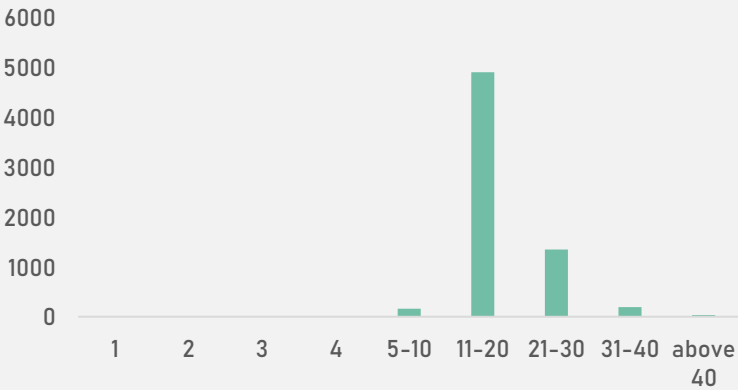


Count of reads	Readers count	Total buyers	Total buyers%	Total revenue	Revenue per user
1	143792	2	0.00%	16	\$8
2	12491	0	0.00%	0	
3	8923	0	0.00%	0	
4	8226	2	0.02%	96	\$48
5-10	25154	164	0.65%	1864	\$11
11-20	9861	4906	49.75%	75600	\$15
21-30	1352	1350	99.85%	97192	\$72
31-40	194	194	100.00%	17072	\$88
above 40	30	30	100.00%	2640	\$88

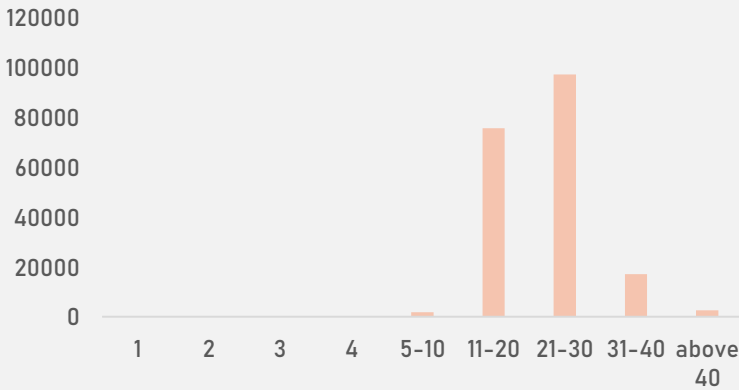
Readers count



Total buyers

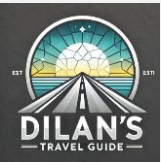


Total revenue



Based on the reading frequency of articles on the blog, I created groups. Here, we analyze how often individual users return to the site to read. There is a strong correlation between reading frequency and purchases. Users who read fewer than 10 articles rarely become buyers, while 50% of those who read 11-20 articles make a purchase, and all users who read more than 20 articles became buyers. Those who read more, spend more and in most cases they buy the more expensive video course also. The only outliers are the users who read the blog 4 times: they have only 2 buyers, but these buyers spent more – I think this data not matters.

DILAN'S TRAVEL GUIDE – HEAT MAP OF REVENUE AND USER COUNT



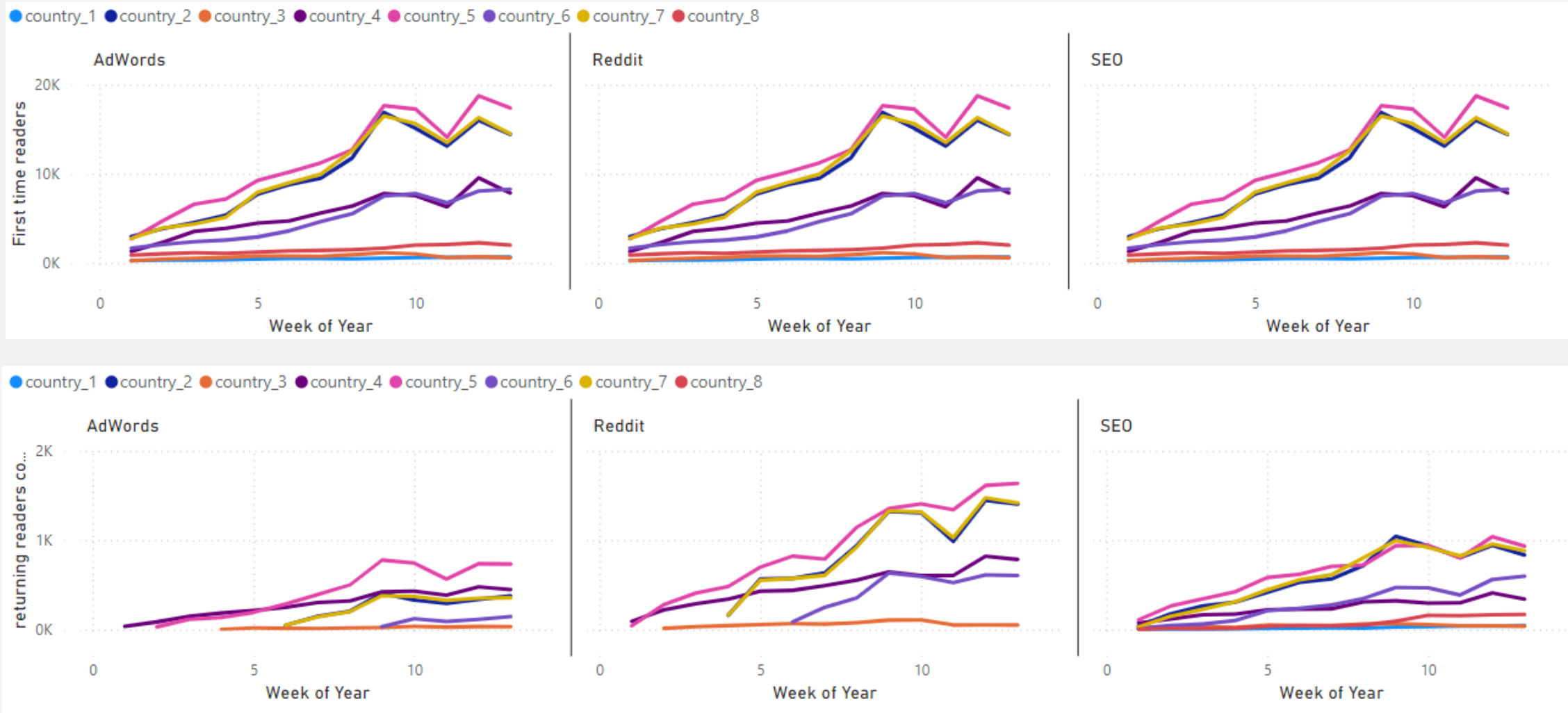
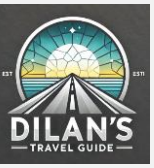
country / sum_revenue / user_count

read_bin	country_5		country_7		country_2		country_4		country_6		country_3		country_8		country_1	
	sum_rev...	user_co...	sum_rev...	user_co...	sum_rev...	user_co...	sum_rev...	user_co...	sum_rev...	user_co...	sum_rev...	user_co...	sum_rev...	user_co...	sum_rev...	user_co...
21-30	29 136	393	18 384	259	20 264	283	17 976	258	8 456	117	1 544	23	1 256	17	176	2
11-20	22 672	2 906	15 704	2 159	15 248	2 134	12 368	1 497	6 232	843	1 344	168	1 288	111	744	43
31-40	4 752	54	4 576	52	3 256	37	2 288	26	1 232	14	704	8	264	3	-	-
above 50	704	8	704	8	352	4	440	5	440	5	-	-	-	-	-	-
05-10	656	7 344	392	5 446	400	5 345	296	3 963	72	2 316	24	408	24	272	0	60
04	0	2 513	0	1 699	0	1 756	96	1 290	0	731	0	132	0	80	0	25
01	0	20 872	0	37 374	8	36 406	0	2 584	0	25 226	0	1 660	8	14 785	0	4 885
02	0	3 575	0	2 834	0	2 810	0	1 786	0	1 156	0	185	0	118	0	27
03	0	2 684	0	1 960	0	1 900	0	1 342	0	748	0	158	0	97	0	34
Mindö...	57 920	40 349	39 760	51 791	39 528	50 675	33 464	12 751	16 432	31 156	3 616	2 742	2 840	15 483	920	5 076

topic / sum_revenue / user_count

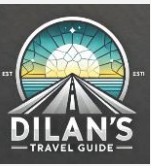
read_bin	Asia		North America		South America		Europe		Africa		Australia	
	sum_revenue	user_count	sum_revenue	user_count	sum_revenue	user_count	sum_revenue	user_count	sum_revenue	user_count	sum_revenue	user_count
05-10	101 488	8 338	85 136	4 794	39 120	904	44 632	1 377	5 976	105	5 104	91
02	11 104	15 212	21 904	11 385	41 200	7 894	40 024	8 666	47 368	3 946	44 672	3 838
01	4 560	55 022	12 672	41 778	31 120	41 062	29 000	50 840	59 400	30 621	63 704	30 561
03	15 304	8 946	24 720	6 077	40 560	3 212	37 576	3 624	26 776	1 056	23 816	986
04	18 152	5 438	25 592	3 517	29 656	1 284	28 640	1 562	11 056	288	12 472	261
11-20	41 432	623	19 600	276	360	5	1 960	25	-	-	-	-
21-30	968	11	528	6	-	-	-	-	-	-	-	-
Mindö...	193 008	93 590	190 152	67 833	182 016	54 361	181 832	66 094	150 576	36 016	149 768	35 737

DILAN'S TRAVEL GUIDE – STAGES / READERS GROUP BY SOURCE



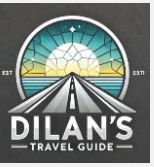
Top 3 countries as usual: country5, country7, country2, while country1, country3 and country8 couldn't grow in this 3 months period.

DILAN'S TRAVEL GUIDE – STAGES / SUBSCRIBERS AND BUYERS GROUP BY SOURCE

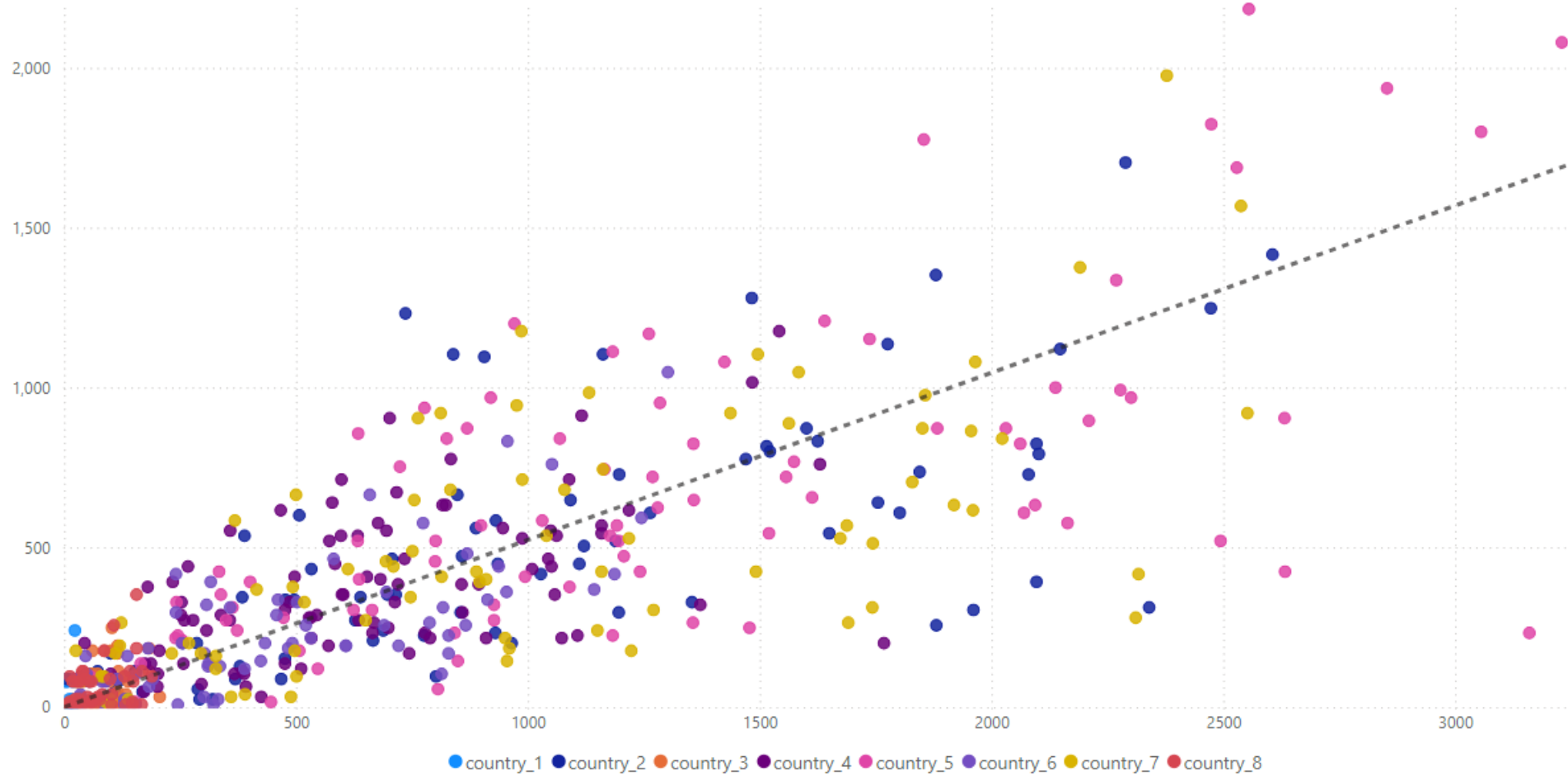


Top 3 countries as usual: country5, country7, country2, while country1, country3 and country8 couldn't grow in this 3 months period. In AdWords source country4 is the second, while in every category it is significantly behind. Dilan can learn from what works well there, even with overall not very strong AdWords performance.

DILAN'S TRAVEL GUIDE – SCATTER CHART BY COUNTRY



Returning reader's effect on revenue

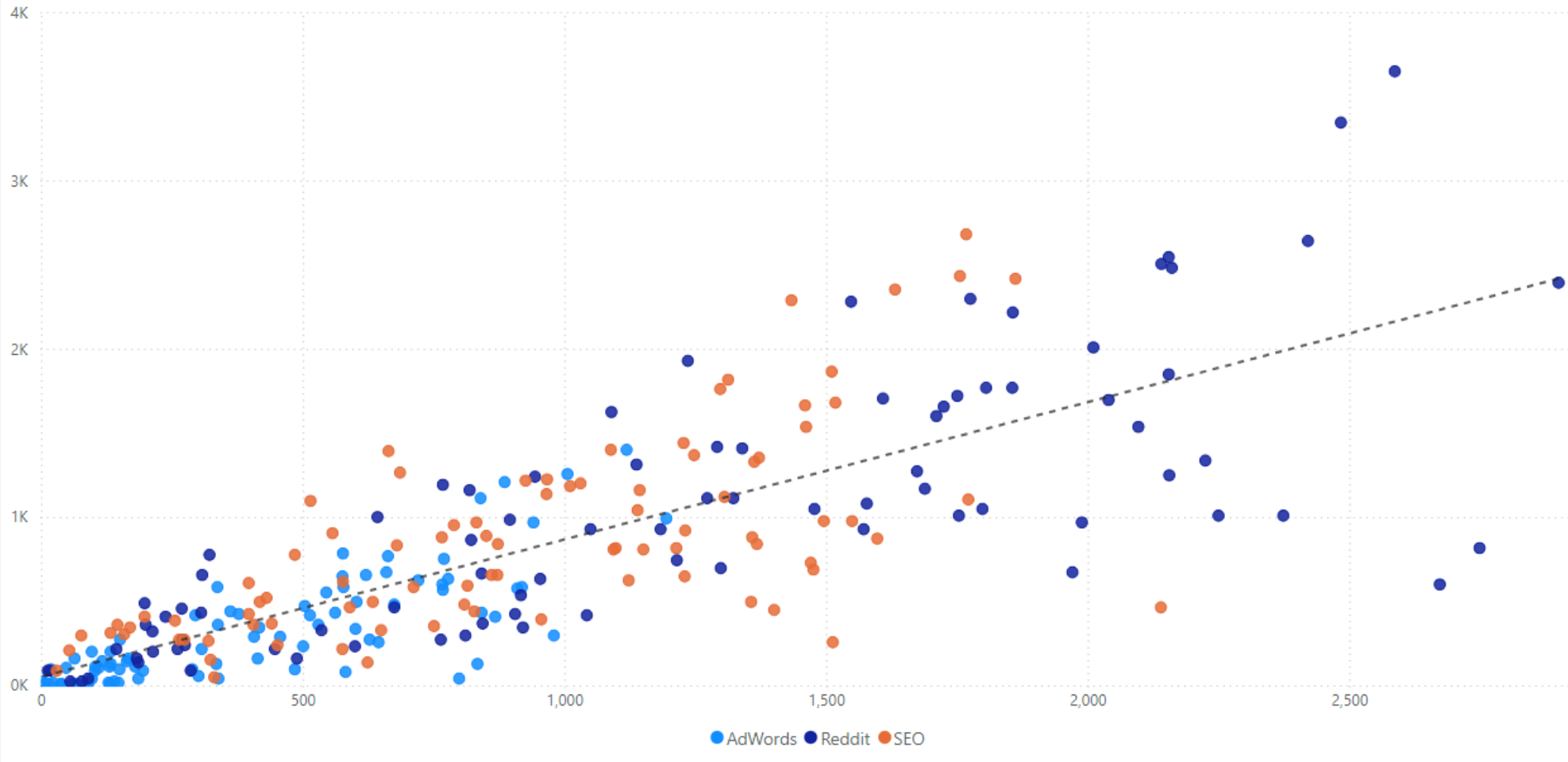


- There's a huge effect on the number of returning readers on the revenue.
- The top countries are country5, country7 and country2.
- There are some outlier data. Country1, country3 és country8 are the weakest in revenue.

DILAN'S TRAVEL GUIDE – SCATTER CHART BY SOURCE

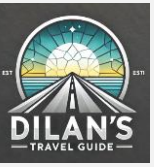


Returning reader's effect on revenue

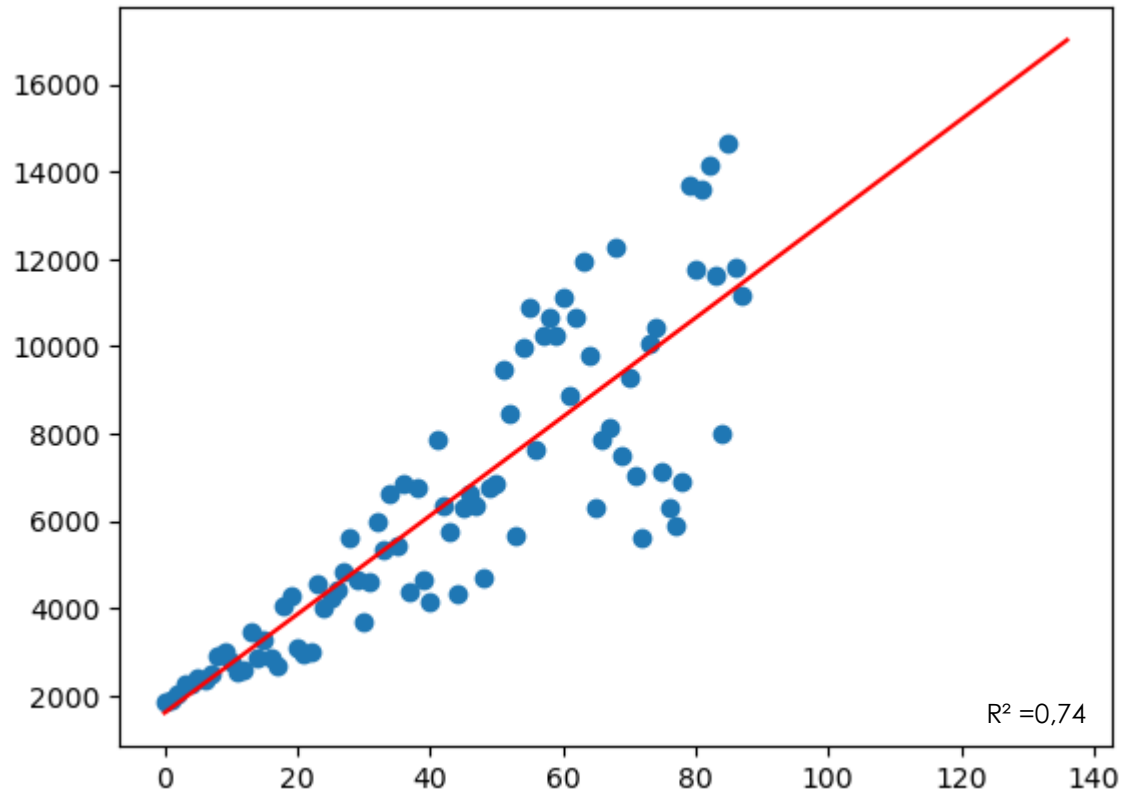


- There's a huge effect on the number of returning readers on the revenue.
- The top source is Reddit, although there are some outlier data. SEO's performance is not bad.
- Adwords is the weakest, maybe they can optimize and improve the performance of it.

DILAN'S TRAVEL GUIDE – PREDICTION

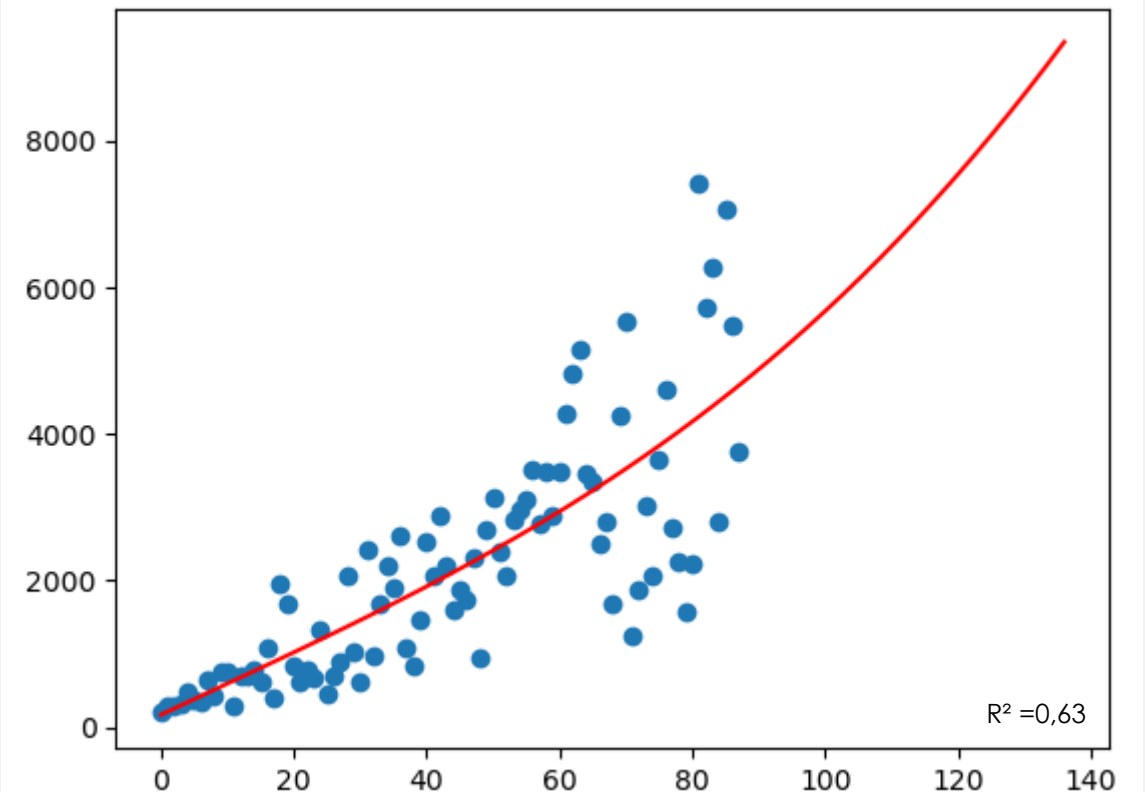


Trendline for SUM blog reads



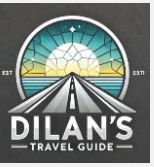
A strong increase in total blog reads is expected. Consequently, returning readers are likely to convert into buyers in greater numbers.

Trendline for SUM revenue



A strong increase in total revenue is expected. I am confident that if Dilan follows our advice and continues to improve, this growth will be achievable, but the results may not come on their own.

DILAN'S TRAVEL GUIDE – DETAILED SUGGESTIONS FOR DILAN

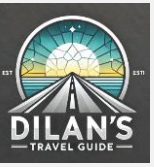


- New content should be created and bundle offers should be introduced. It's necessary, because the returning readers would become buyers, and it depends on how much blog articles they read.
- Different types of content could be developed, such as culinary (gastro) and local highlights -a must-see, which includes non-ordinary info from this country. He can suggest cheap flights or exclusive accommodation. He should focus on Asia and North America as they are the most popular continents in this blog. Europe and South Africa has more potential too.
- He should spend more money on Reddit, because it is the most valuable source. Maybe he can find another social media platform, like short videos on TikTok.
- AdWords likely needs to be optimized, but it's also possible that the 3-month evaluation period wasn't enough to be effective. I would spend less on Adwords in country6. Country4 is a very good example how to do well AdWords optimization.
- For deeper analysis, I suggest Dilan to use Google Analytics. In this case he should know, how much time did the user spend on the page and other interesting data, such as age, gender, or education level. It would help him in product development and where to focus marketing spends.
- He should create separate items to buy also about the most interesting countries of the successful continents. The more items would result in more returning buyers, so it can generate more profit. The price of these new items wouldn't differ from the original offer, but customers would receive discounts if they purchase multiple such contents. He should focus on Asia and North America as they are the most popular continents in this blog, and in a second step he should focus on Europe and South Africa.
- He should create video blogs for a higher price. He can sell these items in the bundle offers with the other items.

FUTURE DEVELOPMENTS, WHICH THERE WAS NO EFFORT FOR NOW

- What did returning readers read the second time?
- What is the dropout rate after the second reading?
- How many readings are needed for a customer to make a purchase?
- What did returning buyers read before the second purchase?
- Based on this, it can be divided into 3 stages: readers, returning readers, buyers (returning buyers).

DILAN'S TRAVEL GUIDE – SOME INTERESTING DATA OR QUESTIONS

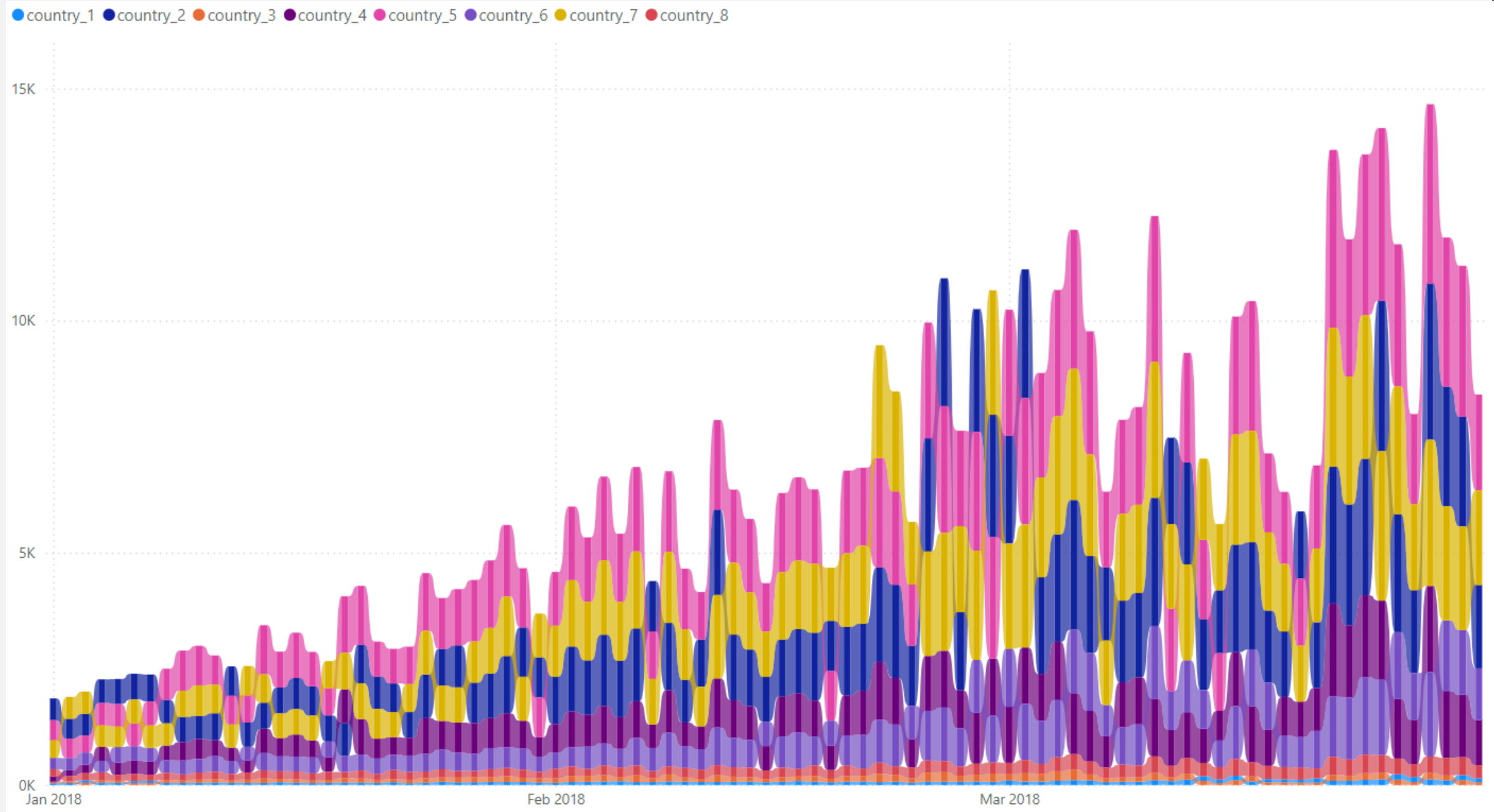
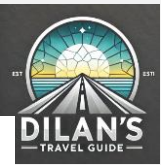


- The majority of customers buy first and then subscribe to the newsletter later ($4193/6648 = 63\%$, of which 1390 buy the second content, which is 21% of the buyers, but 33% of those who subscribe to the newsletter).
- The data series ends early on 31.03.2018, and I think that country7 might be in a different time zone; therefore, 30.03.2018 is likely the effective end date.
- Every returning customer purchased both products; no one bought two of the same product (e.g., as a gift for someone else), which makes developing gift cards not a good direction. This may not be realistic in the real life, but for this project, it is the case.
- Initially, almost everyone purchased the \$8 product, while the more expensive \$80 product was chosen almost exclusively by returning customers.
- Is it known if all topics are advertised with the same weight across all sources?
- Is it possible that country5 is the USA and country7 is the UK? These are the most popular countries for Reddit. Could country2 be India? Country1 is the less successful country, I wouldn't put effort on it.
- It is hard to make charts revenue by topic, because one user can read more topics and you can't decide what topic made her to be a buyer. It could be examined which topic the user might have read before making a purchase, but this would also not provide a definitive result, just a better answer, and it would also fall outside the scope of the current analysis.
- Country5 has less unique readers, but more total blog reads than country2 and country7. Country4 has the best rates in user journey.

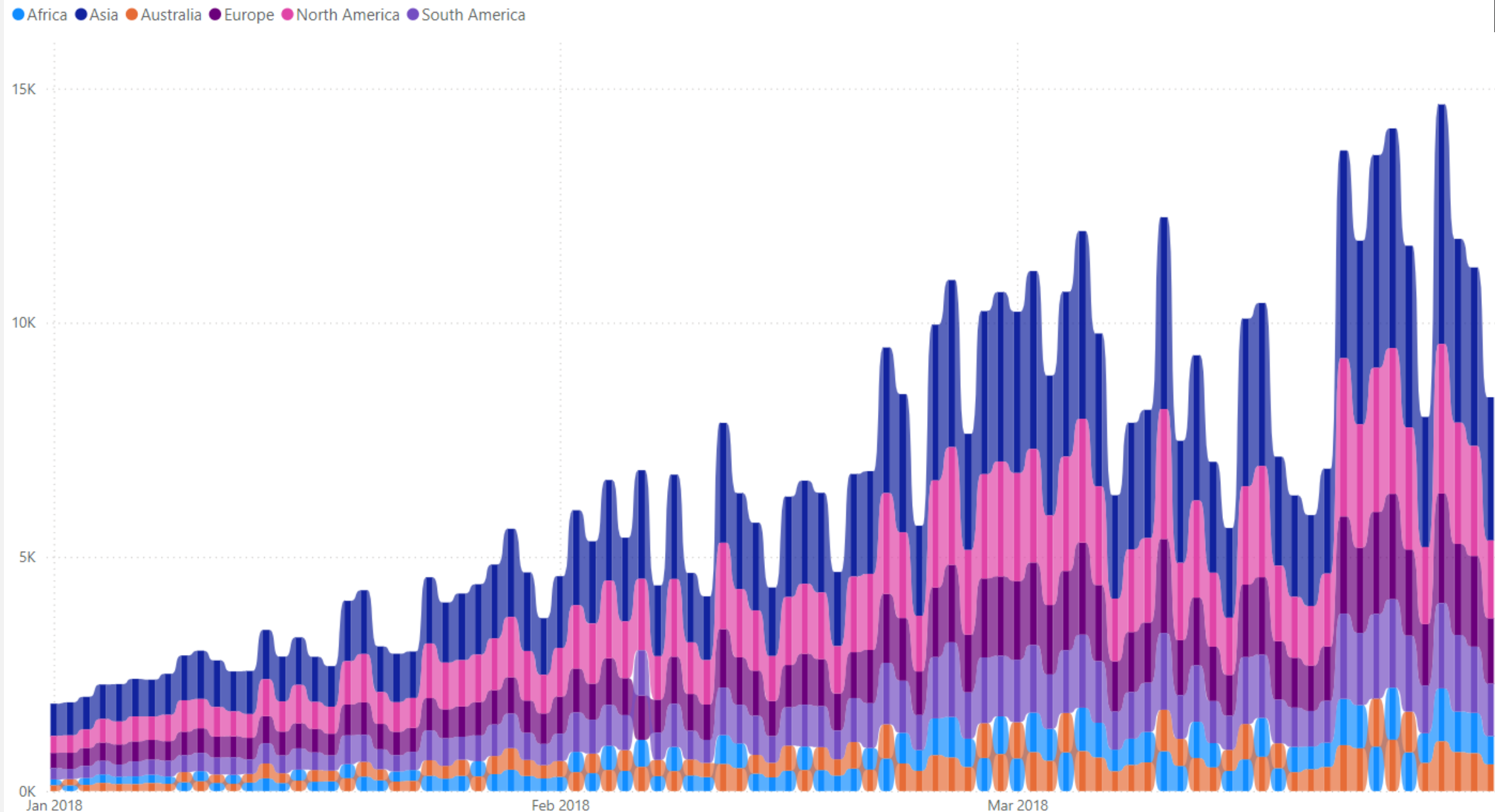
THANK YOU FOR YOUR ATTENTION!

BACKUP DATA

DILAN'S TRAVEL GUIDE – TOTAL BLOG READS BY COUNTRY



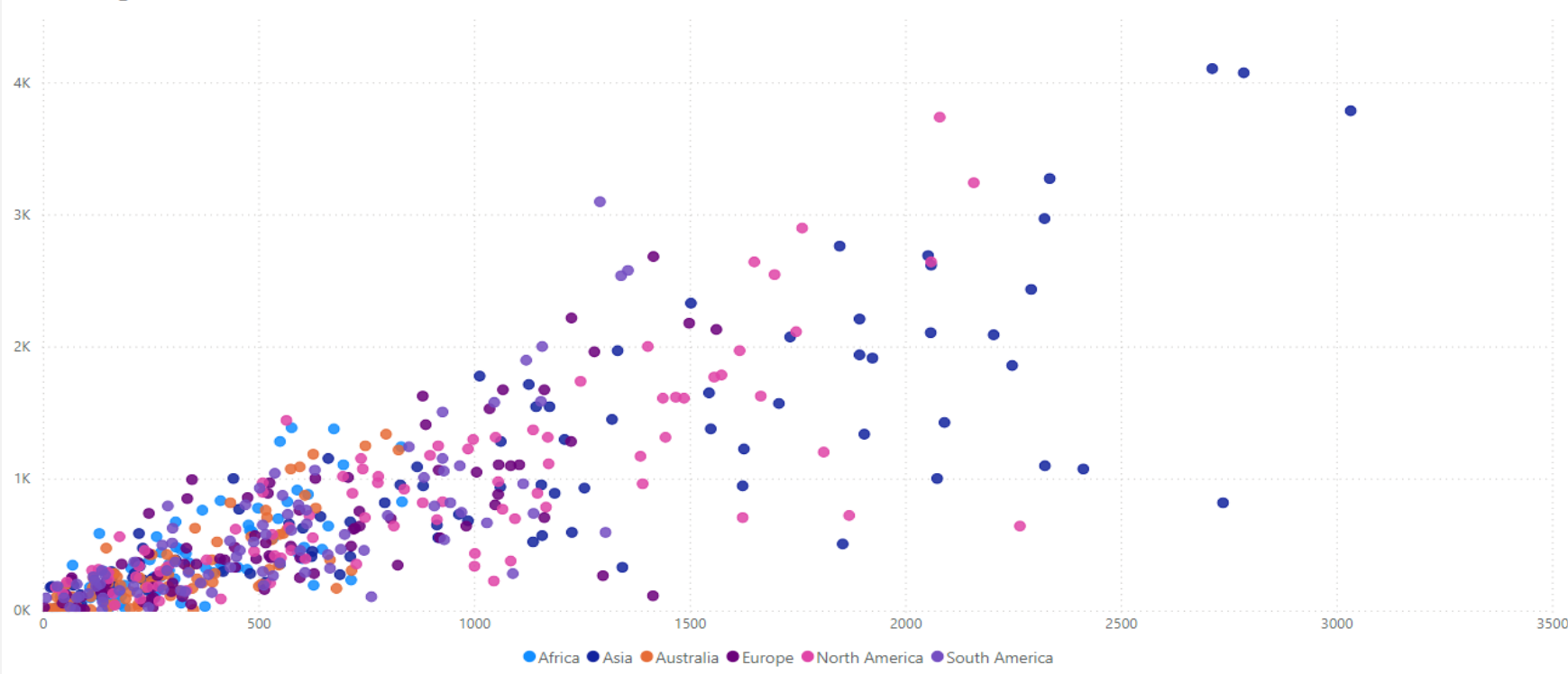
DILAN'S TRAVEL GUIDE – TOTAL BLOG READS BY TOPIC



DILAN'S TRAVEL GUIDE – SCATTER CHART BY TOPIC



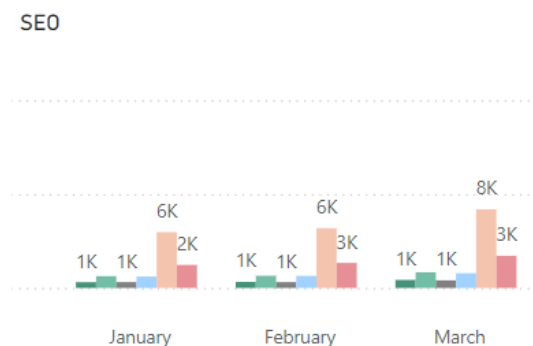
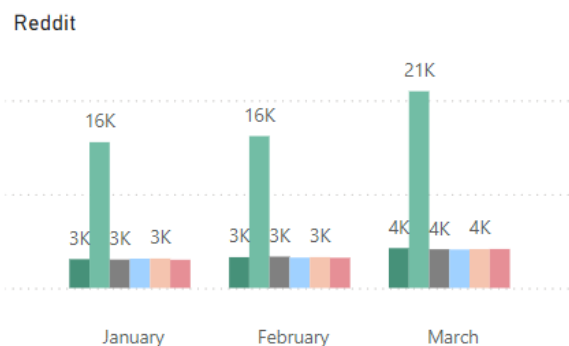
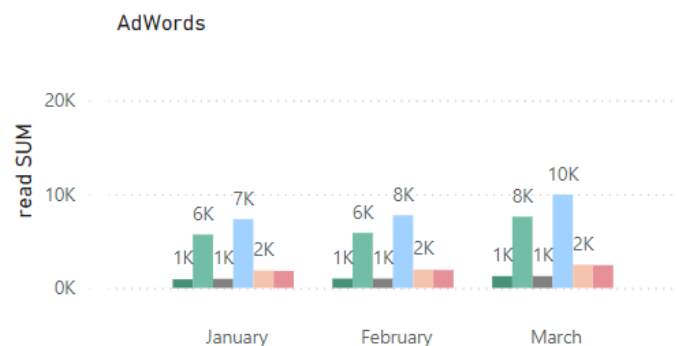
Returning reader's effect on revenue



- This chart can't be precious, because one user can read more topics and you can't decide what topic made her to be a buyer. This page contains the total readings of the topics compare to the revenue.
- There's a huge effect on the number of returning readers on the revenue.
- The top topic is Asia, although there are some outlier data in revenue. It is the best read continent also.
- North America's performance is not bad.

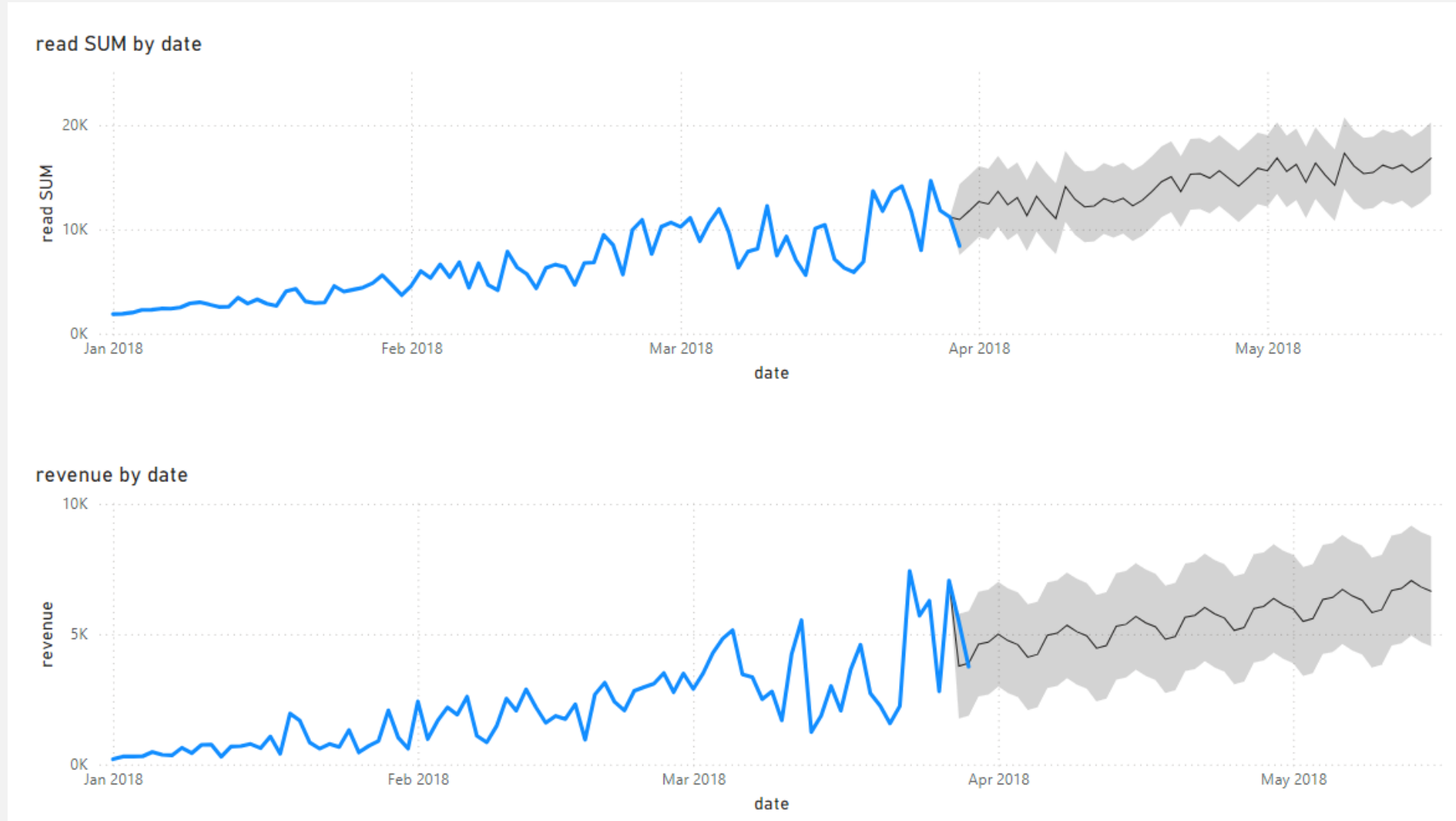
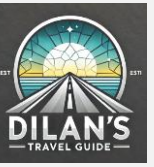
Total blog reads by topic and source

● Africa ● Asia ● Australia ● Europe ● North America ● South America



The weakest topics are Africa and Australia, this latter one is a surprise to me.

DILAN'S TRAVEL GUIDE – JUST FOR FUN: FORECAST (PREDICTION) IN POWER BI



As it seems, total blog reads forecast is nearly the same as the Pandas prediction model, while this model predicted a much milder increase in daily total revenues. Dilan should rather trust the Pandas model. 😊