



Data 36 course promotion

Pop up analysis



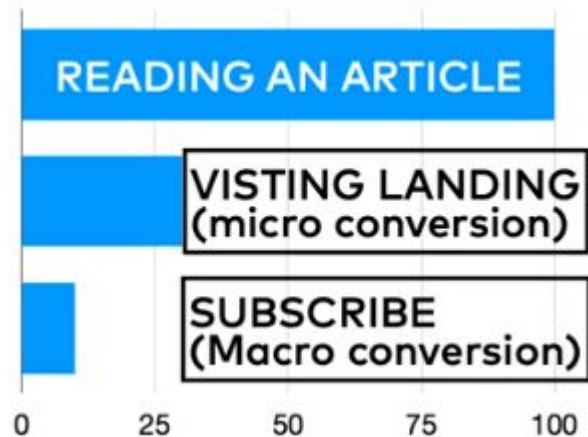
Preliminary analysis finding

The pop Up conversion % doesn't seem to be working

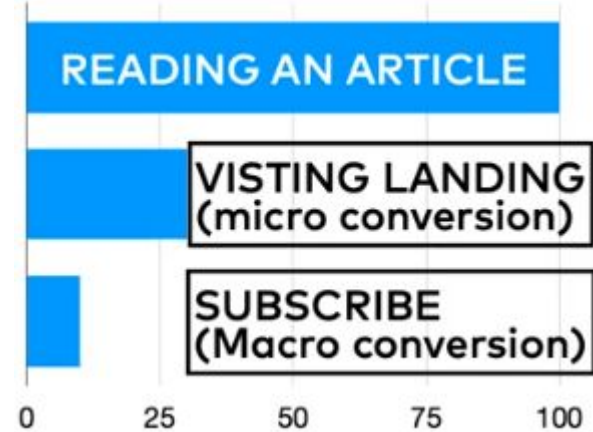
	Visits	Count	Conversions
Article 1	5956	3	0.05%
Article 2	544	0	0%
Article 3	2090	1	0.04%
Article 4	727	0	0%

What is a conversion ?

How to become a DS?



Junior DS first month





Is this the right funnel ?

Hypothesis #1:

Promote only free course, cause people need a few touches to check their interest.

Hypothesis #2:

Promote only JDS course , free course doesn't add to the conversion



Is this the right funnel ?

How to become a DS

Conversions

411

The junior DS first
month

Conversions

216

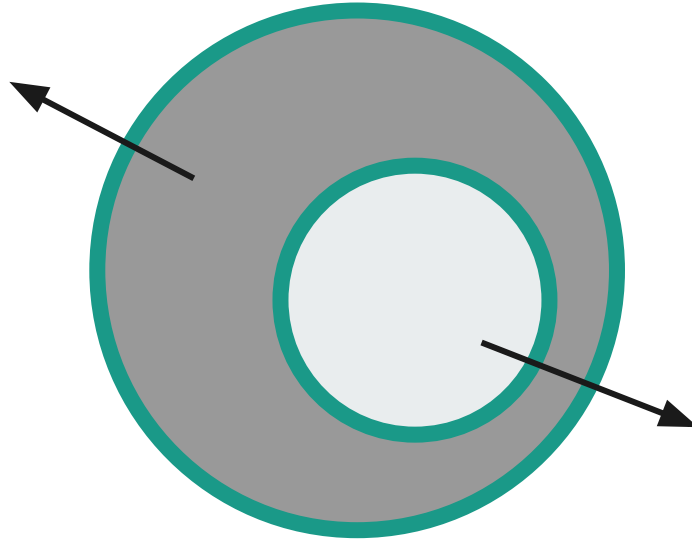
42

BOTH

How it should have been!

How to become a DS

Conversions

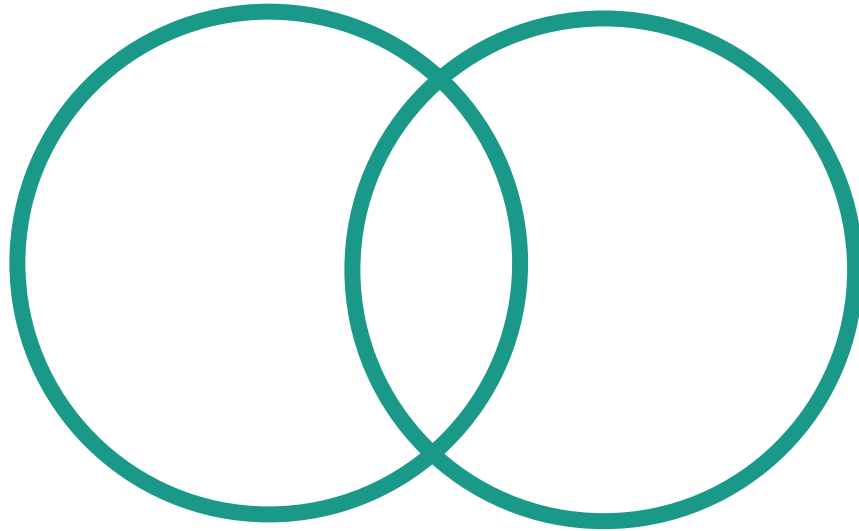


The junior DS first
month

Conversions



How it looks like





Is this the right funnel ?

Hypothesis #1:

~~Promote only free course, cause people need a few touches to check their interest.~~

Hypothesis #2:

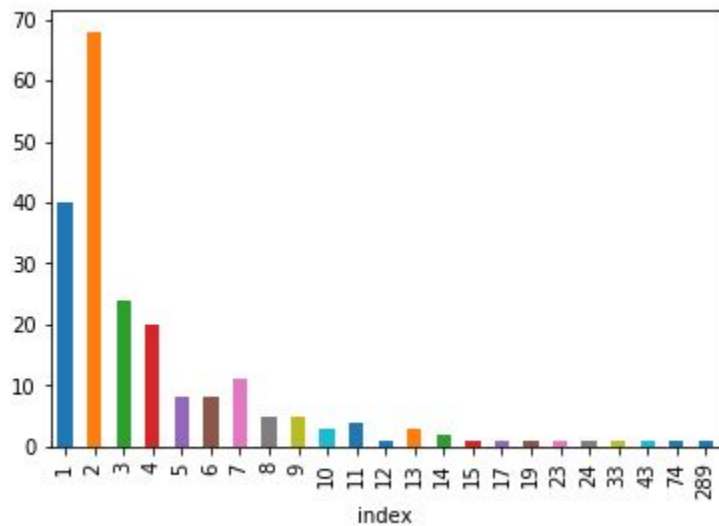
Promote only JDS course , free course doesn't add to the conversion

The “Super Table”

page	article_reads	howto_visited		howto_conv		jds_visited		jds_conv	
	PAGEVIEWS	#	%	#	%	#	%	#	%
AVG	232810	1327	0.57%	327	24.64%	1410	0.61%	140	9.93%
6.com/python-nested-loops-if-statements-combined-data-science/	20802	6	0.03%	4	66.67%	17	0.08%	1	5.88%
https://data36.com/plot-histogram-python-pandas/	18761	15	0.08%	4	26.67%	21	0.11%	4	19.05%
https://data36.com/pandas-tutorial-2-aggregation-and-grouping/	15085	16	0.11%	3	18.75%	15	0.10%	0	0.00%
data36.com/sql-interview-questions-tech-screening-data-analysts/	14389	53	0.37%	12	22.64%	58	0.40%	7	12.07%
https://data36.com/how-to-import-data-into-sql-tables/	12440	6	0.05%	1	16.67%	6	0.05%	1	16.67%
https://data36.com/sql-functions-beginners-tutorial-ep3/	10633	0	0.00%	0	NO	0	0.00%	0	NO
https://data36.com/linear-regression-in-python-numpy-polyfit/	9726	14	0.14%	4	28.57%	15	0.15%	1	6.67%
https://data36.com/statistical-bias-types-explained/	9660	11	0.11%	0	0.00%	14	0.14%	1	7.14%
https://data36.com/create-table-sql/	9091	0	0.00%	0	NO	0	0.00%	1	NO
pandas-tutorial-1-basics-reading-data-files-dataframes-data-selection/	9081	15	0.17%	4	26.67%	45	0.50%	2	4.44%
https://data36.com/best-computer-laptop-for-a-data-scientist/	8878	73	0.82%	13	17.81%	28	0.32%	2	7.14%
https://data36.com/scatter-plot-pandas-matplotlib/	8479	12	0.14%	2	16.67%	23	0.27%	0	0.00%
https://data36.com/sql-current-date-time/	6853	0	0.00%	0	NO	0	0.00%	0	NO
python-built-in-functions-methods-python-data-science-basics-3/	6269	17	0.27%	2	11.76%	15	0.24%	0	0.00%
https://data36.com/	4916	147	2.99%	27	18.37%	516	10.50%	39	7.56%
https://data36.com/learning-data-science/	4384	521	11.88%	151	28.98%	175	3.99%	26	14.86%
https://data36.com/statistical-bias-types-examples-part2/	3847	13	0.34%	3	23.08%	9	0.23%	1	11.11%
https://data36.com/install-sql-workbench-postgresql/	3275	0	0.00%	0	NO	0	0.00%	1	NO
https://data36.com/statistical-averages-mean-median-mode/	3265	10	0.31%	1	10.00%	12	0.37%	1	8.33%
https://data36.com/python-libraries-packages-data-scientists/	2914	14	0.48%	3	21.43%	13	0.45%	2	15.38%
https://data36.com/best-python-data-science-first-month-skill-check/	2626	0	0.00%	0	NO	0	0.00%	0	NO

Unsure Cases

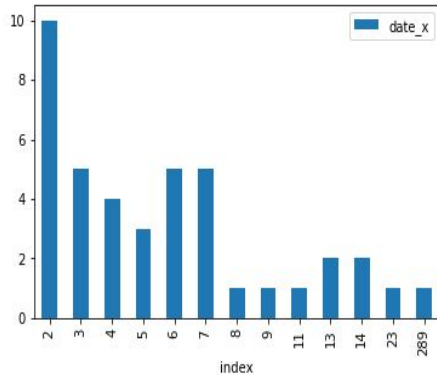
How many people read before they subscribe to JDS?



No. of free reads before converting to a paid user

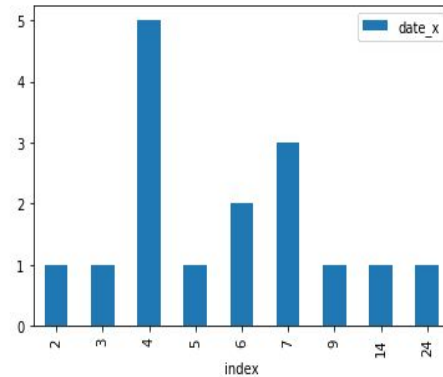
<https://data36.com/learning-data-science/>

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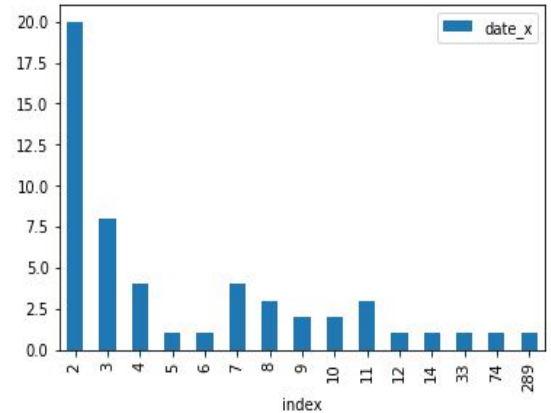
<https://data36.com/data-science-career-question-1/>

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<https://data36.com/>

<matplotlib.axes._subplots.AxesSubplot at 0x7fed2e67ccf8>





Conclusion

- Remove pop-up
- Push courses harder in articles cause general conversion of subscribers are higher
- Review edge cases
- Promote course based on super table
- When in doubt, Promote JDS course



Further analysis ideas

- Logging in each and every click
- Random forest classifier solution for multi-user conversions
- A/B testing of course (correlation - causation issue)



THE END