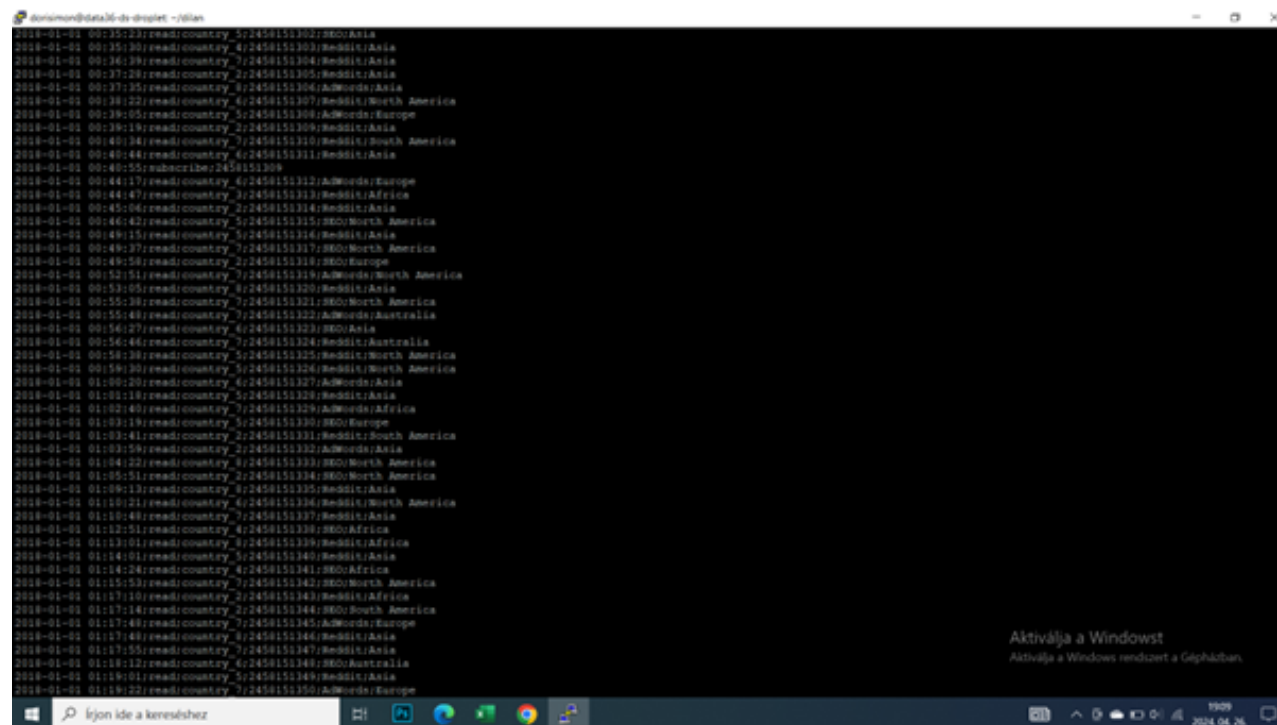Performance Report of

Dilan's Travel Guide

JDS 2024's Final Task
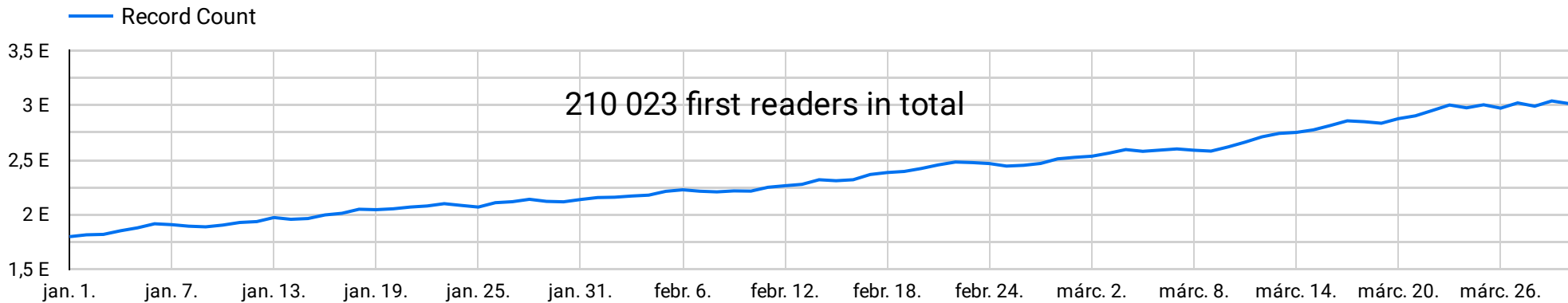created by Dorottya Simon

Dataset

- Format of the file: csv
- Timestamp: between 2018-01-01 00:01:01 and 2018-03-31 05:04:50
- Event types: reads (of first and returning readers), subscriptions, purchases
- Descriptions: timestamp, user_id, country (8), source (3), topic (6), price (2)
- Number of lines: 597 902
- Number of columns: 6
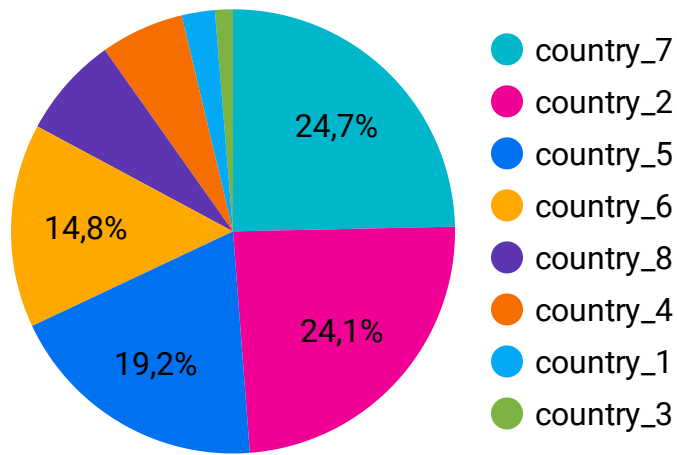- In case of most indicators there is no data for 2018-03-31

First readers

The number of first readers per day almost doubles in 3 month, it is around 3000 in the last week of March.

— Record Count

210 023 first readers in total

Chart y-axis: 3,5 E, 3 E, 2,5 E, 2 E, 1,5 E

Chart x-axis: jan. 1., jan. 7., jan. 13., jan. 19., jan. 25., jan. 31., febr. 6., febr. 12., febr. 18., febr. 24., márc. 2., márc. 8., márc. 14., márc. 20., márc. 26.

25% of first readers come from Country_7.

- country_7 — 24,7%
- country_2 — 24,1%
- country_5 — 19,2%
- country_6 — 14,8%
- country_8
- country_4
- country_1
- country_3

36% of first readers are interested in Asia.

- Asia — 36,2%
- Europe — 18,8%
- North America — 17,9%
- South America — 11,9%
- Africa
- Australia

Half of first readers come from Reddit.

- Reddit — 50,1%
- AdWords — 30%
- SEO — 19,9%
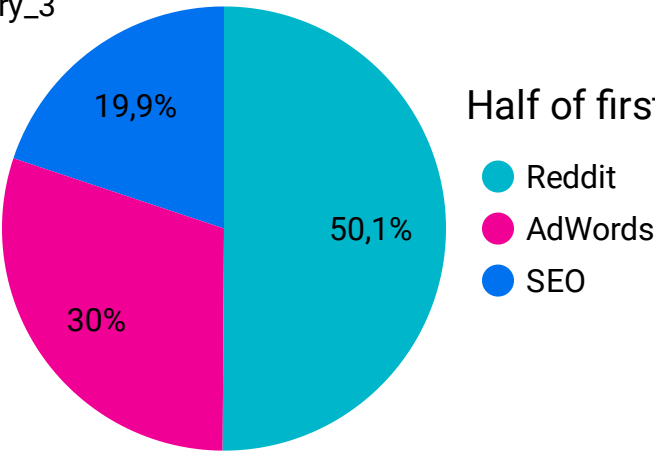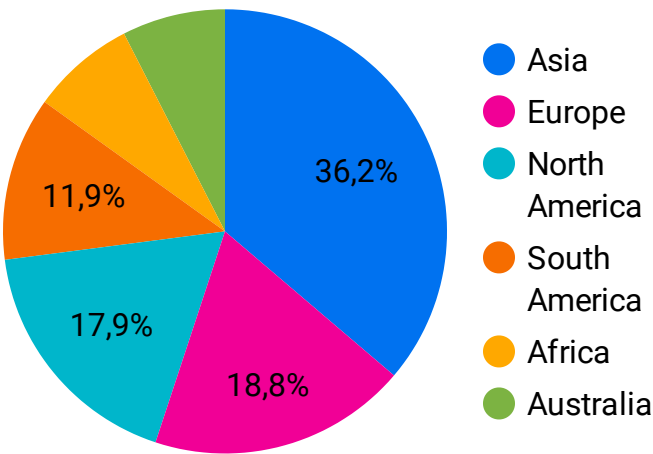
Returning readers

The number of returning readers grows and it reaches 11 640 on 2018-03-27.
32% of first readers become returning readers, they mostly read 1 or 2 pages per day.

66 231 returning readers in total

29% of returning readers come from country_5.

- country_5 — 29,4%
- country_7 — 21,6%
- country_2 — 21,4%
- country_4 — 15,7%
- country_6 — 8,8%
- country_3
- country_8
- country_1
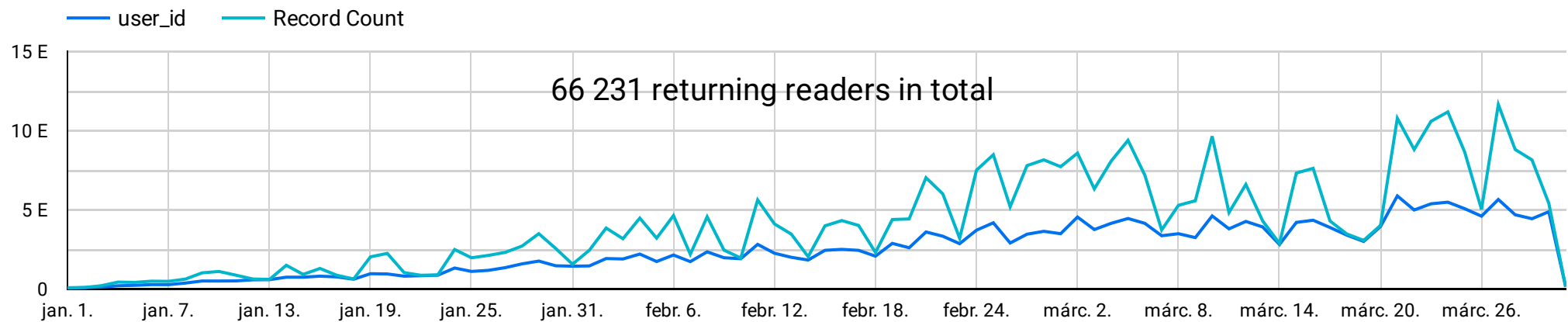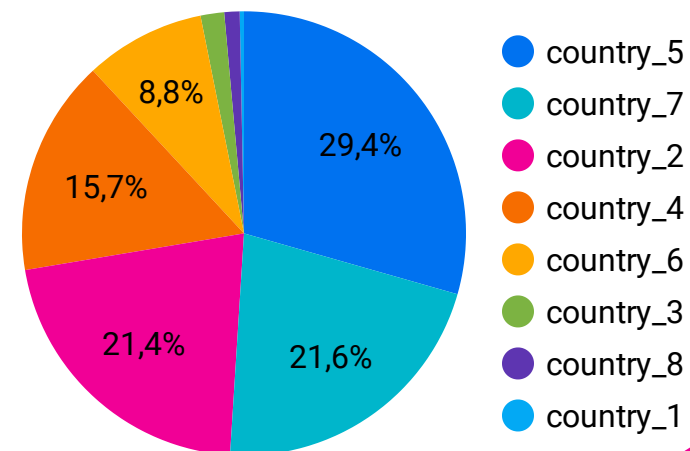
32% of returning readers read about Asia, but North-America's figure grows.

- Asia — 32%
- North America — 24,9%
- Europe — 14,6%
- South America — 13,9%
- Africa
- Australia
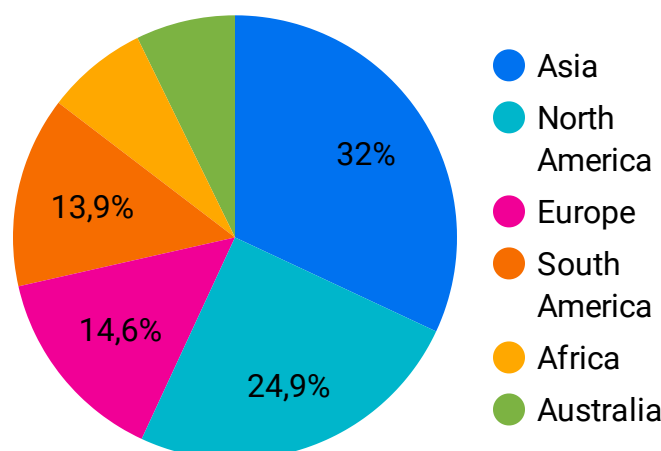
47% of returning readers come from Reddit but the importance of SEO increases.

- Reddit — 46,6%
- SEO — 37,7%
- AdWords — 15,7%
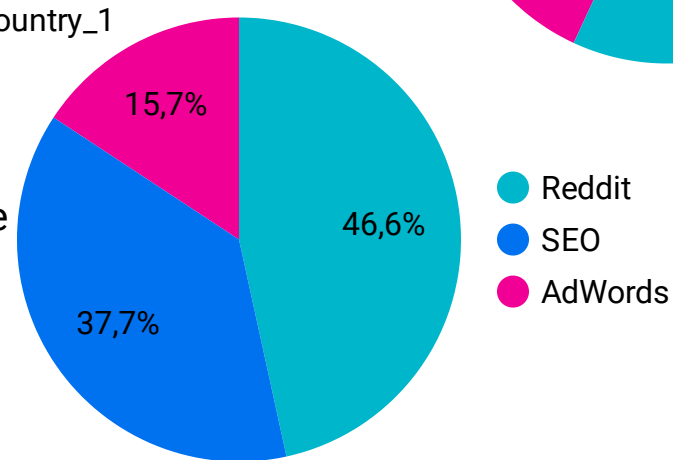
The returning readers have 5,6 reads on average, but there are readers with more than 50 reads!

Subscribers

The number of subscribers fluctuates and has two peaks around 180 in early January and in late March.
Only 3.6% of first readers and 12% of returning readers subscribe.

— Record Count

7618 subscribers in total
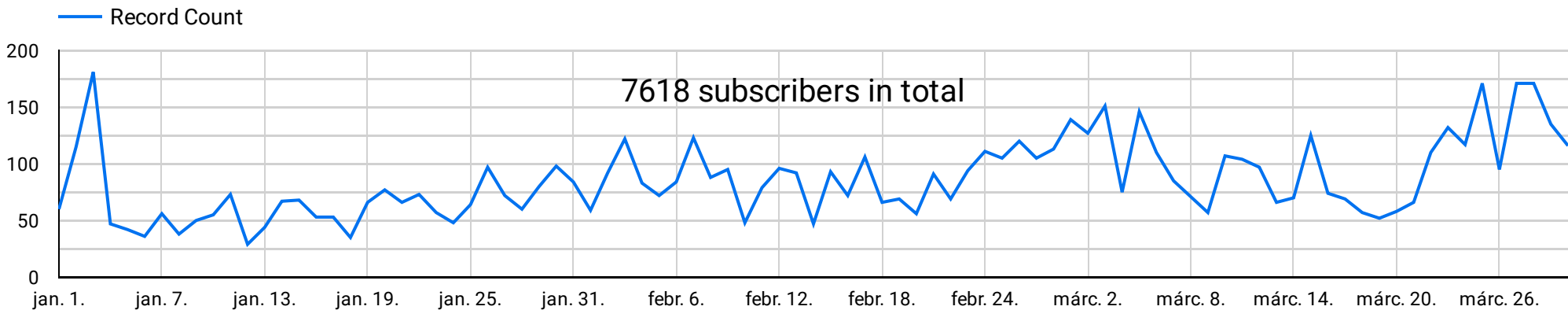
31% of subscribers come from country_5.

- country_5 — 30,6%
- country_2 — 20,5%
- country_7 — 19,3%
- country_4 — 18,6%
- country_6
- country_3
- country_8
- country_1

By far Asia is the most interesting topic among subscibers.

- Asia — 57,3%
- North America — 22,5%
- Europe — 13,6%
- South America
- Australia
- Africa
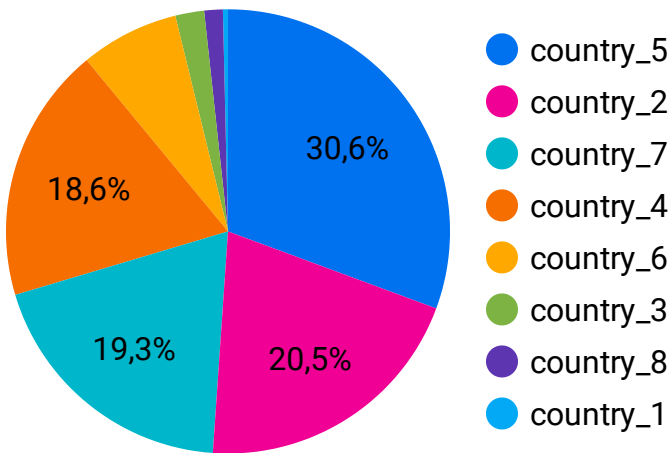
45% of subscribers come from Reddit, but SEO is also an important source.

- Reddit — 45,2%
- SEO — 40,7%
- AdWords — 14,1%
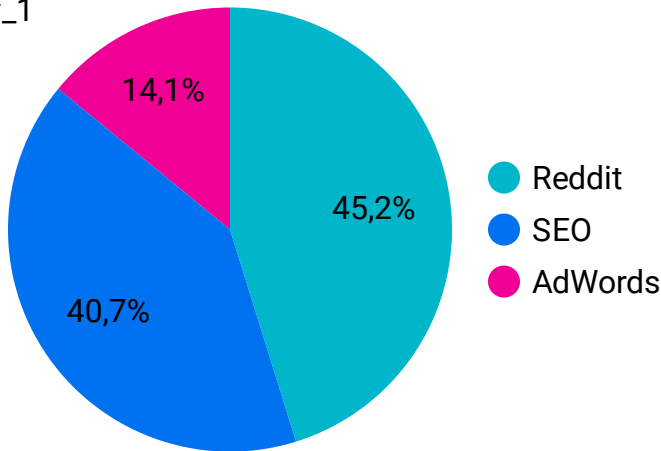
The average number of reads among subscribers is 15.8 which shows that **they are really fanatic about Dilan's travel blog**!

Buyers and purchases

The number of puchases grows and it reaches 334 on 2018-03-23.
Most of the subscribers (87%) become buyers. (There is no data on 2018-03-31.)

8407 purchases in total
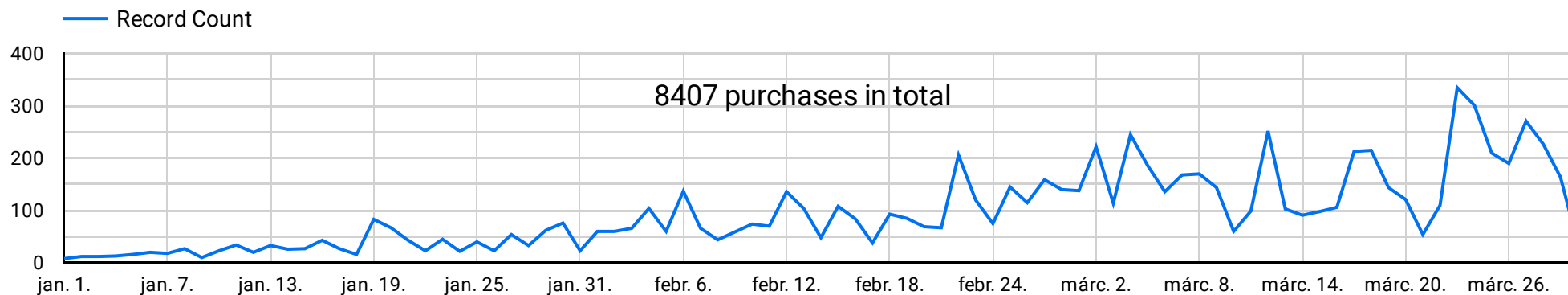
Still 30% of purchases come from country_5.

- country_5 — 29,7%
- country_2 — 21,3%
- country_7 — 20,7%
- country_4 — 16,7%
- country_6
- country_3
- country_8
- country_1

By far Asia is the most interesting topic among buyers.

- Asia — 57,7%
- North America — 22,2%
- Europe — 13,9%
- South America
- Australia
- Africa
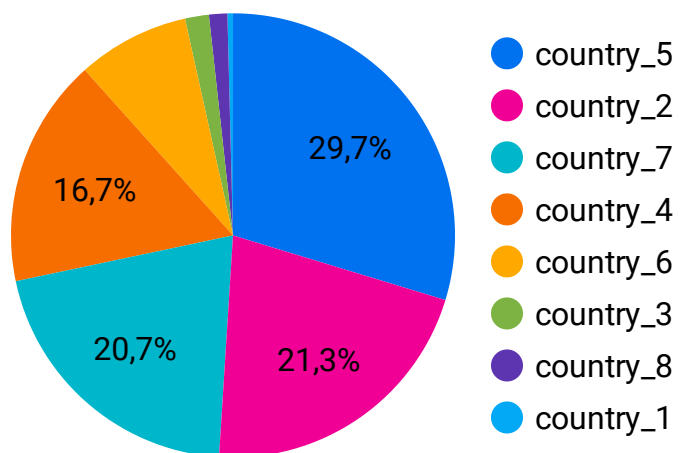
46% of purchases come from Reddit.

- Reddit — 46,4%
- SEO — 38,5%
- AdWords — 15,1%
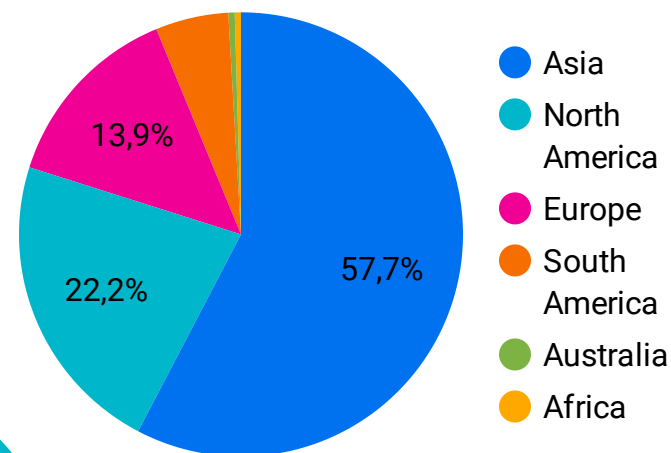
Income and profit

4881 buyers buy only $8 e-book   8 buyers buy only $80 video course   1759 buyers buy both $8 e-book and
$80 video course

$39 408	$640	$154 792

In 95% of these cases buyers buy $8 e-book first
and $80 video course second.

The trend of daily income fluctuates and it peaks at $7424 on 2018-03-23. (There is no data on 2018-03-31.)
In 95% of the cases they buy the $8 e-book first then they decide to buy the $80 video course.

Dilan's Travel Guide income: $194 480
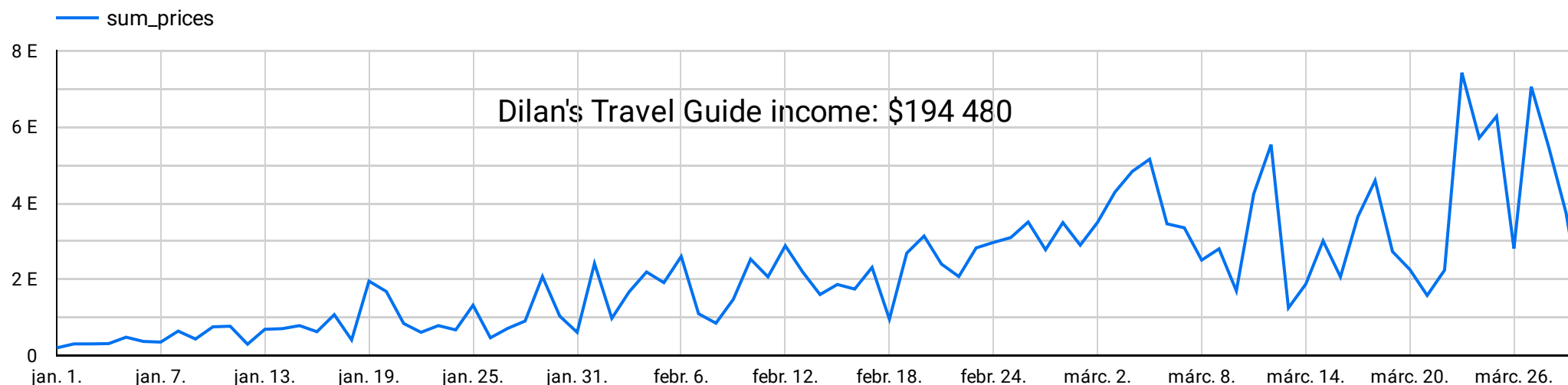
	Income	Fixed cost	Profit
January	$ 23 136	$ 1 000	$ 22 136
February	$ 62 272	$ 1 000	$ 61 272
March	$ 109 072	$ 1 000	$ 108 072
Sum	$ 194 480	$ 3 000	$ 191 480

Funnel by countries

Legend: first_readers ● ret_readers ● subscribers ● buyers

country_5
- first_readers: 40 349
- ret_readers: 19 477
- subscribers: 2 334
- buyers: 1 971

country_7
- first_readers: 51 791
- ret_readers: 14 417
- subscribers: 1 470
- buyers: 1 381

country_2
- first_readers: 50 675
- ret_readers: 14 269
- subscribers: 1 558
- buyers: 1 443

country_4
- first_readers: 12 751
- ret_readers: 10 167
- subscribers: 1 419
- buyers: 1 096

country_6
- first_readers: 31 156
- ret_readers: 5 930
- subscribers: 546
- buyers: 535

country_3
- first_readers: 2 742
- ret_readers: 1 082
- subscribers: 160
- buyers: 112

country_8
- first_readers: 15 483
- ret_readers: 698
- subscribers: 103
- buyers: 85

country_1
- first_readers: 5 076
- ret_readers: 191
- subscribers: 28
- buyers: 25

X-axis: 0, 5 E, 10 E, 15 E, 20 E, 25 E, 30 E, 35 E, 40 E, 45 E, 50 E, 55 E

Funnel by sources

Legend: first_readers · ret_readers · subscribers · buyers

Reddit
- first_readers: 105 216
- ret_readers: 31 167
- subscribers: 3 443
- buyers: 3 094

SEO
- first_readers: 41 742
- ret_readers: 24 604
- subscribers: 3 103
- buyers: 2 525

AdWords
- first_readers: 63 065
- ret_readers: 10 460
- subscribers: 1 072
- buyers: 1 029

Funnel by topics

Legend: first_readers (green), ret_readers (blue), subscribers (orange), buyers (red)

Region	first_readers	ret_readers	subscribers	buyers
Asia	76 092	38 767	4 364	3 835
North America	37 567	14 260	1 717	1 467
Europe	39 561	8 904	1 033	932
South America	25 095	3 627	405	352
Africa	15 913	339	45	31
Australia	15 795	334	54	31

X-axis: 0, 10 E, 20 E, 30 E, 40 E, 50 E, 60 E, 70 E, 80 E
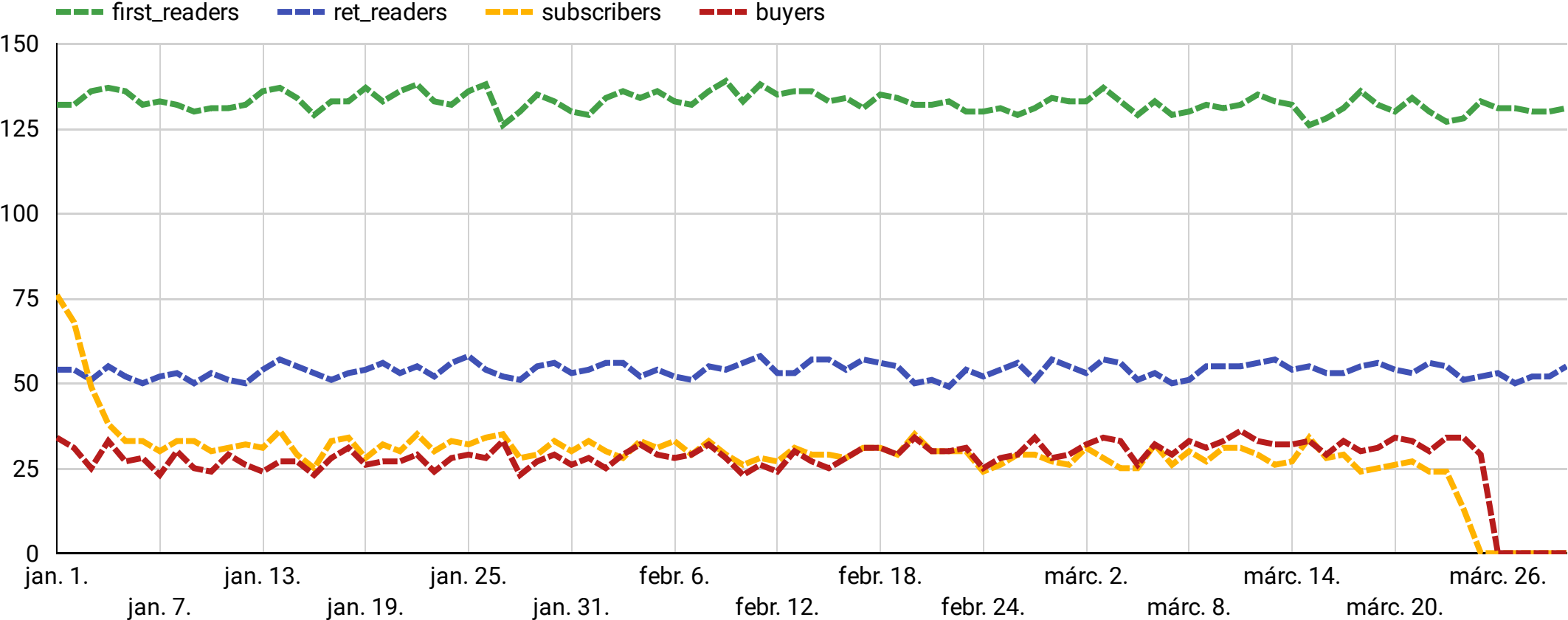
Funnel by readers

Conclusion

- All main indicators increase, Dilan's Travel Guide develops.

- The data collection stops at 5:04 AM on 2018-03-31 which needs to investigate.

- Readers from country_5 are the most loyal ones, they are worth focusing on.

- Data suggests putting greater emphasis on Asia as the leader topic among readers. In case of the returning readers North-America is also very important.

- It is adviced to spend more on Reddit and less on AdWords. SEO is also an important source of readers.

- Less than one-third of first readers become returning readers. It is worth detecting why that many readers never come back to the blog.

- Only one-sixth of even returning readers subscribe. Again, it needs to discover why they do not make the next step.

- Subscribers tend to buy at least one product. The $8 e-book sells best but the purchase of the $80 video course provides higher income for the business. 26% of buyers purchase both products, mostly the e-book first and the video course second. It is worth rethinking the marketing strategy to increase the number of buyers who buy both products.