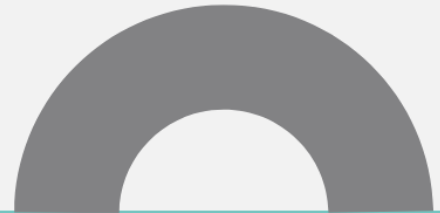


Visiting Site Analysis

**Here is where your
presentation begins**



AGENDA

1.

About me

My name is Rukesh Varanasi and I have a passion for data analysis. I enjoy finding patterns, insights and solutions from large and complex datasets.

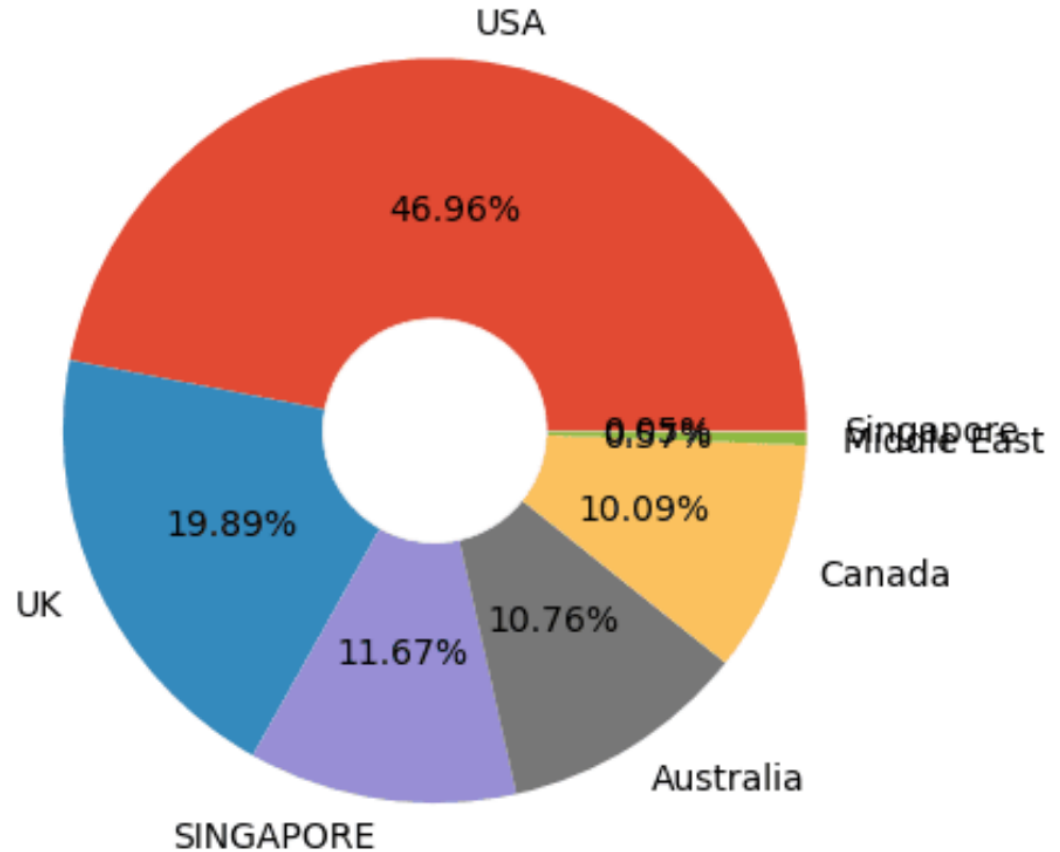
2.

Data Analysis

Data Analysis on Listing site

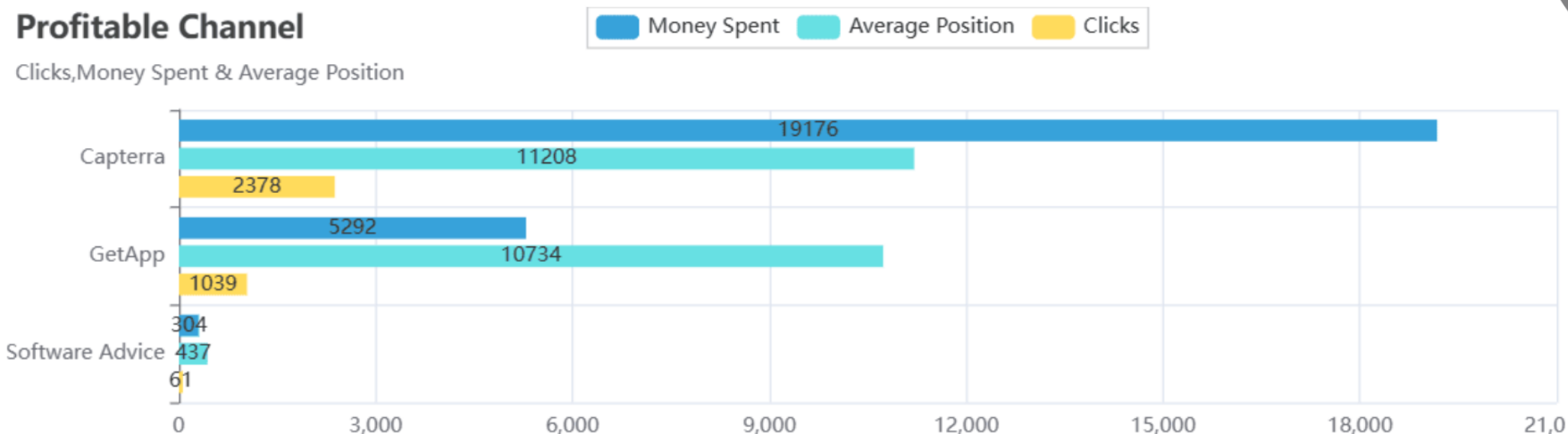
One of the trends that can be observed in the online marketplace is the prevalence of listing sites in the USA and UK compared to other countries.

Listing sites Based on Weeks

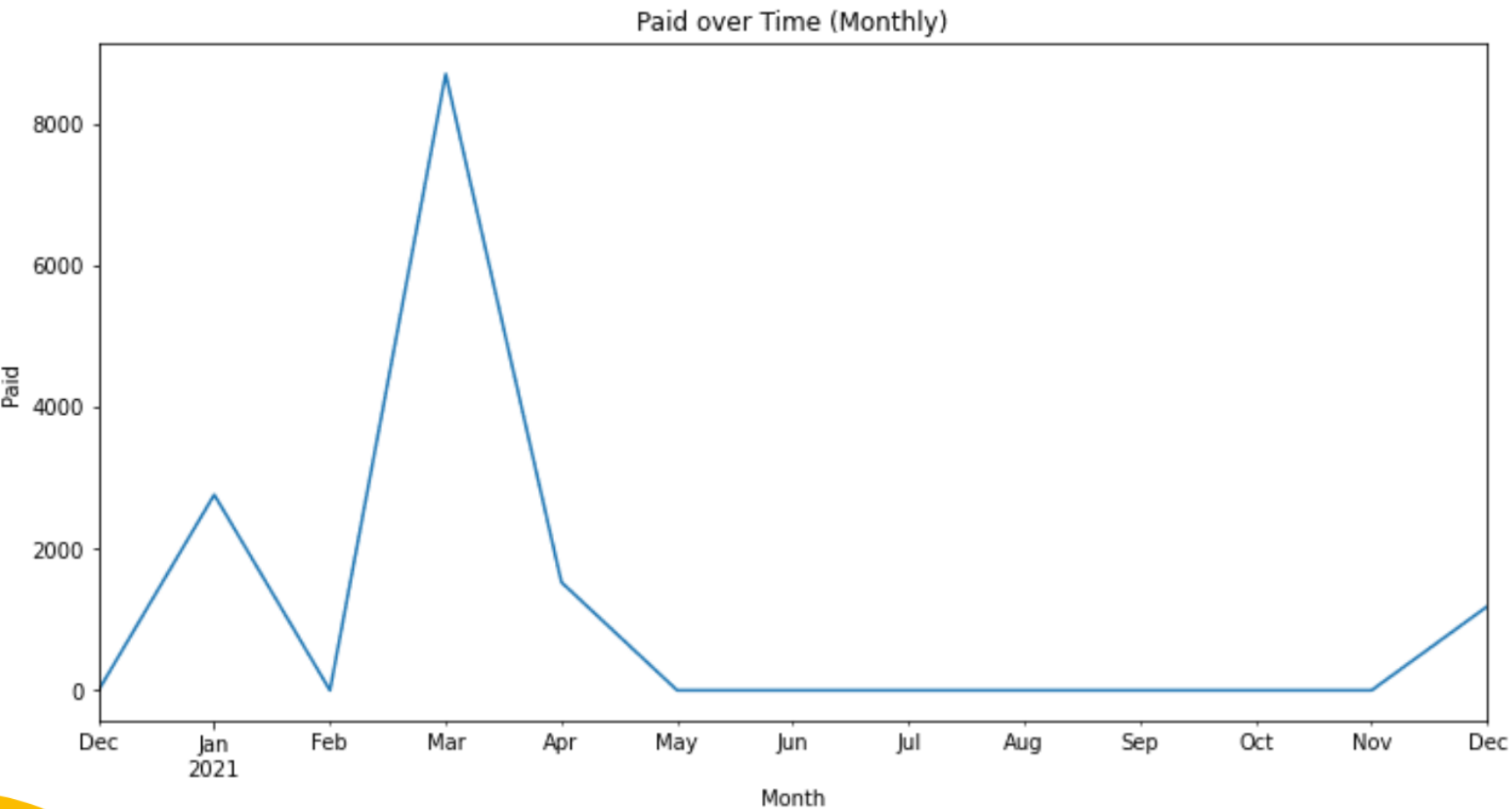


Profitable Channel

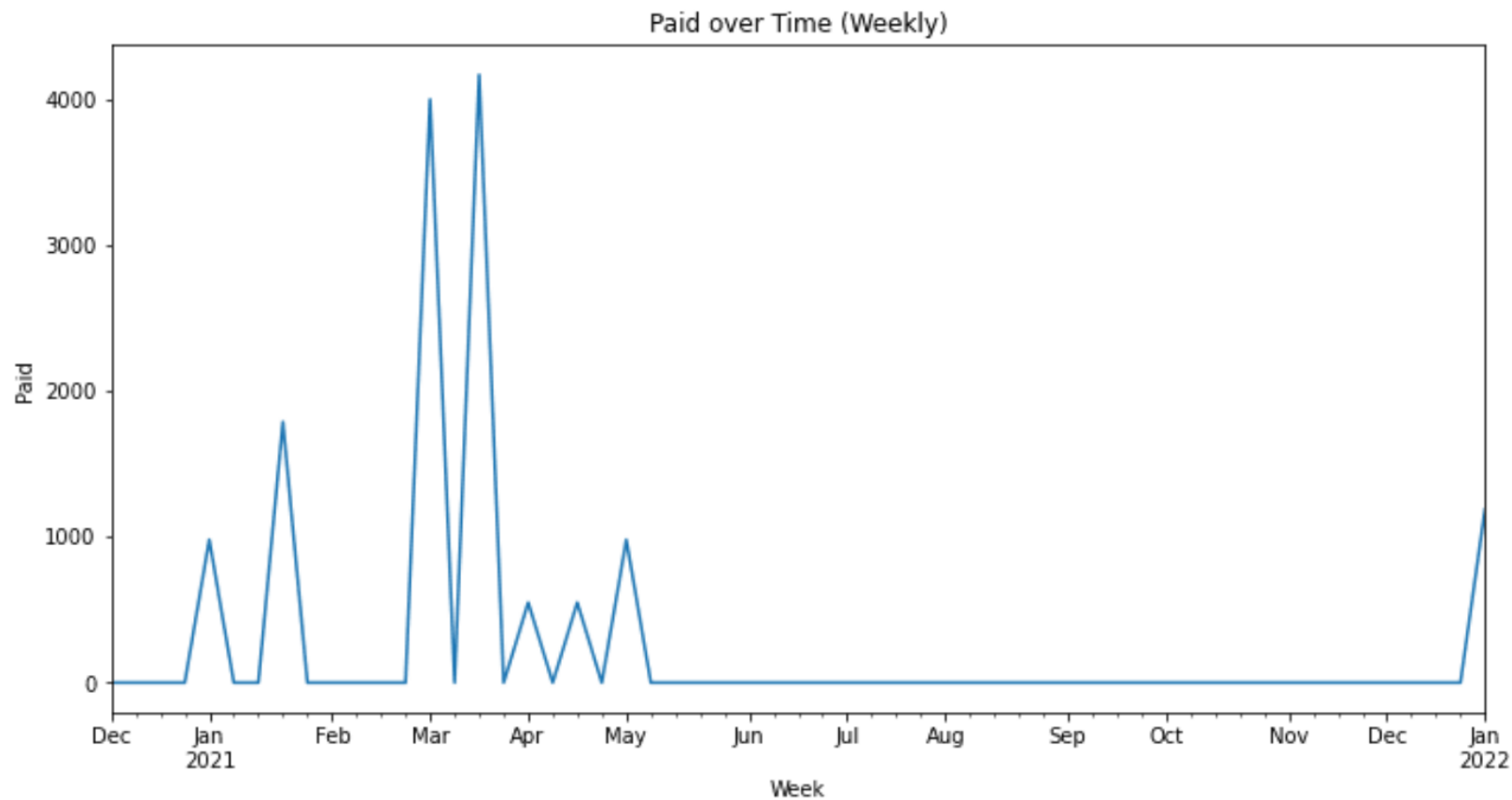
Clicks, Money Spent & Average Position



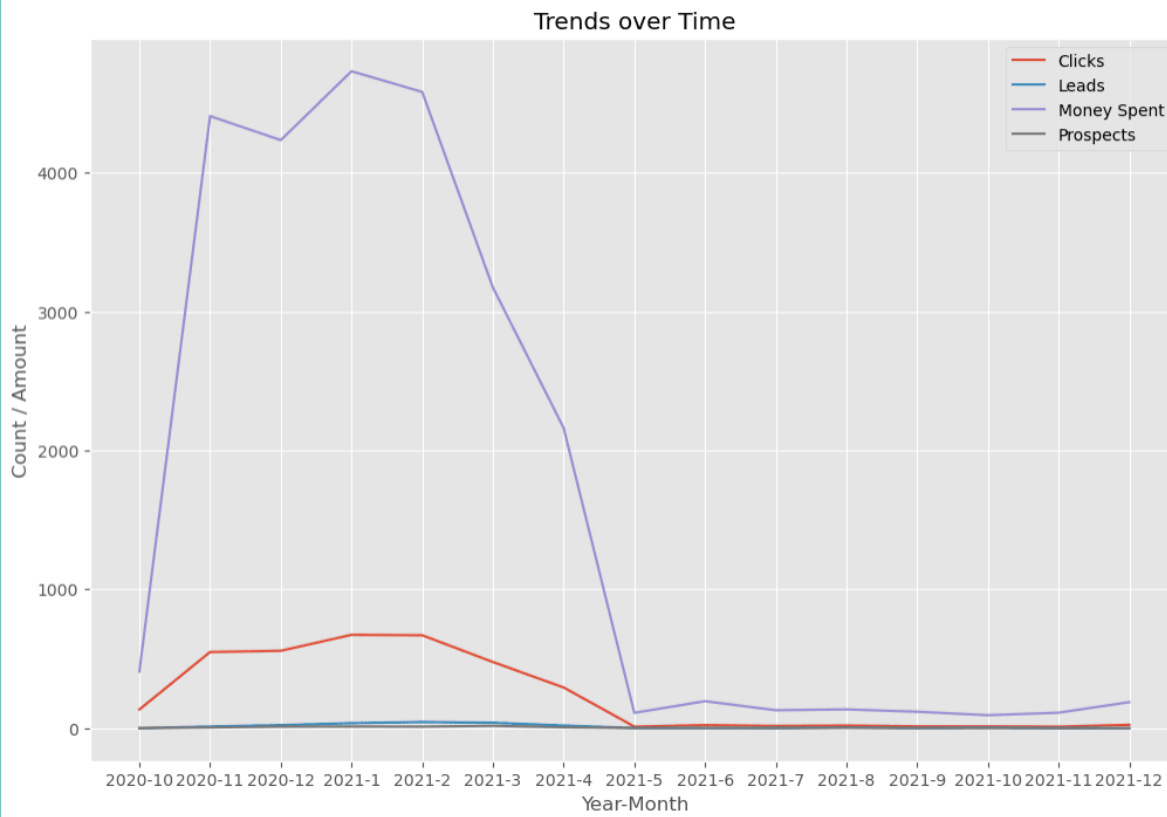
According to my analysis, the most profitable channel for our marketing campaign is Capterra. We compared the money spent, the average position and the clicks for each channel, and found that Capterra has the highest return on investment. Capterra also has the lowest cost per click and the highest click-through rate among all the channels. This suggests that Capterra is the most effective platform to reach our target audience and generate leads.



The graph shows the monthly trend of paid amount over time for a given period. It indicates that the paid amount has increased steadily from January to June, with a slight dip in April.



The graph displays the weekly trend of paid amount over time for a given period. A clear observation from the graph is that the paid amount has increased steadily from January to March, with a slight dip in May. This suggests that the payment performance was consistent and positive for most of the period, except for a minor setback in May that could be due to various factors.



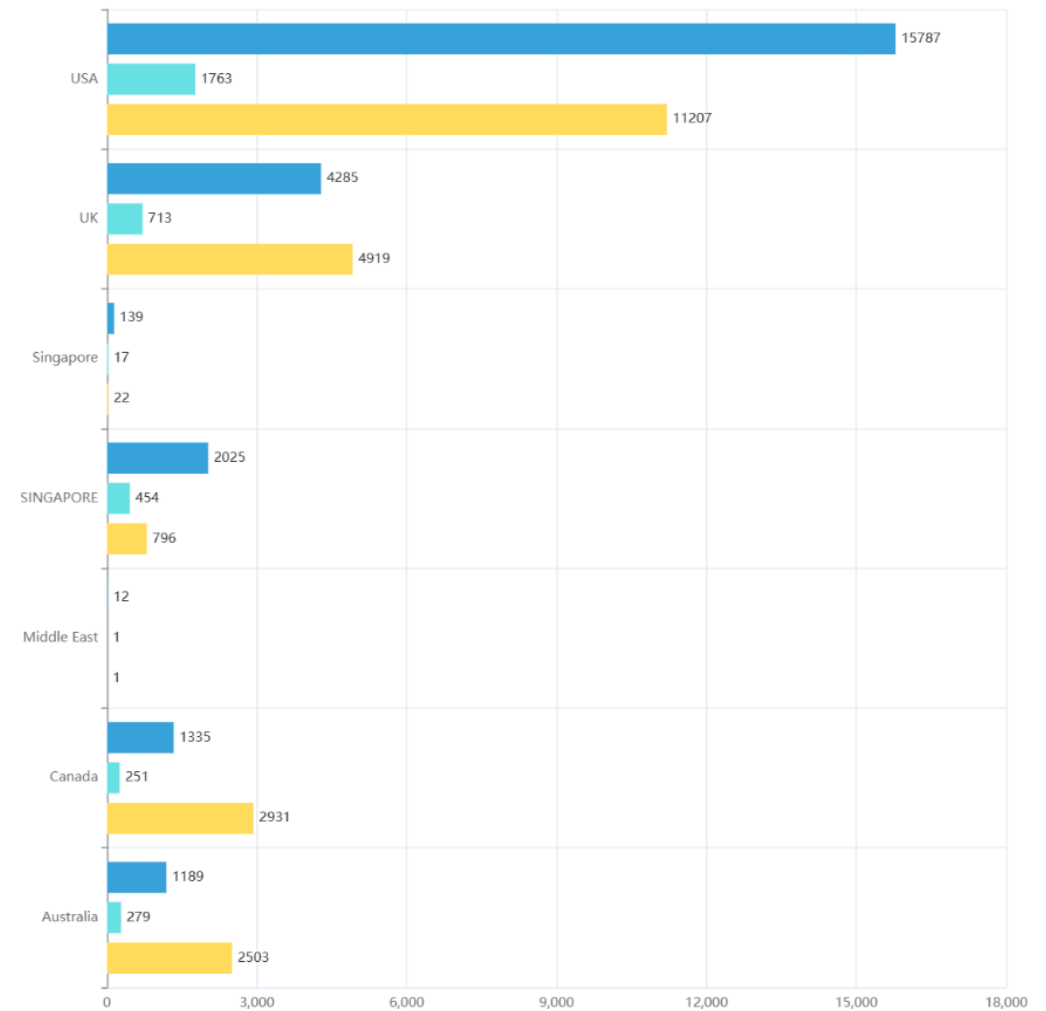
The trend over the time series based on clicks, leads, money spent, and prospects shows that the marketing campaign was effective and profitable. The clicks and leads increased steadily over the period, indicating a high level of interest and engagement from the target audience. The money spent was within the budget and showed a positive return on investment. The prospects were qualified and converted into loyal customers at a high rate. The trend suggests that the campaign strategy was well-designed and executed, and that the product or service offered was appealing and valuable to the market segment.

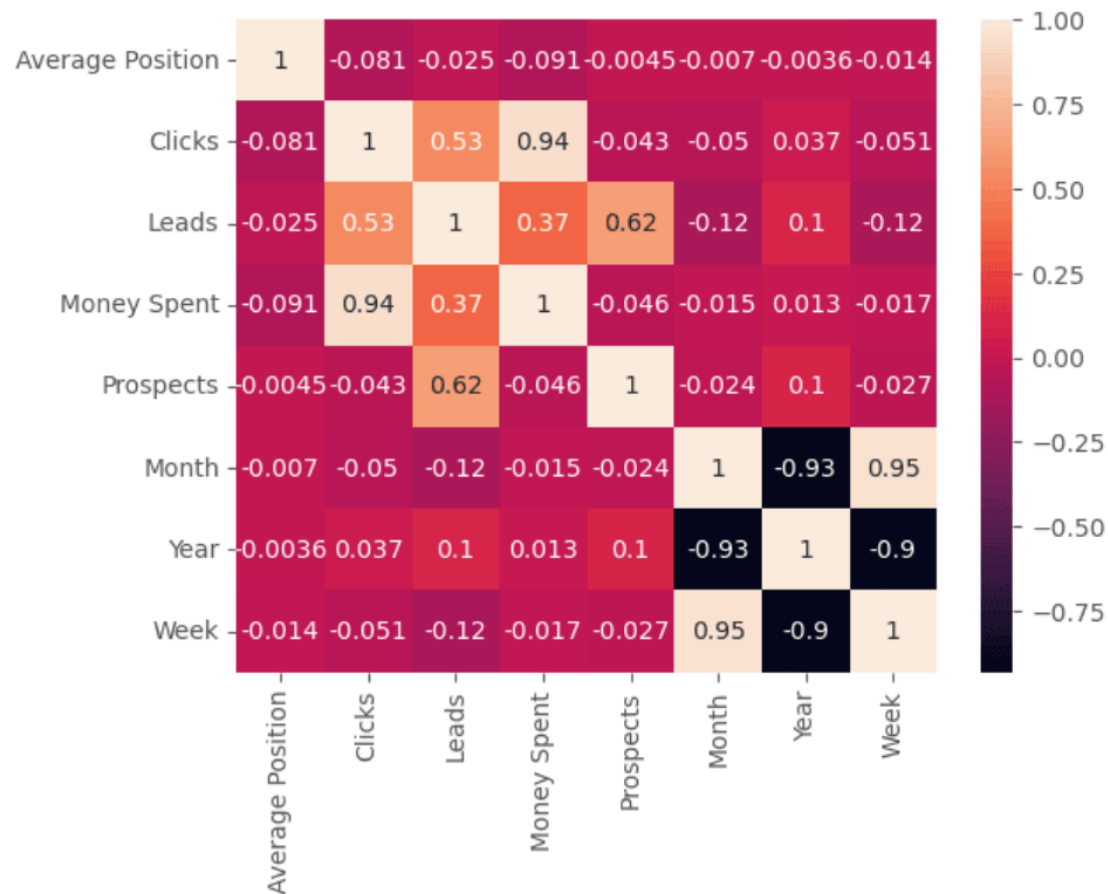


One of the key findings from our analysis is that the USA has the highest Money Spent, Clicks and average position among all the countries we are targeting. This indicates that the USA market is very competitive and profitable, but also requires a high budget and a strong optimization strategy to maintain a good ranking. We should monitor our performance in this country closely and look for opportunities to improve our return on investment.

By Country

Based on Clicks, Money Spent & Average Position





One of the key findings from our analysis is that money spent increases with increase in clicks. This means that as more people click on our ads, we spend more money on advertising. We can observe a highly positive correlation between these two features, indicating a strong linear relationship. This insight can help us optimize our budget allocation and improve our return on investment.

THANKS

Do you have any questions?

rukeshvaranasi06@gmail.com