Data Analytics Bootcamp | July, 2020

Data Analytics for Product Management

By Pepe Nunez

Canva

Create a design
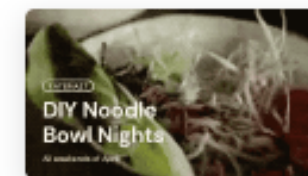
Custom dimensions

Video

| Animated Social Media | Video | Facebook Video | Social Feed Video Ad | Pinterest Video Pin | In-Stream Video Ad | Youtube Intro | Video Collage | Slideshow Video |
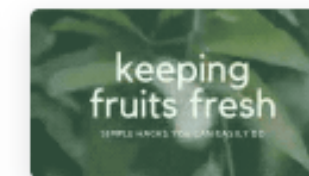
FITNESS VITALITY

ROAD TRIPS MADE ECO-FRIENDLY

DIY Noodle Bowl Nights

keeping fruits fresh

keep exploring

Investing In Commercial Spaces

Goal

Use data to help Canva's templates team prioritise and to improve user engagement

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Initial Hypothesis

#1 Is there a correlation between Search Volume and the Number of templates ?

#2 Are categories displayed in Canva's website by Search Volume?

0. Assumptions

Canva has +30m MAU so I assume that they will have more available data than I have. For this projects purpose...

#1 Google's search trends can be transferred to Canva's users interests.

#2 User engagement increases with greater available templates

1. Approach

Web Scrapping

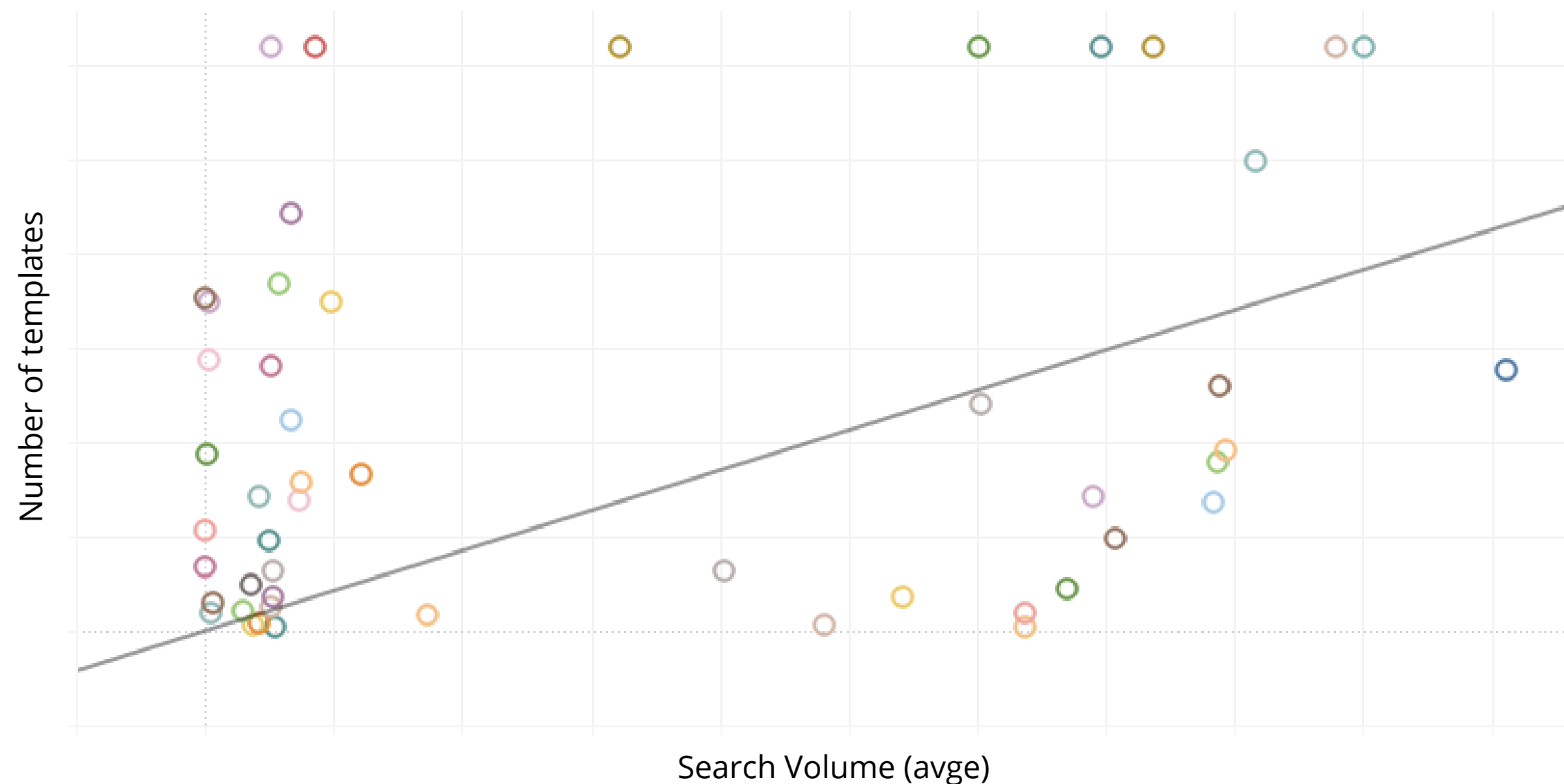['Categories', 'Sub-categories', 'Number of Templates']

API

['Date', 'Trend']
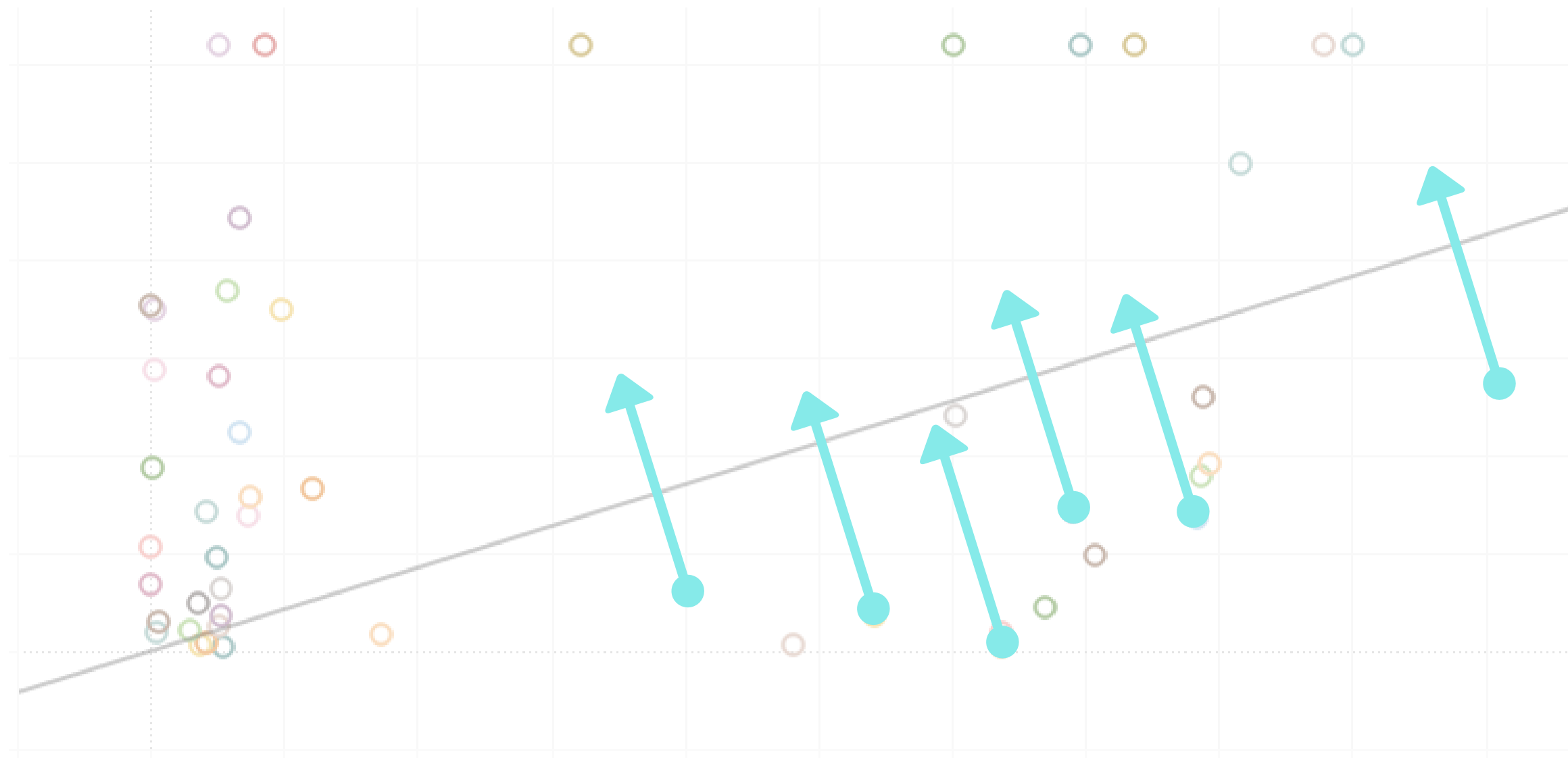
.csv

['Search Vol (min)', 'Search Vol (max)']

2. Hypothesis #1

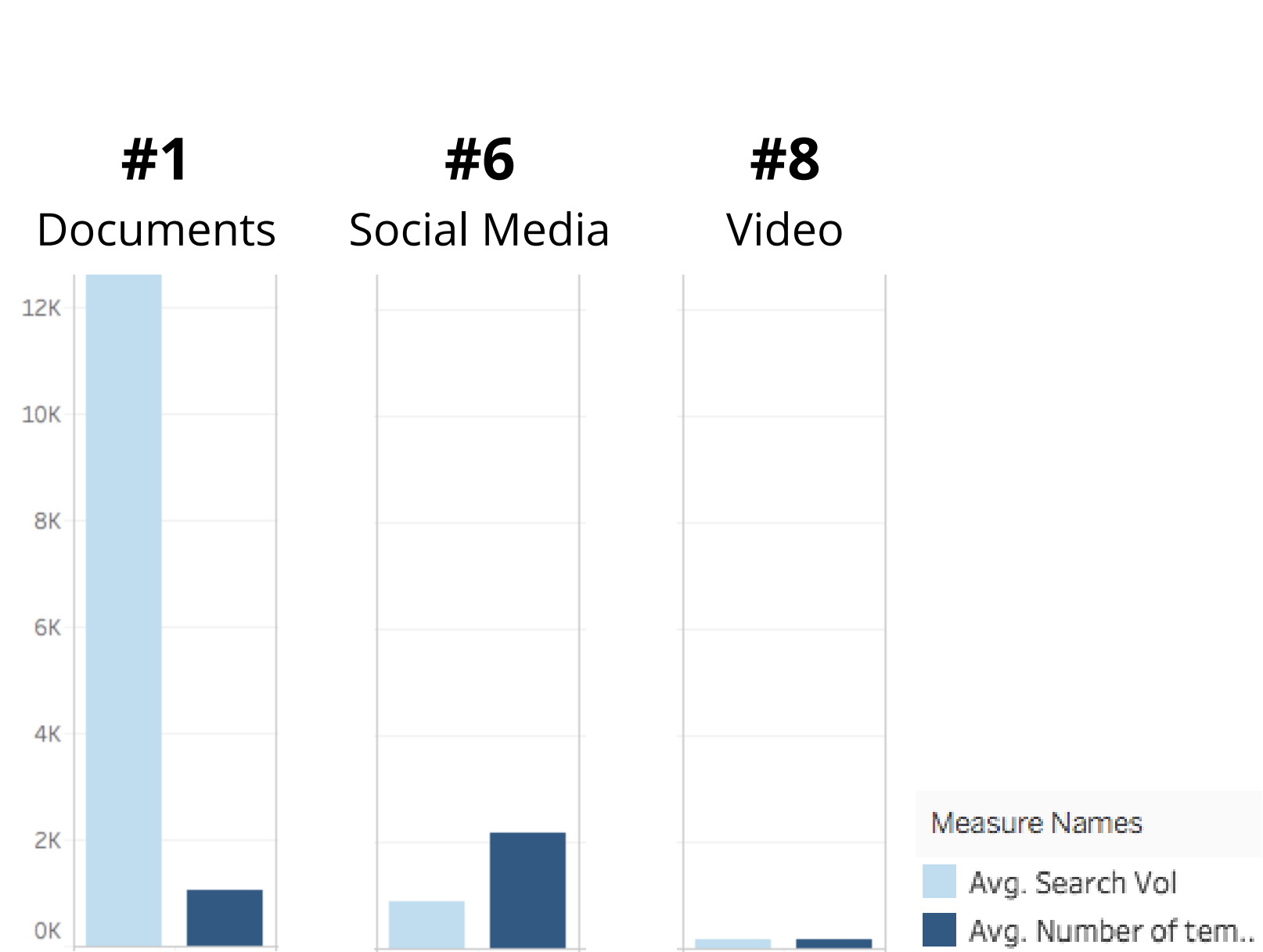Moderate positive correlation between Search Volume and # of Templates

2. Hypothesis #1

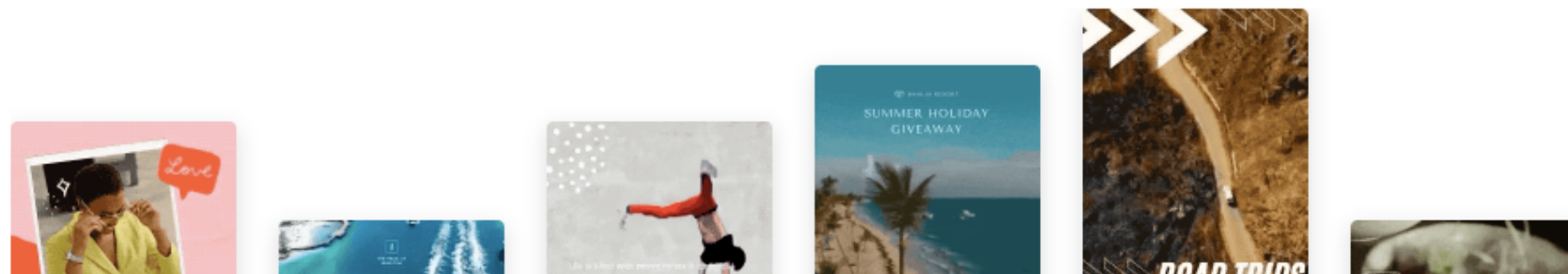Assign + resources to the sub-categories that are below the model

3. Hypothesis #2

Categories are NOT displayed depending on Search Vol nor # of Templates
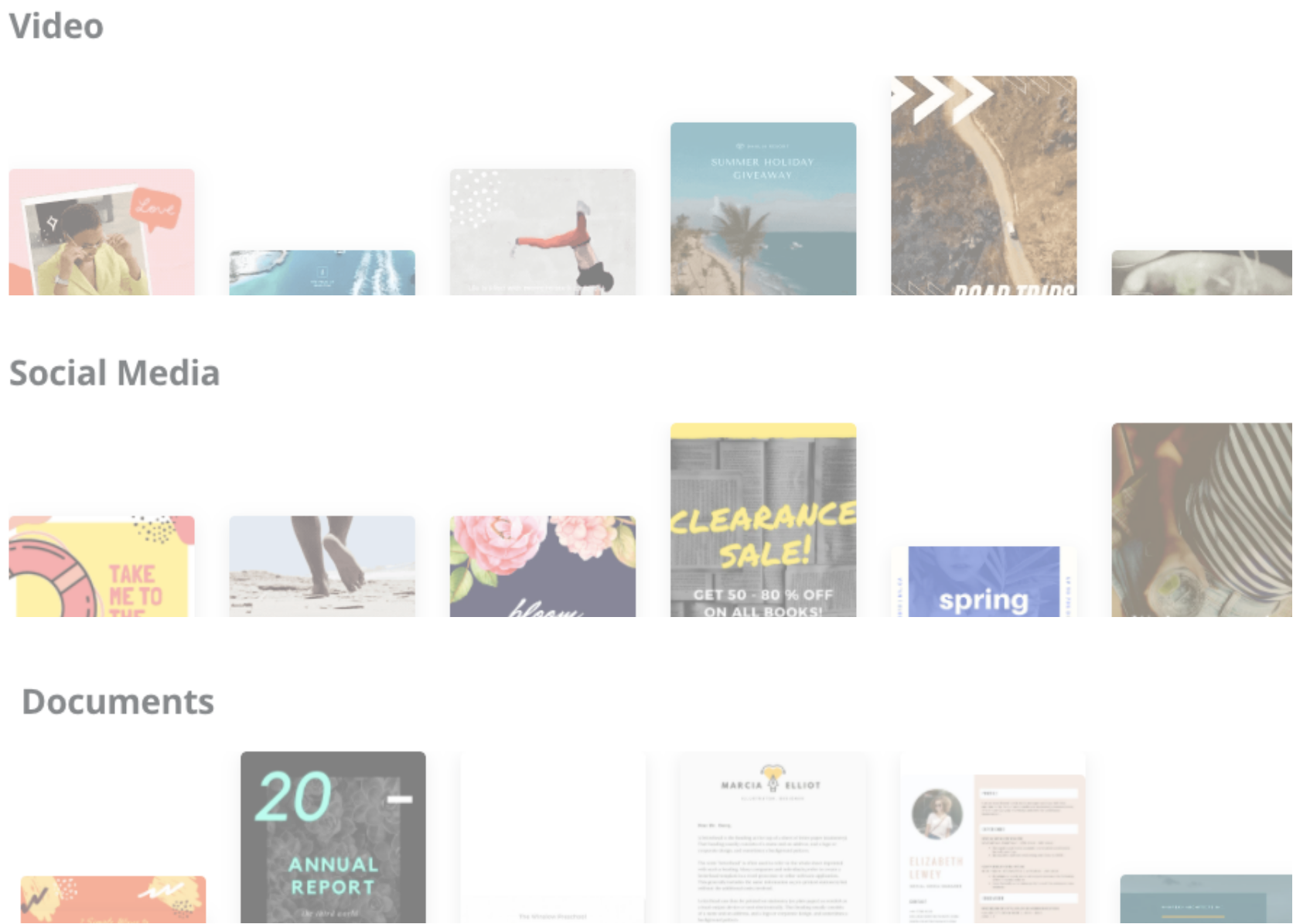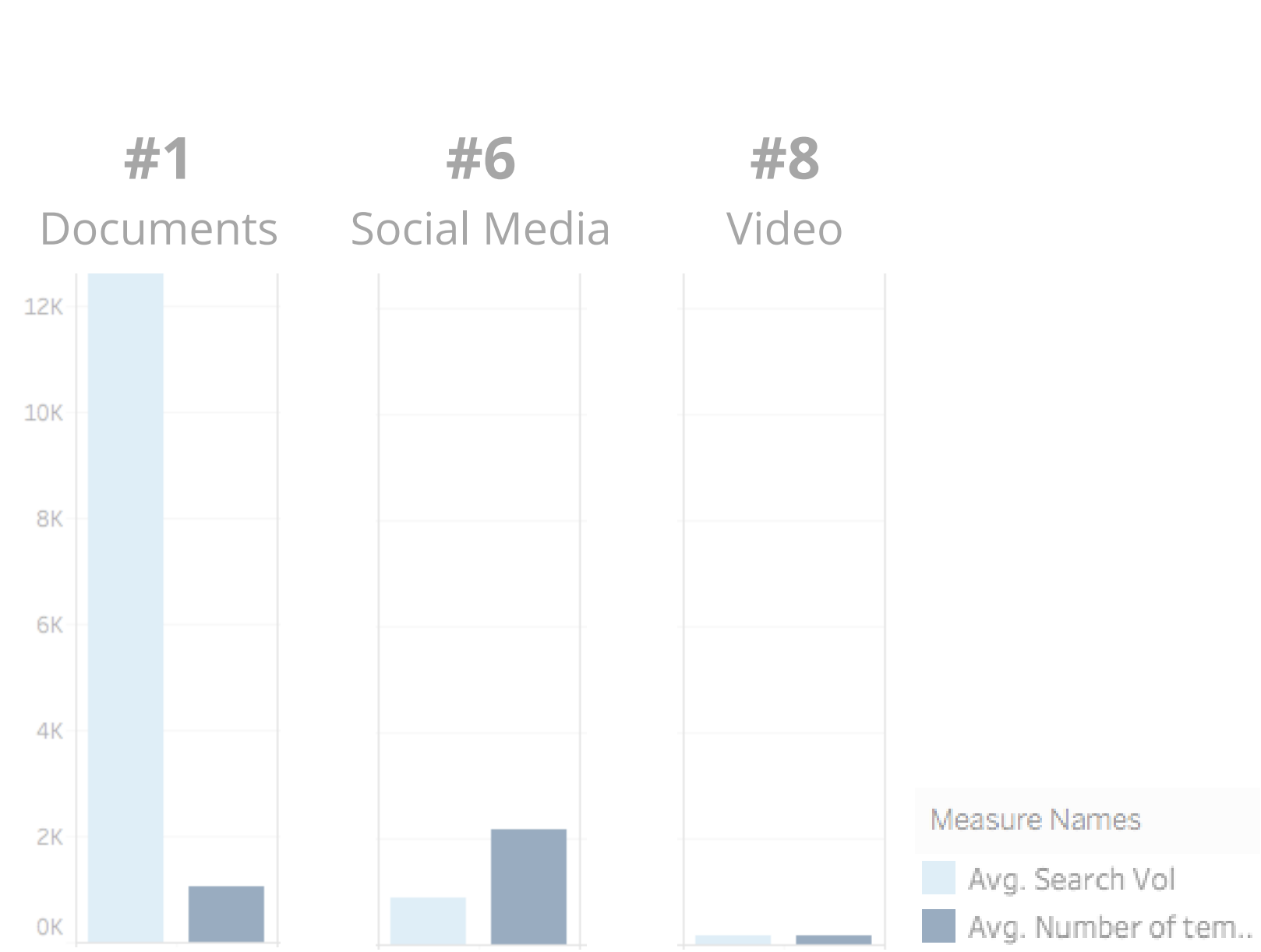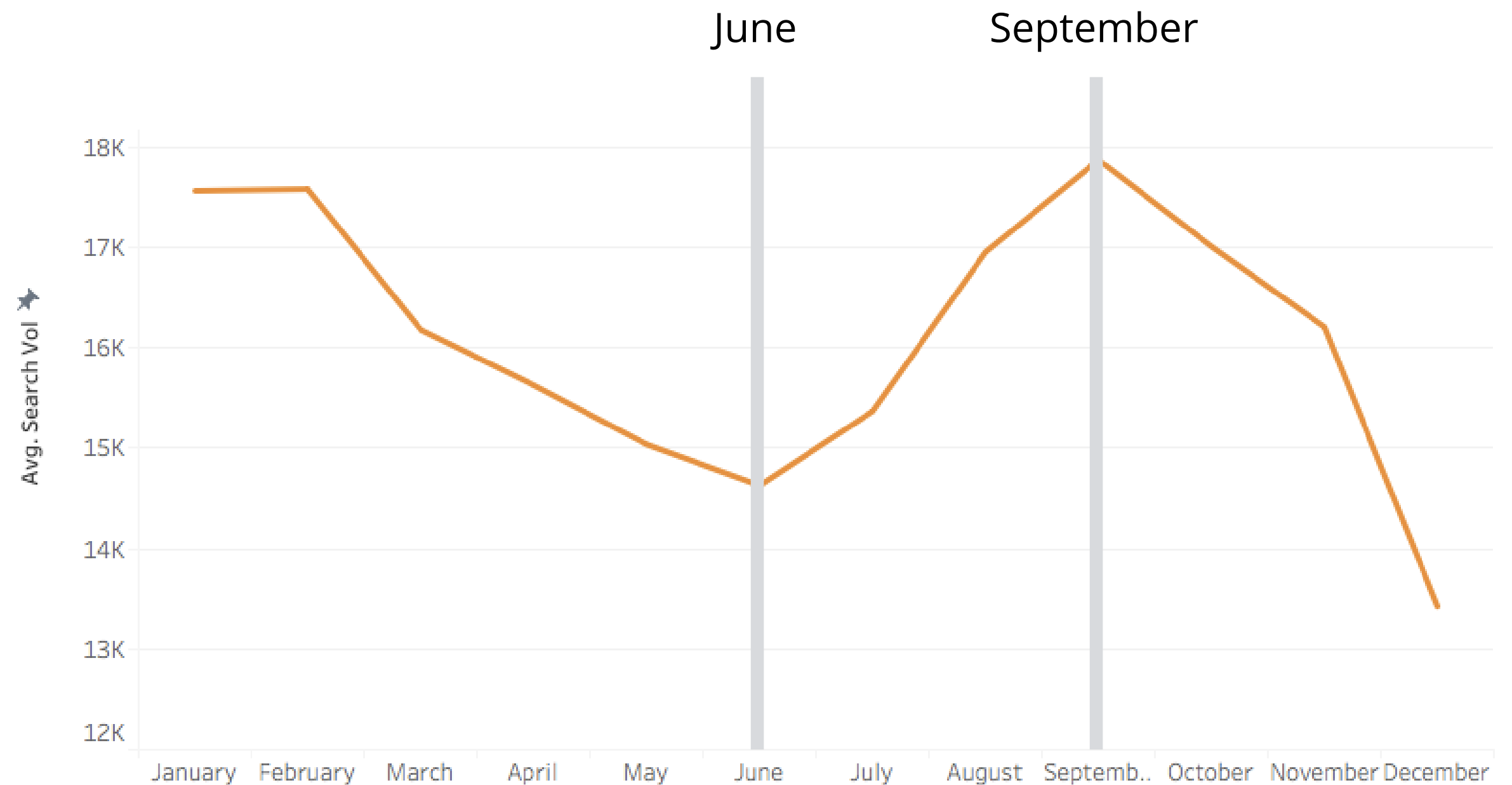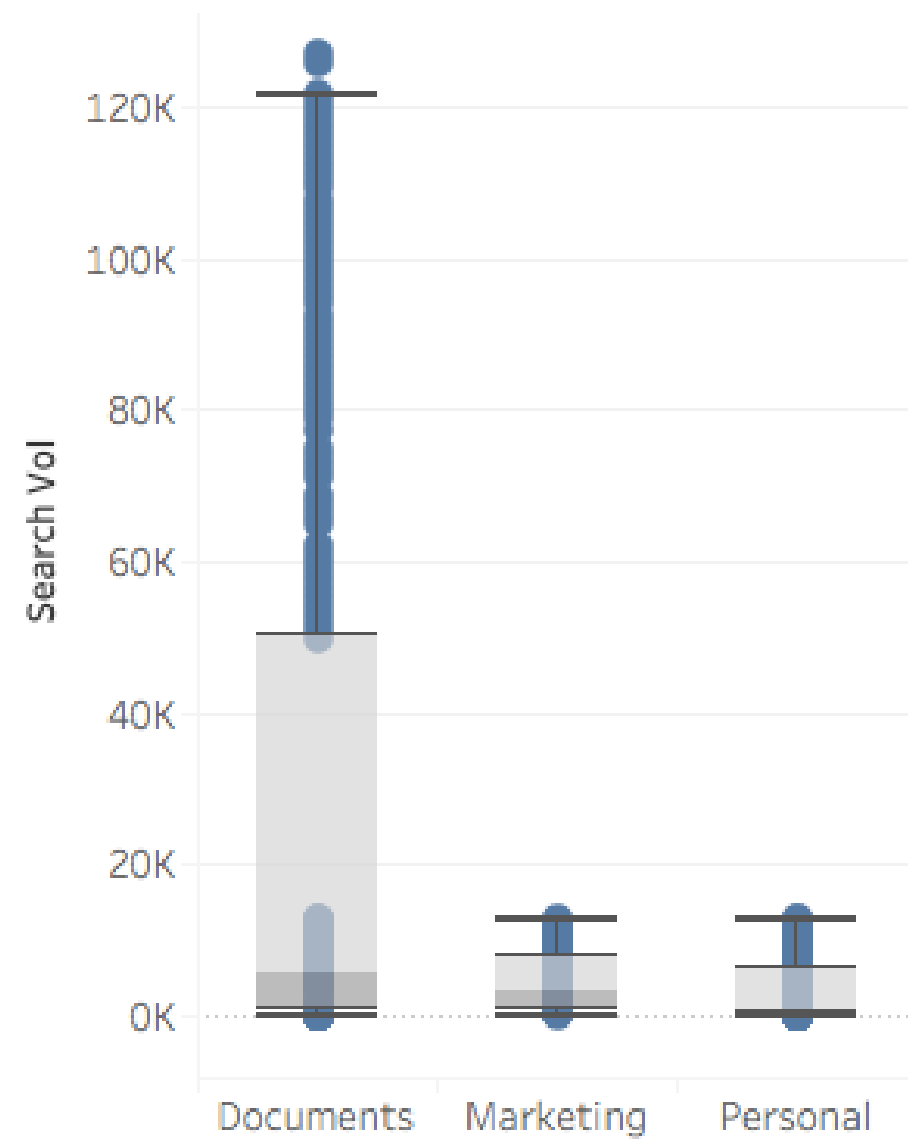
3. Hypothesis #2

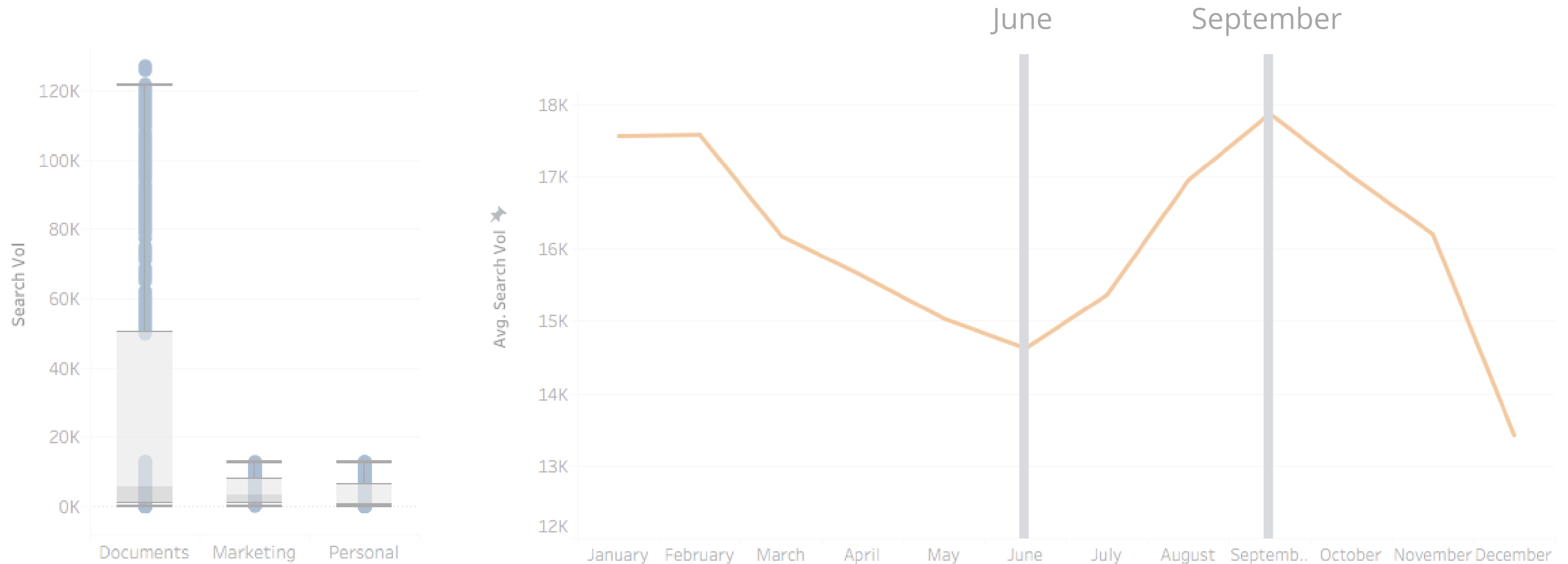A/B test displaying category by Search Volume

4. Seasonality

Analysing Documents category seasonality

4. Seasonality

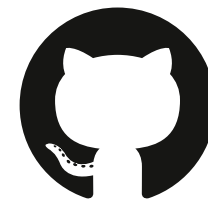Adapt displaying and prioritisation to seasonality

What next?

I would continue the analysis...

#1 Classify actual sub-categories by growth phase

#2 Spot new trends by searching for similar keywords

Thank you!

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