

## Analysing the Customer Traffic on the Mindspells Blog using PowerBI

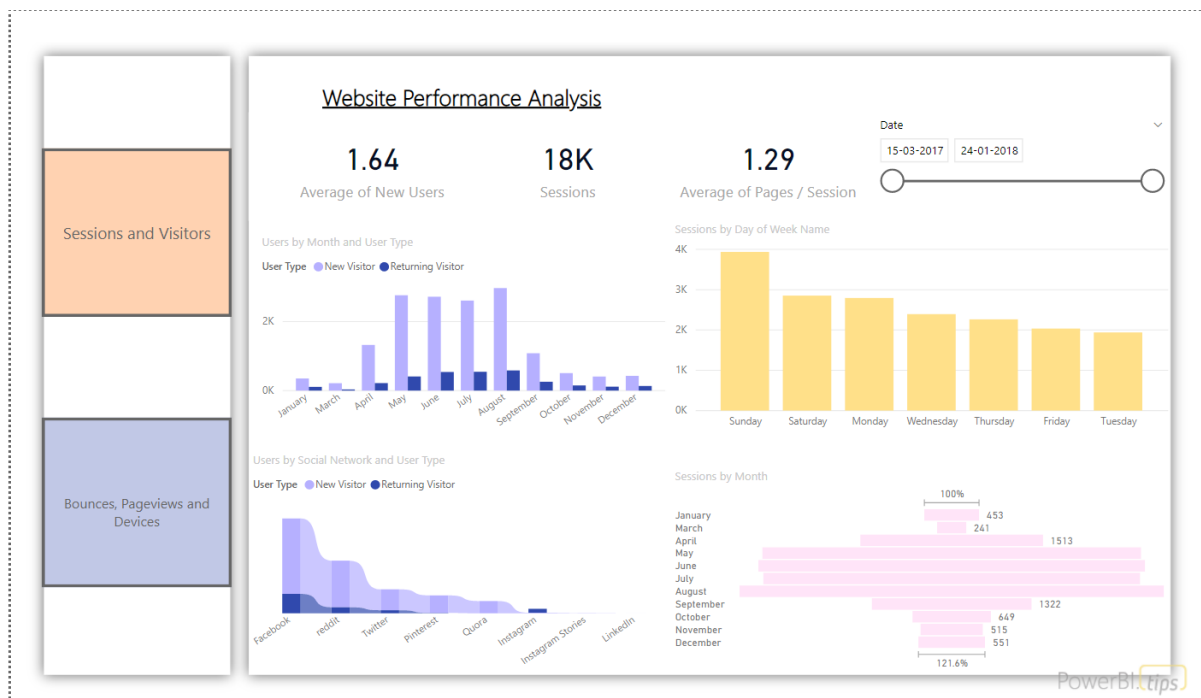
### About the data:

Mind spells is a blog which contains articles about best mind practices for concentration, interpretation of lucid dreams etc. Data is from Google Analytics saved into a .csv file for analysis in PowerBI. Data is taken from 15<sup>th</sup> March 2017 to 24<sup>th</sup> January 2018 (i.e. 11 months data). This campaign is entirely organic such that no money has been spent in marketing campaigns. Hence, this data is all organic. This data is analysed for the purpose of analysing the customer traffic on the Mindspells blog so as to understand what strategies could be implemented or which are the areas of improvement on the blog to attract more customers towards the blog's content.

### Objective of the Visualisation:

- To analyse the KPI of the Website
- Find Areas of Improvement in the Website

The sessions and visitors report on PowerBI is as follows:



Looking at the sessions and visitors PowerBI report it can be seen that:

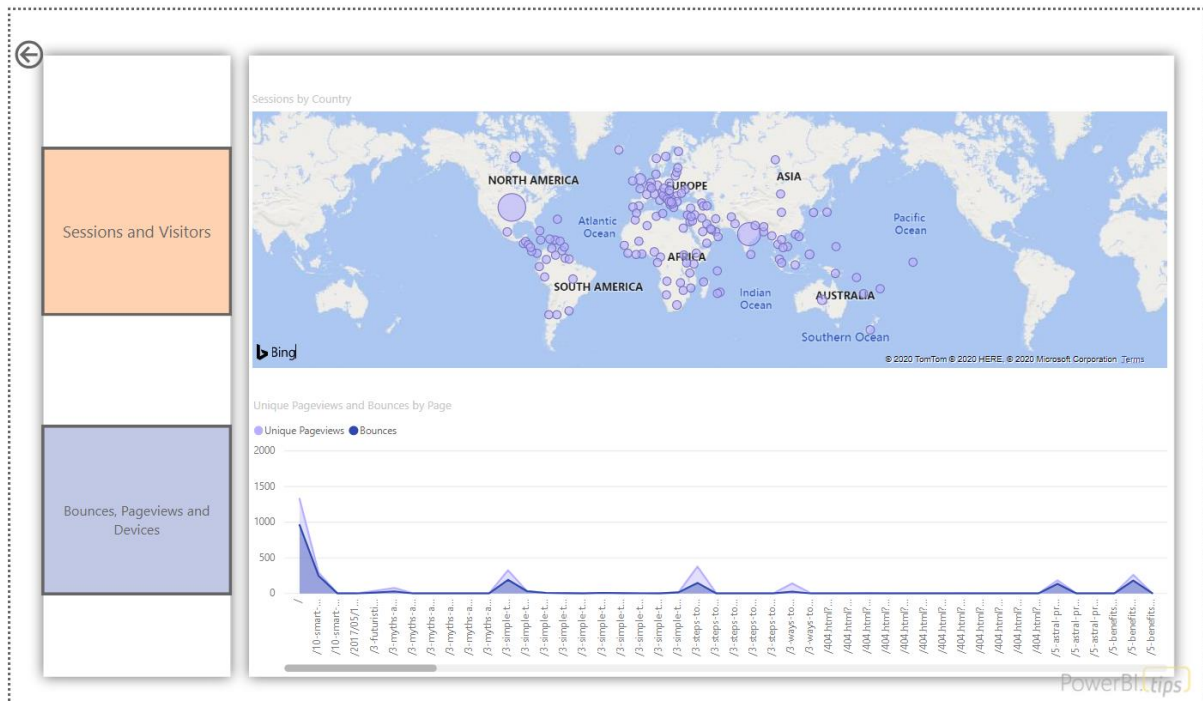
1. There are only 1.64 new users for the period of 11 months. So, only around 2 people are new people who have visited the blog during that period. This is not a good thing for the website. It is needed to increase the number which signifies the customer traffic on the blog.

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2. There are 18K sessions. A session is when a user performs a group of activities on the blog within a certain time frame. Hence, the report says that there are 18000 sessions during 11 months. So, on an average 600 sessions per month. This is a good turnout but ofcourse there is plenty of improvement scope here.
3. Average of pages per sessions is the average number of pages viewed during 1 visit to the website. This number gauges if the users find the content compelling and if the customer finds the blog user friendly (ease of accessibility). So, the report shows that there are 1.29 average page views/sessions. The benchmark for this metric is typically 2. That is, when a visitor visits a blog, he surfs on the blog for 2 pages on average. Hence, 1.29 is lower than the benchmark. Hence, there is a possibility to increase this number.
4. Looking at the bar graph for month and user type, the light blue bars signify the returning users and the dark blue bars signify the new users. It can be said that there are not many new users on the blog. There is a spike in the returning users from April to September because the blog was just launched and there was fresh content on the blog which the customers were interested in. In spite of that, there were not many new users. This was because the blog was not marketed to many people on diverse social media platforms. Hence, many people were not aware about the existence of this blog.
5. As expected, people look at the content of the blog on Saturday and Sunday because it's a weekend and an off for most of the people.
6. Looking at the chart at the bottom for Users by Social Media Network, there is potential area of improvement there which tells that all social media sites should be adequately leveraged to increase the customer traffic on the blog. The fresh content link from the blog should be posted on Facebook, Reddit and Twitter because that's where the blog is gaining more traction. Other sites such as Instagram and Quora can also be used more.
7. The sessions by months chart tells that when the blog was started in March, there were 241 sessions and since then they have been increasing by 100% as compared to the previous month until August. In August, there is a highest spike of 3514 sessions as compared to 241 sessions in the beginning. This was because from March and August, there was always new content written on the blog and those were published on social media for maximum outreach. But from September to January 2018, there was no new content creation and no new marketing efforts were taken to increase the customer traffic on the website.

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The Bounces, Pageviews and Devices PowerBI report is as follows:



Looking at the Bounces, Pageviews and Devices PowerBI report, it can be said that:

1. Looking at the sessions by Country visualisation in this report, it can be seen that people from USA and India visit this blog more as compared to other countries. This is because the content that was written on the blog was specifically targeted towards the trending topics in USA and India. If customer traffic from other countries need to be increased, then targeted content for topics prevalent in those countries need to be posted on the blog. Along with that, social media platforms that are used more in those countries need to be used by Mindspells to create customer awareness about the blog.
2. The Unique pageviews displays the number of sessions where the page was viewed at least once. For example, if in a session a user reloads the page or visits some other page and comes back, then too it will be counted as 1 unique page view. Bounces are the number of users who visit the blog and then leave without continuing to other pages of the blog. Hence, a low bounce rate is preferred. Looking at the graph, it can be said that both the bounces and the page views are low with some spikes on particular pages of the blog. This tells that, the user enters the blog and visits only one-page content and leaves.

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Some recommendations to increase customer traffic are:

1. To increase number of new users:
  - Research latest trends and topics and create engaging content relating to those topics
  - Increase the outreach by leveraging social media platforms
2. To increase returning users:
  - Increase the blog's user experience (ease of access, compelling design, mobile responsiveness, clear and concise content)
  - Build an email list and encourage subscriptions. Encourage them to follow your social media profiles
3. To increase customer traffic from other countries:
  - Use Google Trends to research on country-wise trending topics and create targeted blogs for the people in those countries
4. Decreasing bounces, increasing pages/sessions:
  - Make the blog mobile-friendly (Tap and Scroll instead of Pinch and Zoom)
  - Create separate mobile only version
  - Implement a mobile responsive theme