

Data Analytics Bootcamp | July, 2020

Data Analytics for Product Management

By Pepe Nunez

Canva

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Create a design

[Custom dimensions](#)

Video



Animated Social
Media



Video



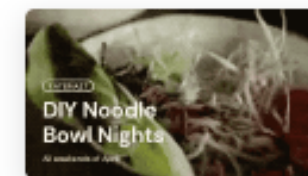
Facebook Video



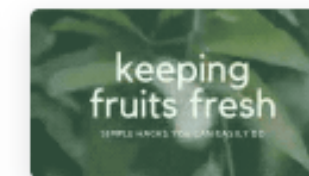
Social Feed Video
Ad



Pinterest Video
Pin



In-Stream Video
Ad



Youtube Intro



Video Collage



Slideshow Video

Goal

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

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

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 have more available data than I have. For this project...

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

#2 User engagement increases with greater available templates

1. Approach



Web Scraping

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



API

['Date', 'Trend']

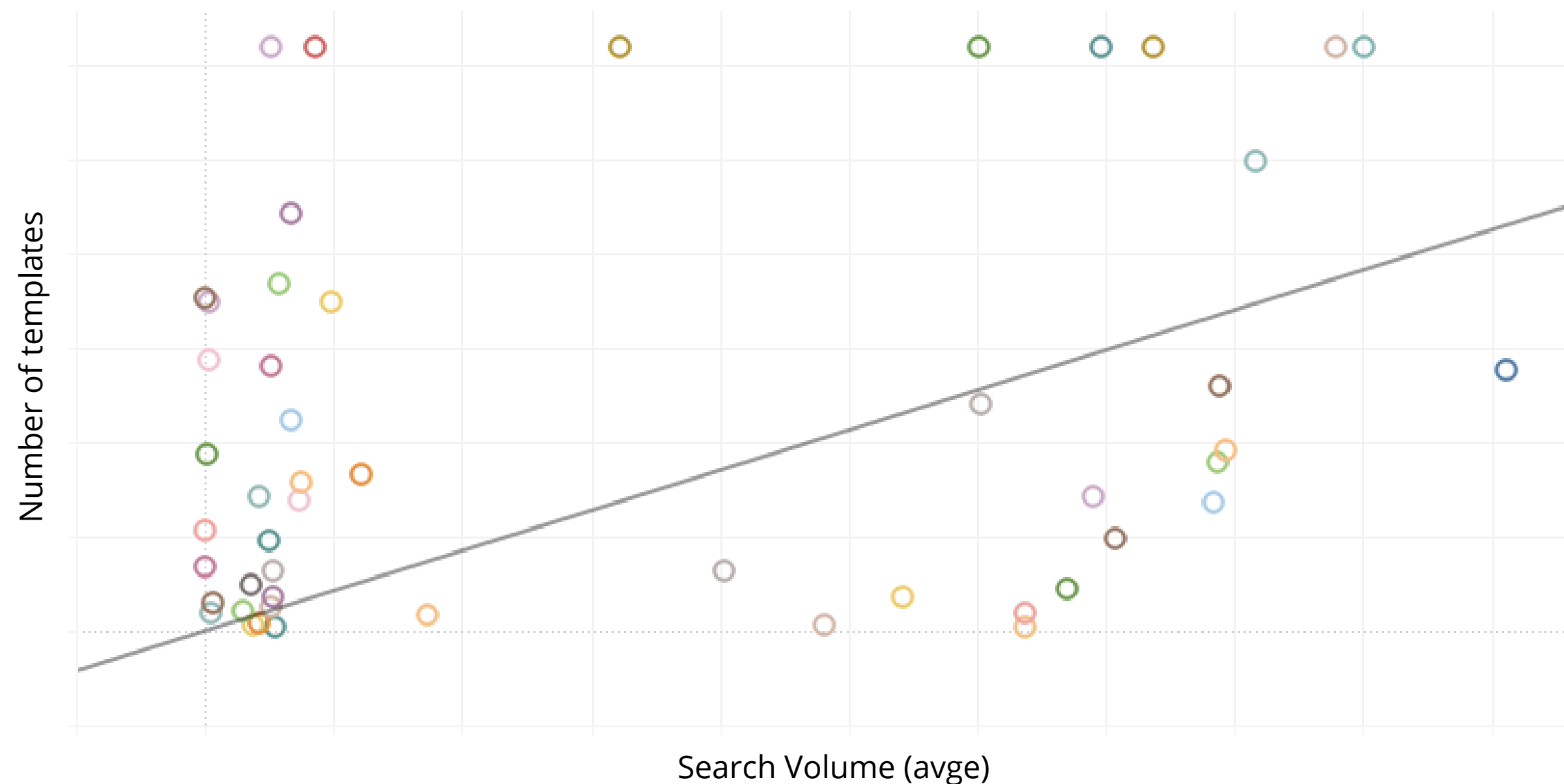


.CSV

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

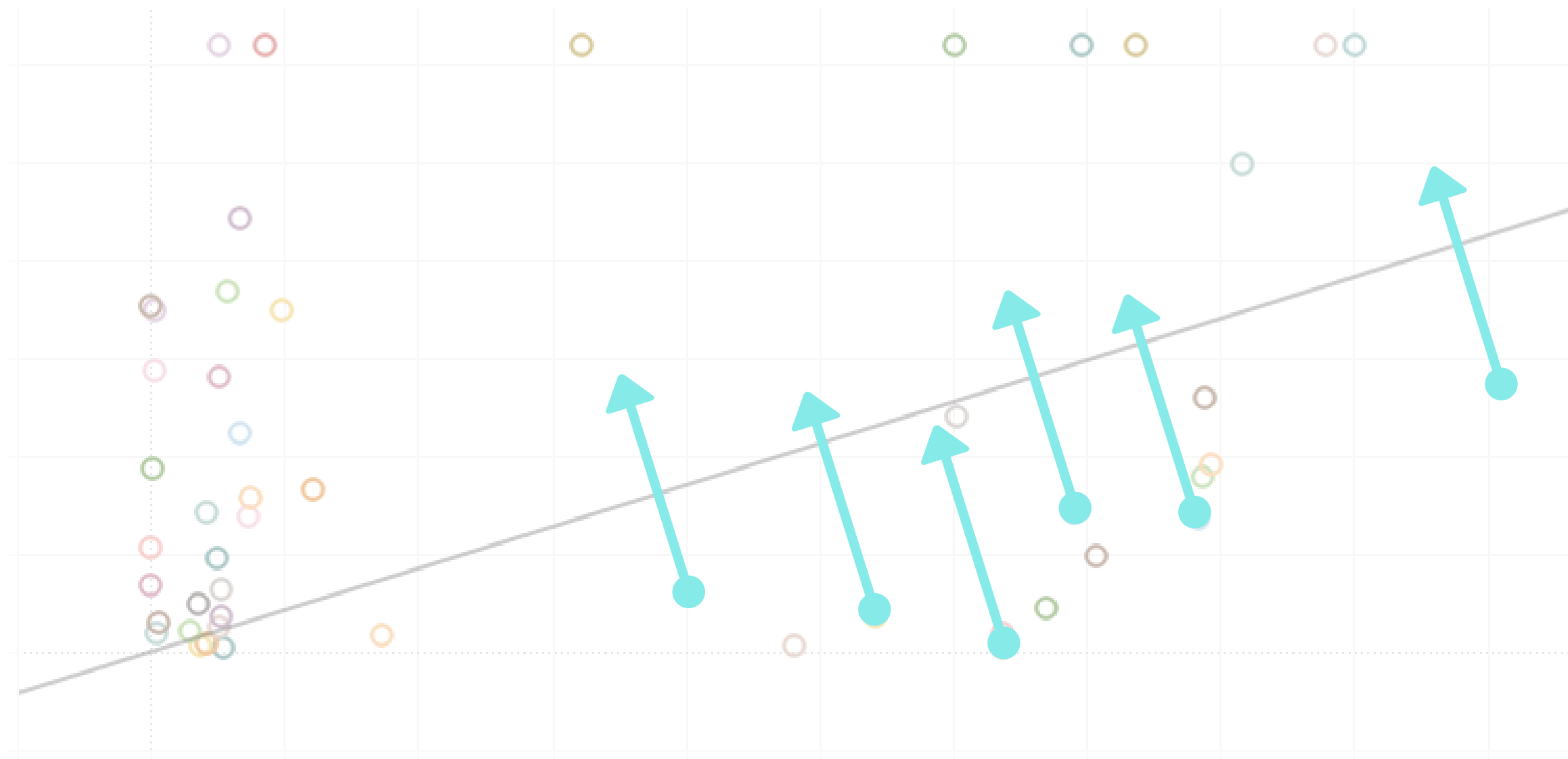
2. Hypothesis #1

Moderate positive correlation between Search Volume and # of Templates



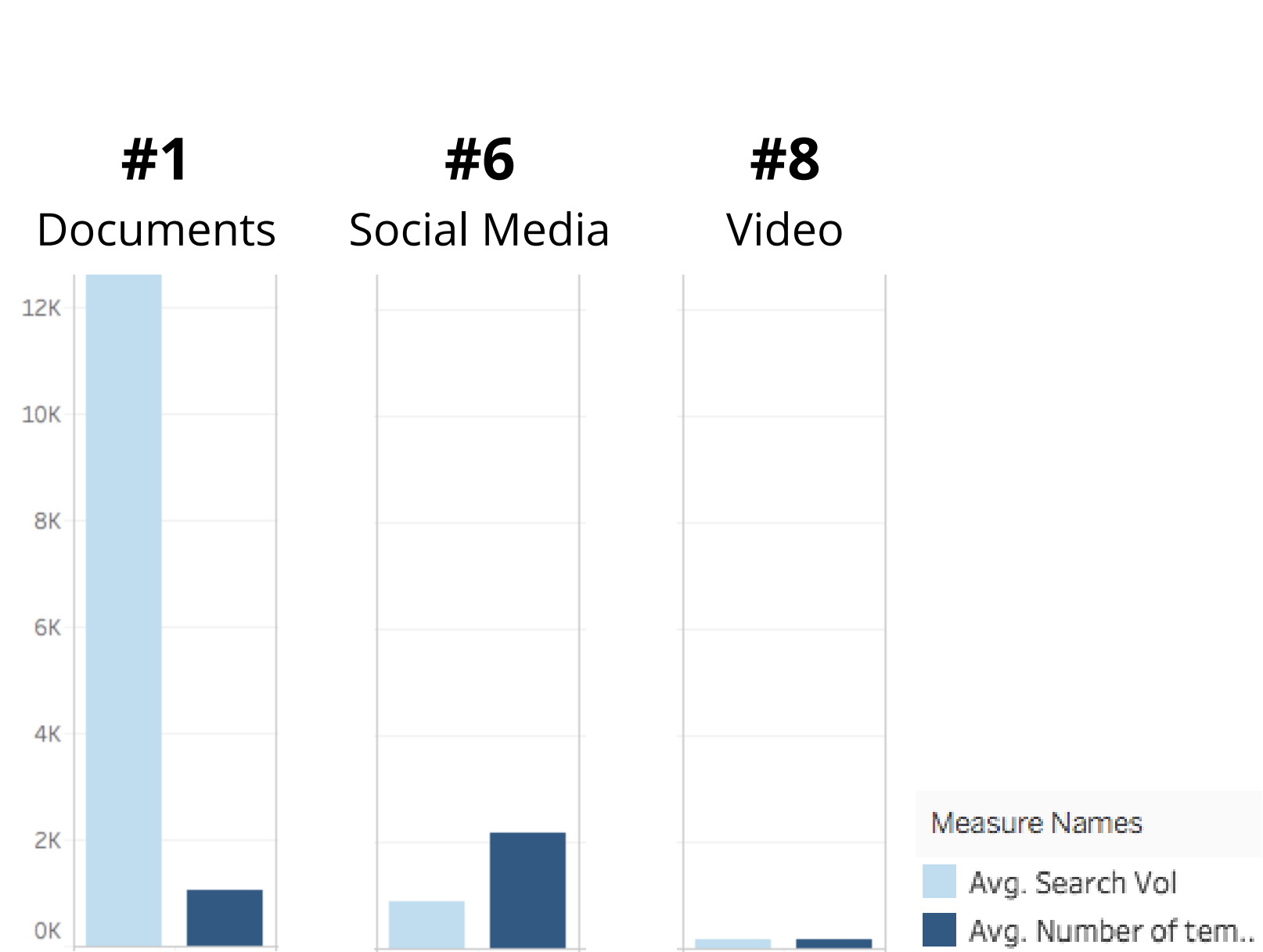
2. Hypothesis #1

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

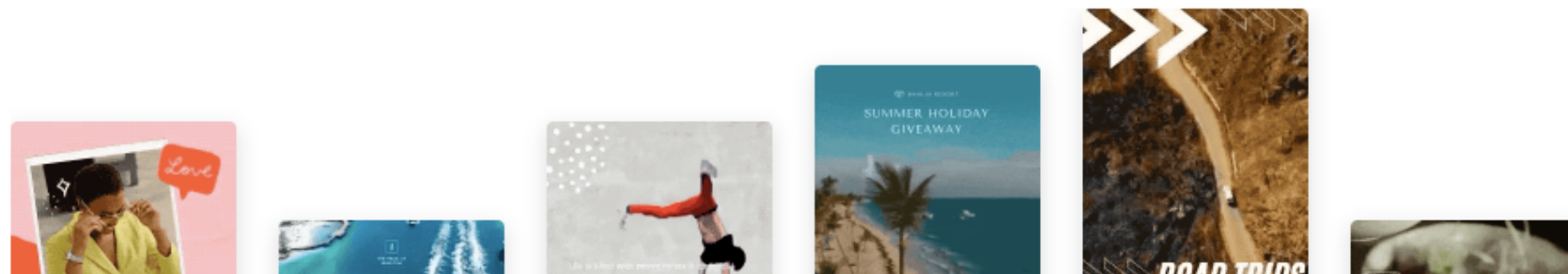


3. Hypothesis #2

Categories are NOT displayed depending on Search Vol nor # of Templates



Video



Social Media

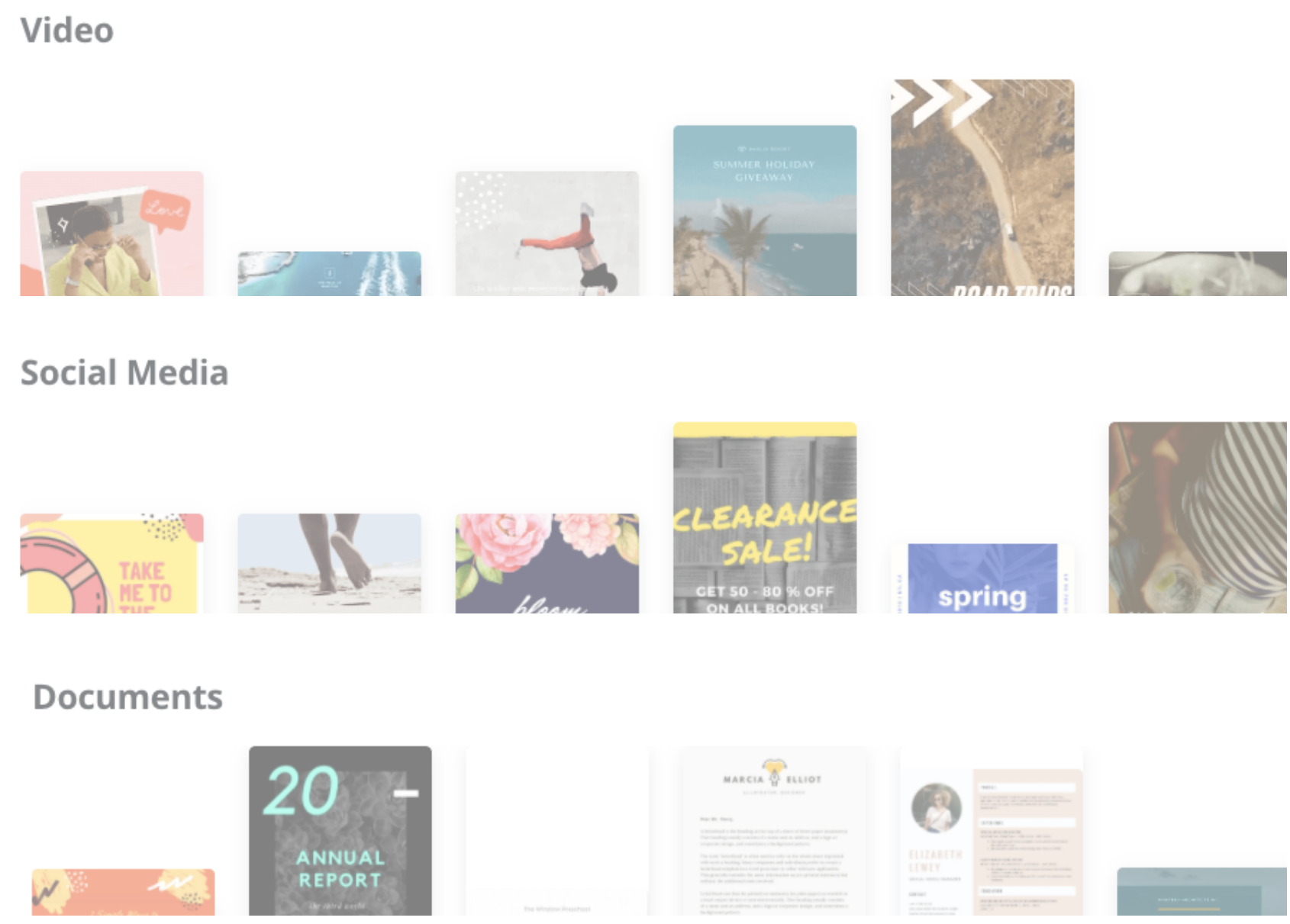
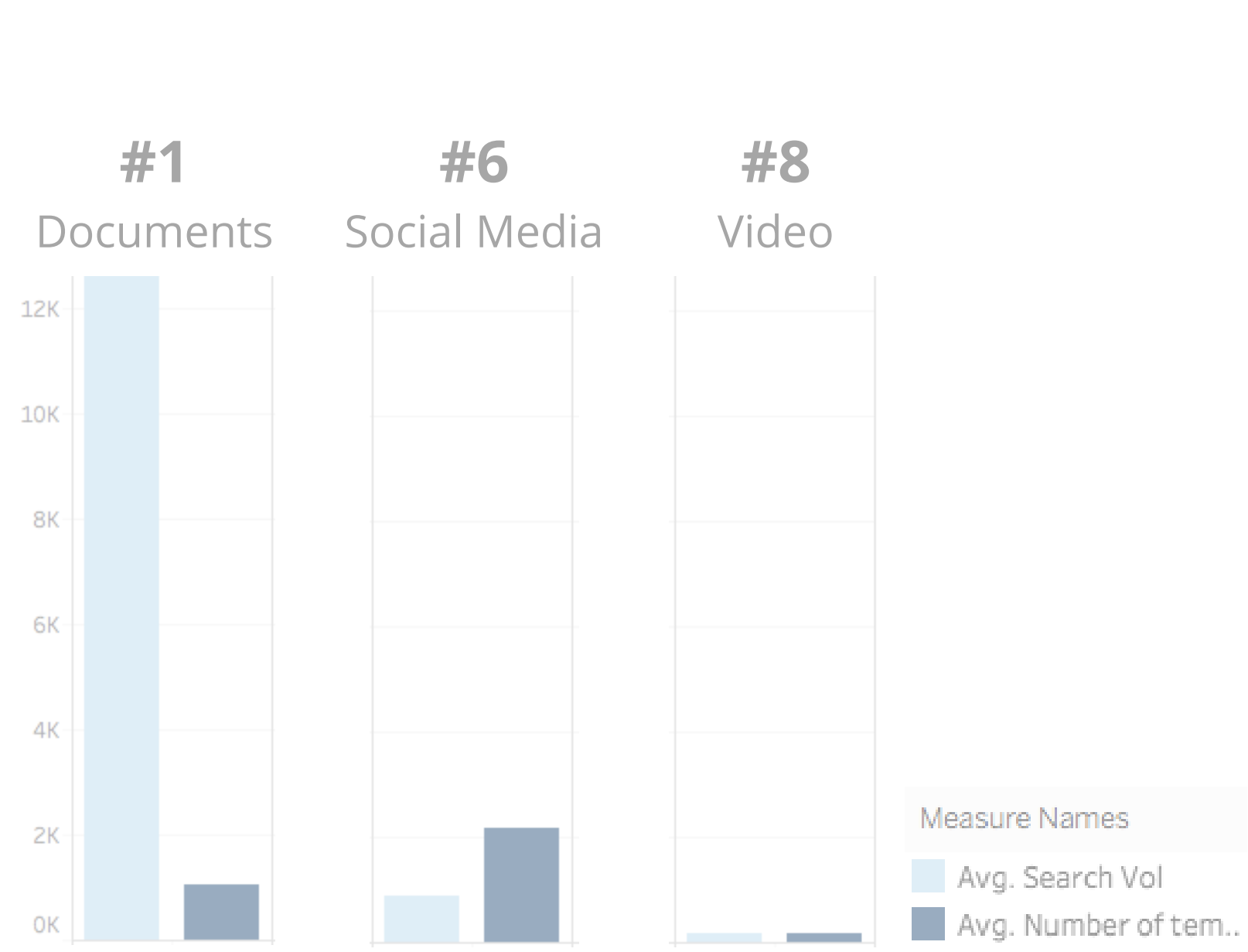


Documents



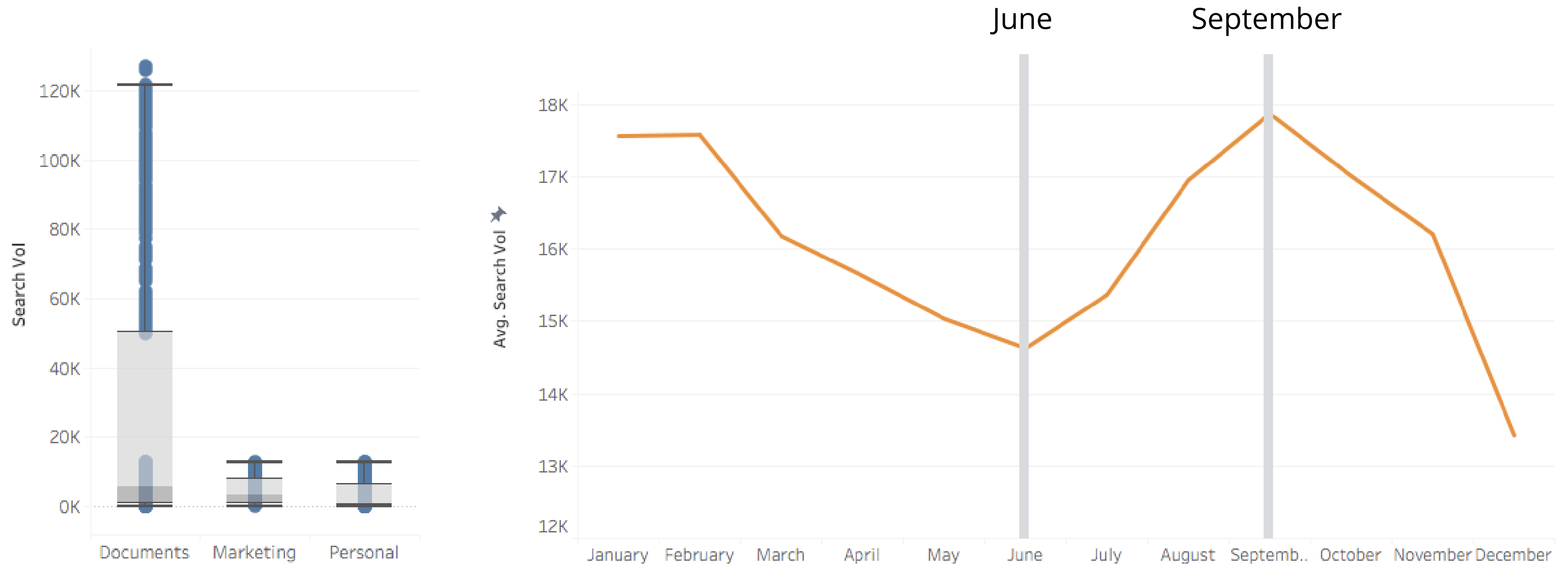
3. Hypothesis #2

A/B test displaying category by Search Volume



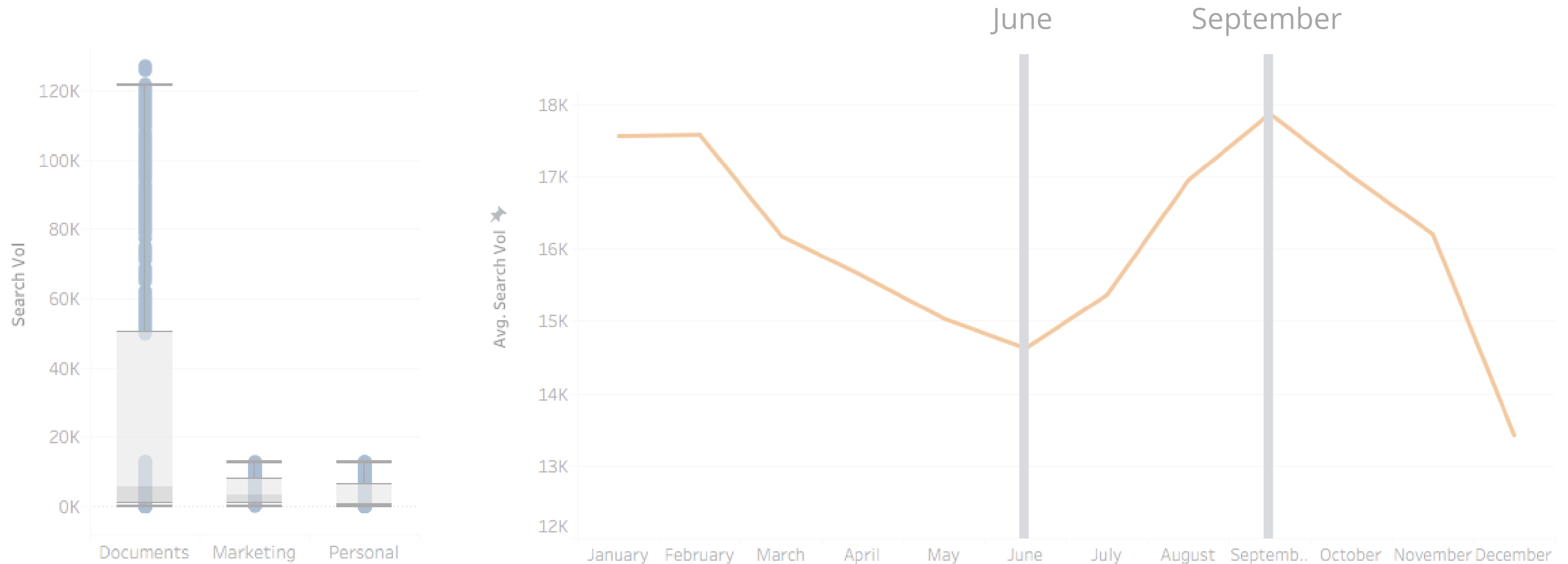
4. Seasonality

Analysing Documents category seasonality



4. Seasonality

Adapt displaying and prioritisation to seasonality



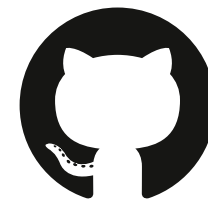
What next?

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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