



# **Performance Analysis**

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Presented To  
VOYCEME  
Presented By  
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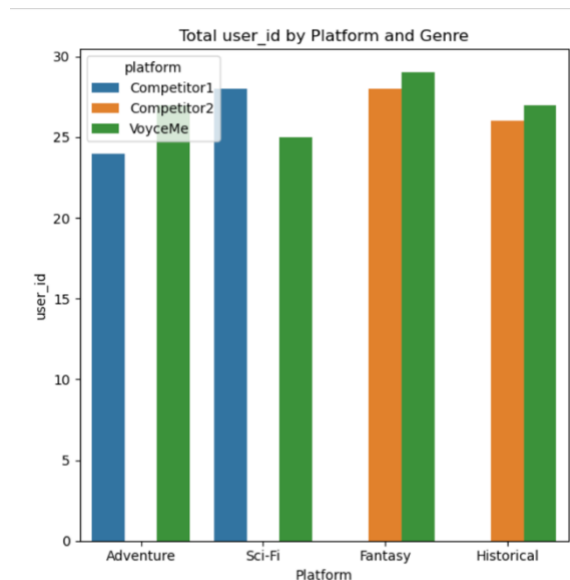
# Introduction

In this analysis, we examine the performance of VoyceMe series in comparison to its competitors using the available datasets. The main focus of this analysis is to evaluate the performance of each series in terms of views and search counts, identifying which series are excelling and which are lagging behind. By analyzing these metrics, we aim to provide valuable insights and recommendations to enhance the performance of VoyceMe series. The report will be concise, well-structured, and will incorporate accurate visualizations to support our findings and recommendations.

## Questions

- **What strategies can VoyceMe employ to improve the performance of its series?**
  - Which series are performing well?
  - Which are lagging in both views and search counts?

## Customer Information



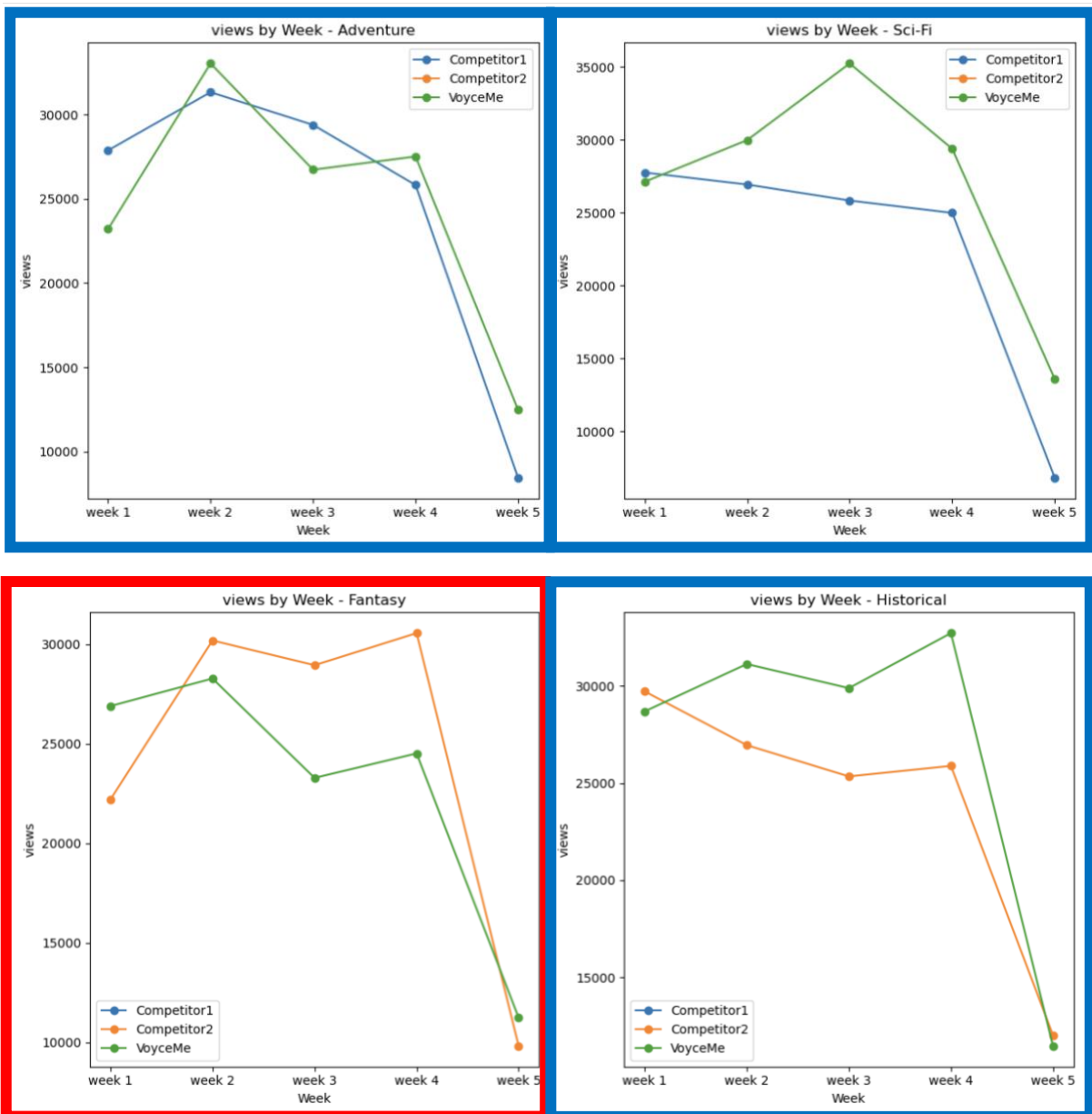
Based on the data, there are 93 unique recorded users across various platforms, including Competitor1, Competitor2, and VoyceMe. The graph depicts the number of unique recorded users for each platform categorized by genre within a month. It's worth noting that users are not exclusively interested in a single genre or series but rather engaged with multiple genres.

Observing all the genres, it becomes apparent that only the Sci-Fi genre of VoyceMe has a lower number of users compared to the other competitors in their respective genres.

# Weekly Metric

The view counts for all three competitors across different genres fluctuate significantly from week to week, indicating a high level of variability in their performance. Furthermore, based on the total views per week, it can be concluded that the Sci-Fi, Historical and adventure series of VoyceMe is performing well among other genres or series. (Blue highlight)

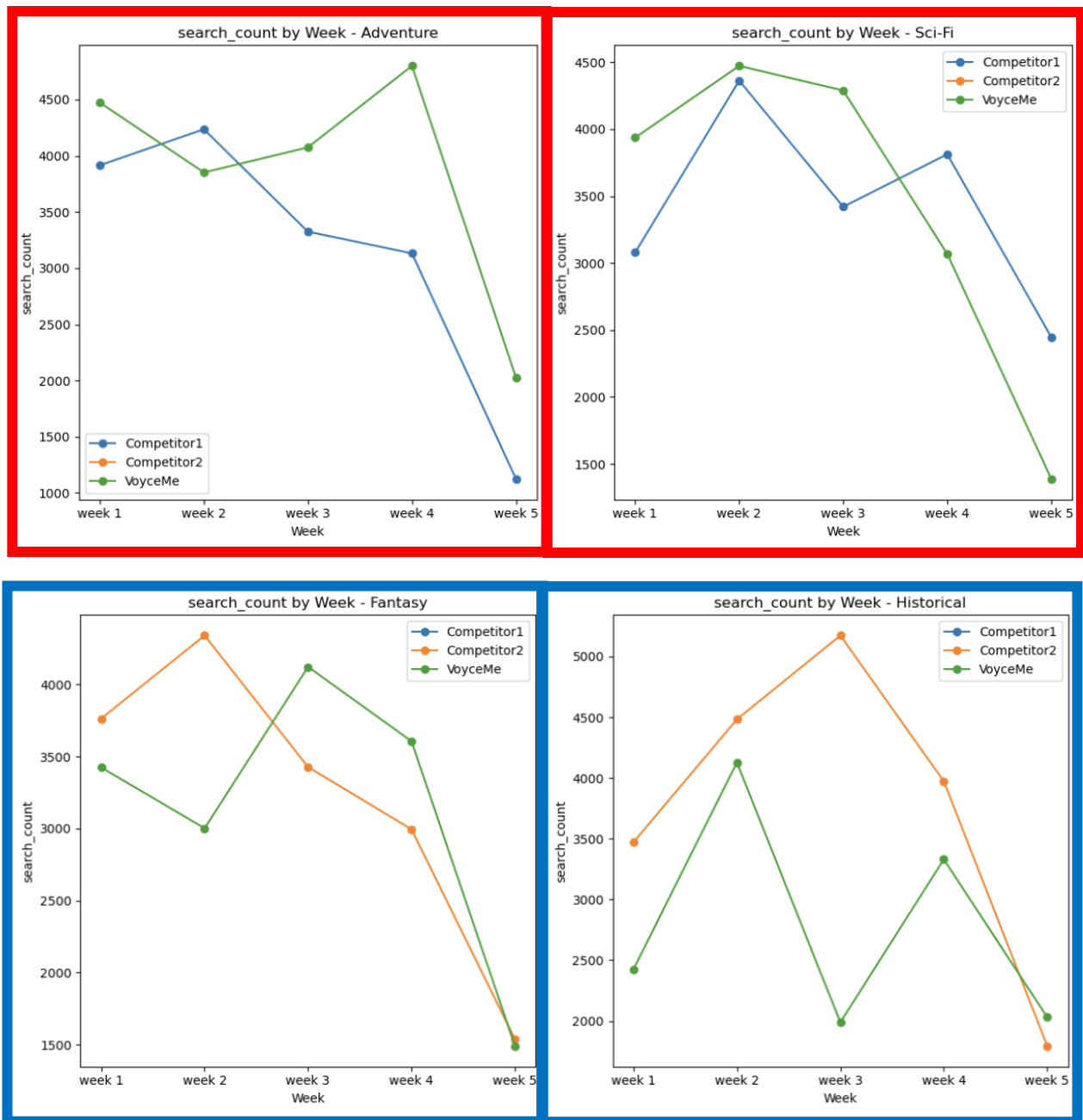
On the other hand, the Fantasy genre of VoyceMe has the lowest overall views. Though in the first week it is performing well but in the proceeding weeks it has lower views than the other competitor over the 4-week period shown. It can be influenced by many factors such as content releases, marketing campaigns, seasonality, and others. (Red highlight)



# Search Count Metric

Just like the views, the search counts for all three competitors also show significant fluctuations from week to week, as depicted in the graph. However, when we specifically look at the Historical genre or series, it becomes evident that Competitor2 has the highest total recorded search count. This suggests that among the competitors, Historical and Fantasy genre of Competitor2 is particularly popular than VoyceMe. (Blue highlight)

Moreover, Adventure and Sci-Fi genre of VoyceMe has significantly good number of search counts compared to Competitor1. (Red highlight)



# Monthly Metric

The first graph depicts valuable insights into the total views of the three competitors across different genre and platforms in January 2023. On figure 1, the Sci-Fi and Historical genre of VoyceMe appears to generate the highest total views, indicating a strong viewer interest and engagement across all platforms.

The Fantasy has the lowest total views in a month among four genres or series across all platforms.

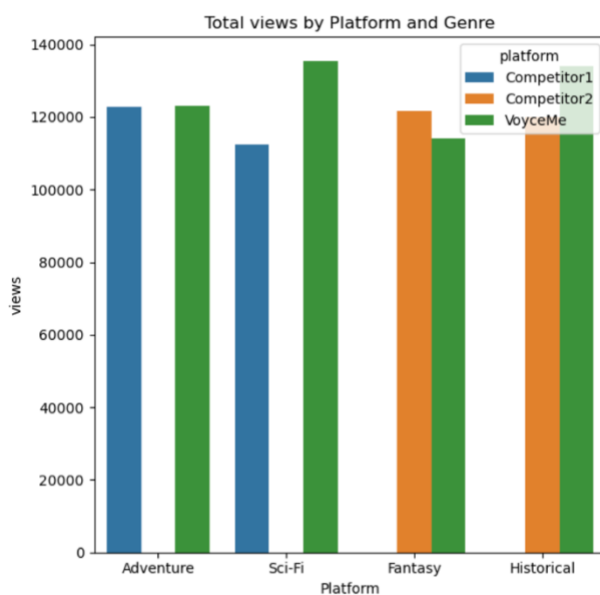


Figure 1

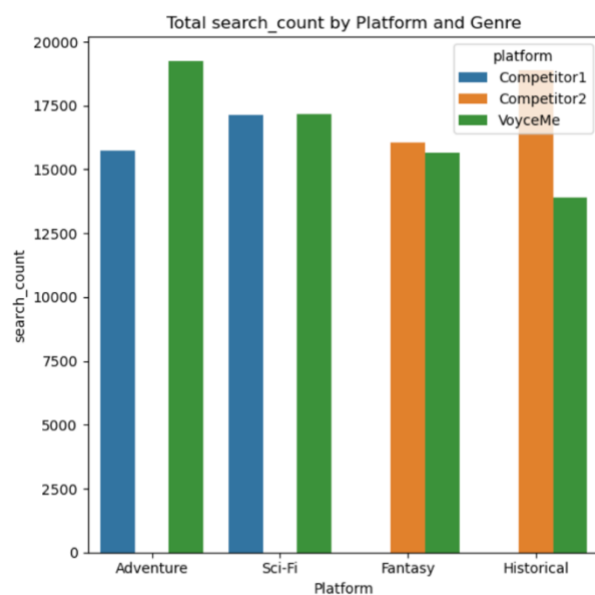


Figure 2

The second graph shows that the Adventure genre from VoyceMe exhibits the highest overall search counts among all three genres. This indicates strong viewer interest and discoverability for the Adventure genre. However, the Adventure genre may not have a significant number of views, possibly due to it being composed of short stories and more.

Among the four genres, the Historical genre from VoyceMe has the lowest overall search count.

Additionally, when we consider the customer information, the Sci-Fi and Historical genre has the lowest number of recorded users but records the highest number of views in a month. This indicates that even though there are fewer users recorded, they spend a significant amount of time viewing content in the Sci-Fi genre on the VoyceMe platform.

## Highlights:

- The Sci-Fi and Historical genres of VoyceMe generate the highest total views, indicating strong viewer interest and engagement.
- The Fantasy genre of VoyceMe has the lowest overall views, showing lower performance compared to other genres and platforms.
- Competitors2 has the highest total recorded search count in the Historical genre, suggesting its popularity in that genre compared to VoyceMe.
- Adventure genre from VoyceMe exhibits the highest overall search counts among all three genres, indicating strong viewer interest and discoverability.
- The Sci-Fi genre has the lowest number of recorded users but records the highest number of views in a month on VoyceMe platform, indicating high engagement despite fewer users.

## Recommendations

- Capitalize on popular genres: Focus on creating and promoting content in the Sci-Fi and Historical genres to engage viewers and cater to their interests.
- Improve Fantasy genre performance: Assess and enhance content and marketing strategies for the Fantasy genre to increase viewership and performance.
- Learn from Competitor2's success in Historical genre: Analyze Competitor2's approach and strategies in the Historical genre to enhance VoyceMe's offerings in that genre.
- Leverage Adventure genre popularity: Create and promote more content in the Adventure genre to attract a larger audience and take advantage of strong viewer interest and discoverability.
- Enhance Sci-Fi genre user engagement: Despite fewer recorded users, focus on providing quality content and finding ways to attract more users to boost viewership in the Sci-Fi genre.