Project Report

Tower of God Article

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INTRODUCTION

AnimeMangaToon, a platform dedicated to manhwa, manga, anime, and webtoons, aims to bridge the gap in authentic information about Korean manhwa and webtoons while celebrating both popular and lesser-known works. This report examines the article "Why is the Tower of God Show So Popular?" to explore its performance and effectiveness in engaging readers. By analyzing key metrics, we aim to identify areas for improvement and suggest strategies for enhancing reader engagement.
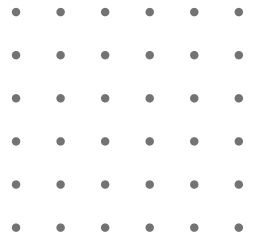
PROBLEM STATEMENT

Despite its relevance, the article "Why is the Tower of God Show So Popular?" is not engaging readers as indicated by user data such as page views, average time spent, and bounce rate.

This report analyses these metrics to identify engagement trends and propose actionable strategies to increase the average time readers spend on the page.
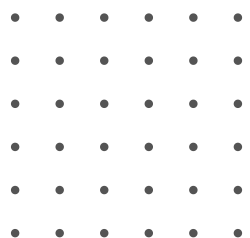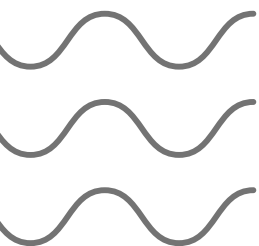
DATA OVERVIEW

For the internship assignment, I created a dummy dataset covering 10 days to demonstrate my understanding of the problem statement and data analytics tools.

The dataset includes columns such as date, total page views, total time spent, bounces, net page views, bounce rate, average time spent, referrers, countries, and search phrases after reviewing the article "Why is the Tower of God Show So Popular?"

I utilized Power Query to clean the data and performed the relevant calculations before importing it into Power BI to create the performance dashboard.
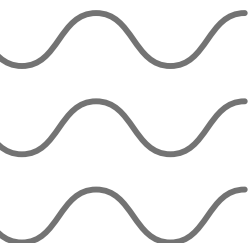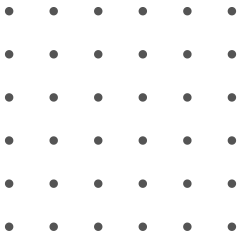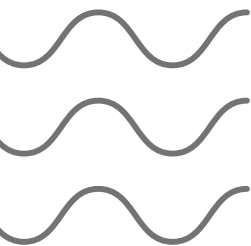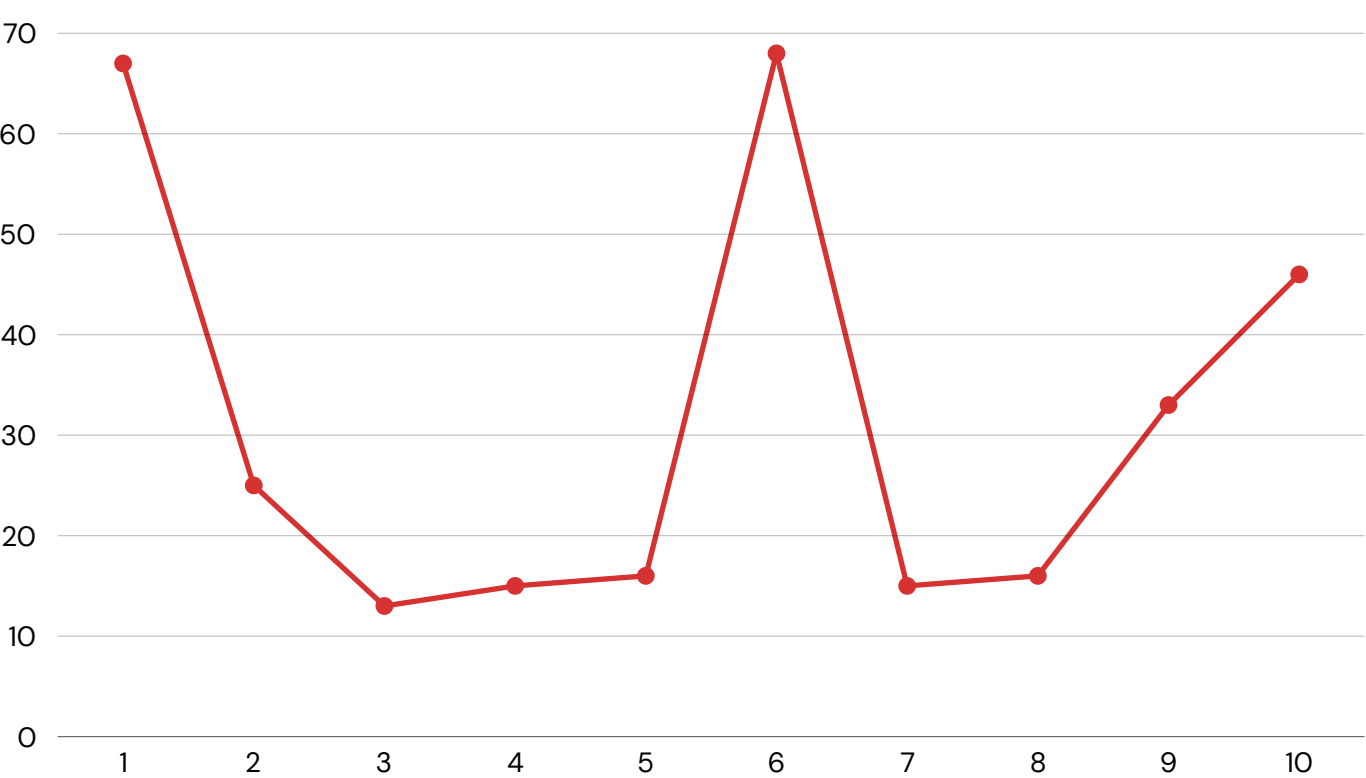
INSIGHTS

Daily Page Views
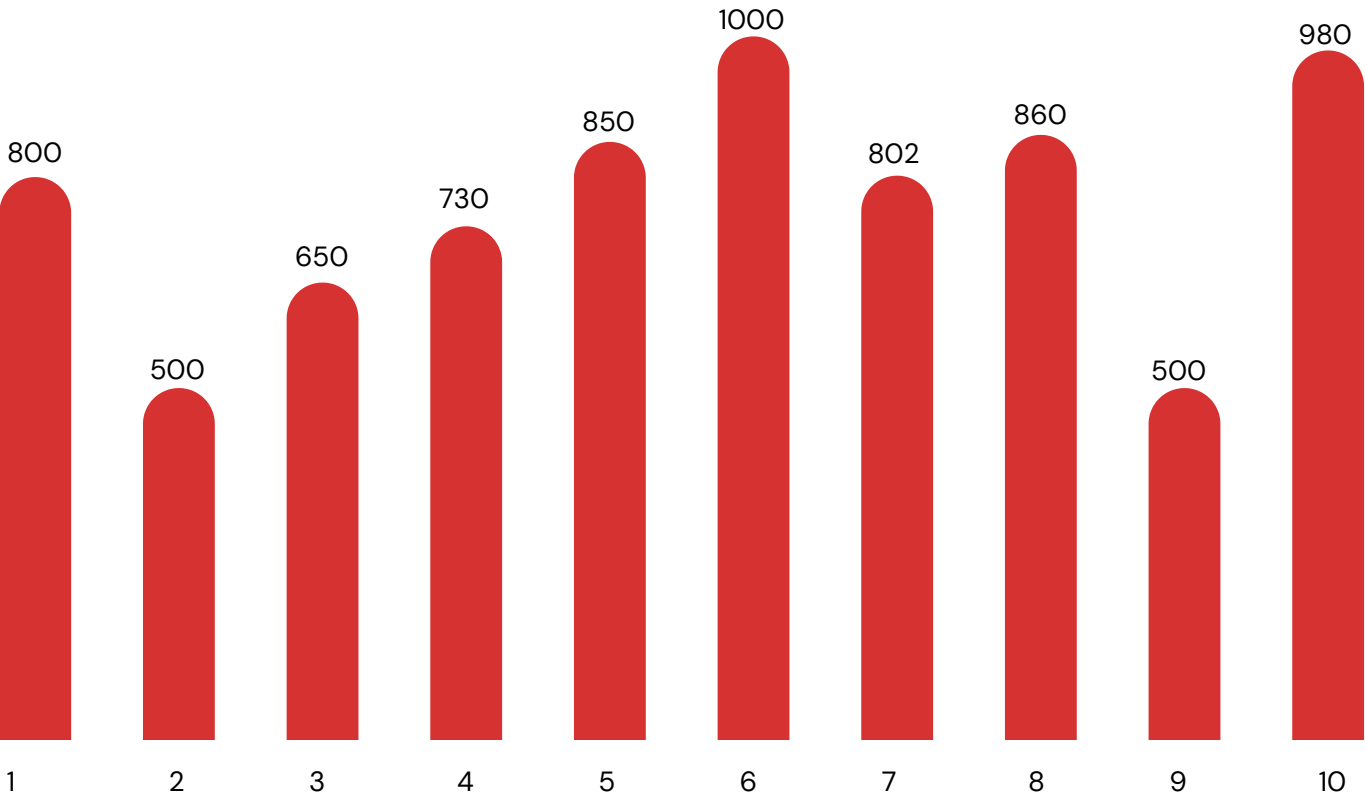
The total page views fluctuate over the 10-day period, with the highest being 1000 on the 6th day and the lowest at 500 on the 2nd and 9th days.
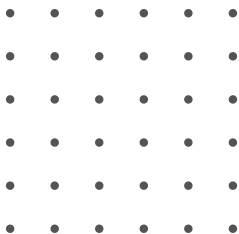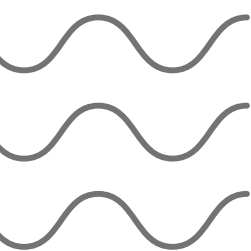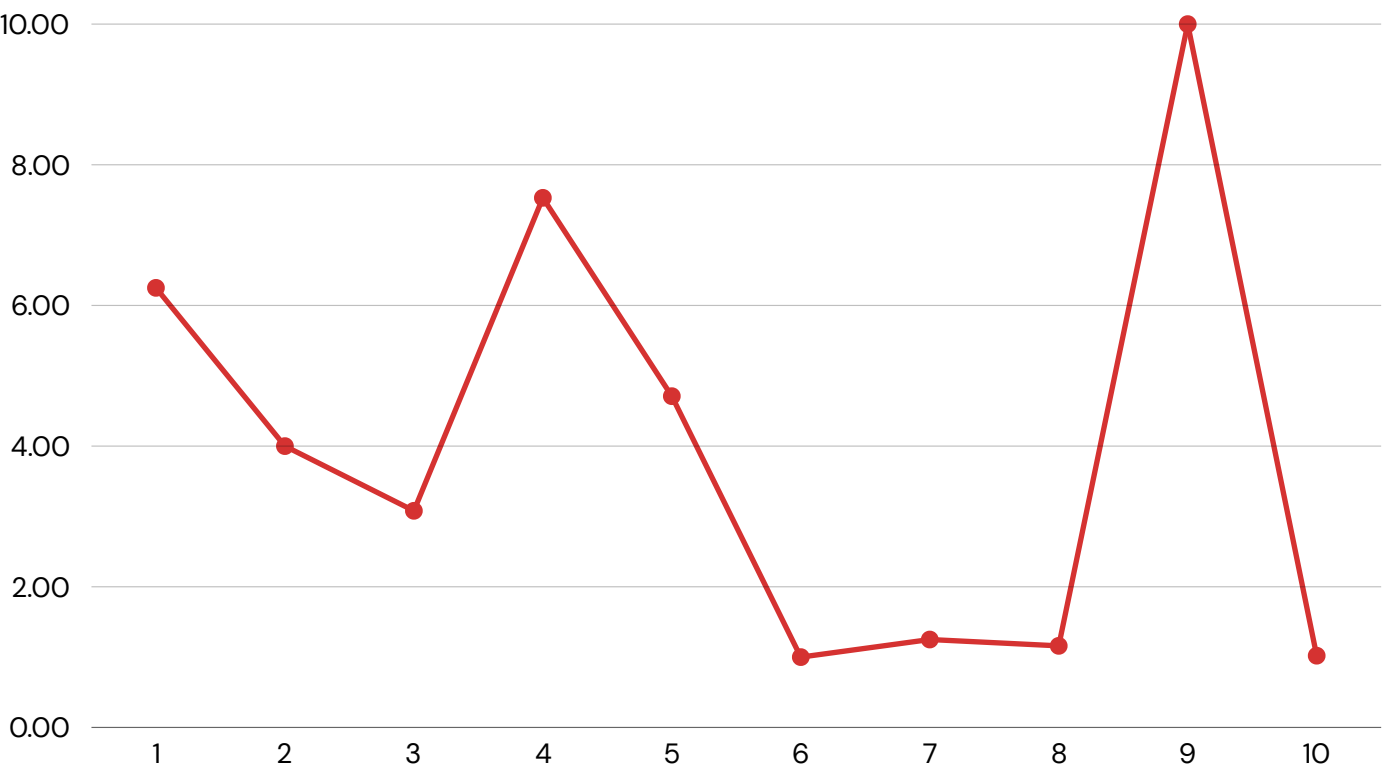
INSIGHTS

Average Time Spent (in seconds)

The average time spent on the page is relatively low for most days, with a significant drop on 3rd day at 13 seconds. The only exceptions are 1st and 6th days, where the time spent jumped to 67 and 68 seconds, respectively.
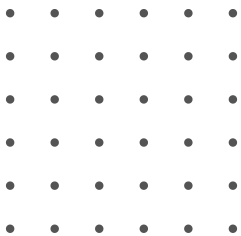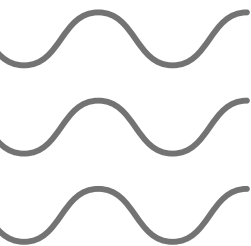
INSIGHTS

Bounce Rate (%)

The bounce rate is very high for certain days, especially at day 9, with 10.00%, indicating poor user retention. Day 1 also has a high bounce rate of 6.25%. In contrast, Day 6 and 10 have relatively low bounce rates of 1.00% and 1.02%, respectively.

RECOMMENDATIONS

- The focus should be on catchy titles, high-quality images, GIFs, or short video trailers to keep users engaged with the article. These elements enhance visual appeal, effectively breaking up the text while maintaining the natural flow of the content.

- It's also important to Improve the overall design of the webpage. Faster load times, a mobile-optimized layout, and better-organized content can significantly increase average time spent on the page.

- Including polls, quizzes, or interactive comment sections can create a more immersive experience. These not only encourage users to spend more time on the site but also creates a sense of community among the readers