

Conversion Rate Prediction

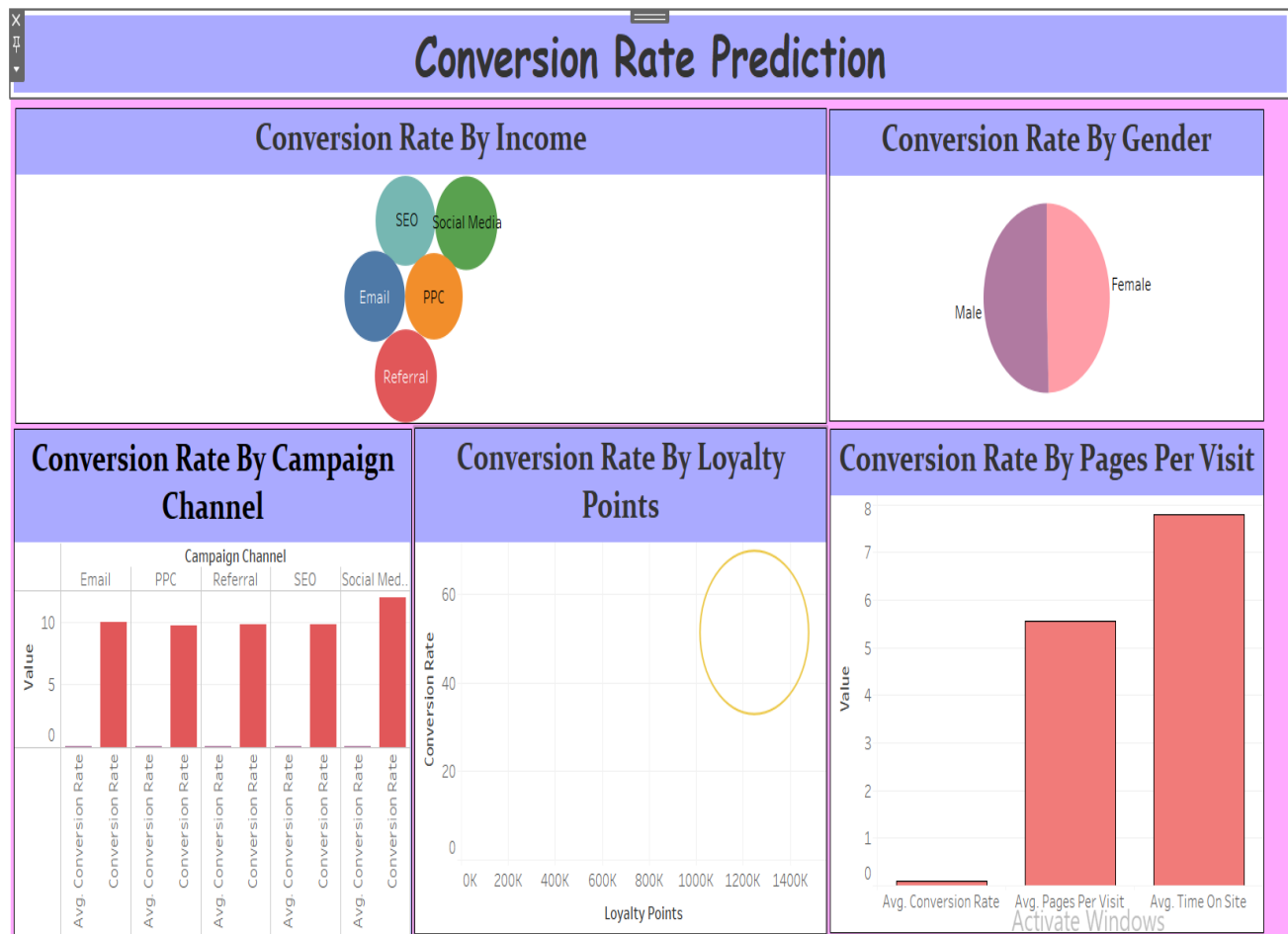
Dataset Domain: Digital Marketing

Dataset Details: Extracted from Kaggle.com

Dataset: Dating App 8000 rows and 20 columns

Dashboard/Project Title: Conversion Rate Analysis Problem Statement: Develop a dashboard to identify conversion rate.

Charts Used: Bar chart, Pie chart, packed bubble chart, scatter plot



Insights:

1. Highest medium/ channel used for conversion rate campaign is social media.
2. Conversion rate is extremely low as compared to pages per visit and average time on site. Average conversion rate of male is more than female by 2%.
3. PPC channel has highest maximum income but lowest conversion rate than any other channel. Average conversion rate by loyalty points is 51.14%.