Data Analysis and Insights for different page optimization

Total Users: 221K
New Users: 23K
Sum of Conversions: 23K
Town/City: All
Sum of Users: 27K

Sum of Views by Page path and screen class
Page path...: storybo..., SignInH..., registra..., feedDet..., otp_scr...
157K (52.6...), 44K (14.9%), 19K (...), 1... (...), 8K (2.7...), 2K (0.6%)

Sum of Users by Age
14K, 10K, 4K, 3K, 1K, 1K, 1K, 1K, 0K
unknown, 18-24, 25-34, 65+, 55-64, 35-44, 45-54

Sum of Total users by Event name
Event name: screen_v..., session_..., first_open, user_eng..., (not set), app_rem...
23K (10.51%), 23K (1...), 2... (...), 23K (10.2...), 18K (8.15%), 1K (...), 0K (0....)

Sum of Users by Language
Language: English, Hindi, Marathi, Gujarati, Telugu
22K (96.04%), 1K (2.5%)

Sum of Users and Sum of Conversions by Country
● Sum of Users ● Sum of Conversions

Country	Sum of Users	Sum of Conversions
India		89.3%
United States	29.7%	70.3%
Canada	23.4%	76.6%
(not set)	40.0%	60.0%
United Kingdom	31.7%	68.3%

0%   50%   100%

Sum of Average engagement time by Interests
4K, 3.5K, 2K, 1.0K, 0K
Shopp..., Media..., Sports..., Media..., Media..., Media..., Beaut..., Media..., Sports..., Media..., Media..., Sports..., News...

Sum of New users and Sum of Users by Gender
● Sum of New users ● Sum of Users
10K, 0K
unknown: 13K, 13K
male: 6K, 7K
female: 4K, 5K

Introduction:

From the dataset provided for page optimization, I noticed valuable insights into user behavior, page performance, and marketing campaign effectiveness. These insights can be instrumental in optimizing sales performance, increasing user installations, and improving user engagement on the app and website.

Findings:

The key findings and corresponding recommendations are summarized below:

➢ **Gender Distribution:** The dataset indicates that male users outnumber female users. This suggests the need to develop targeted marketing strategies to attract more female users and achieve a more balanced gender representation.

➢ **Language Preference:** More than 96% of users prefer to use the app and website in English language. Offering additional language options may be used to enhance user satisfaction.

➢ **App activity:** User show a preference for flutter activity over other available options. So, continue investing in the Flutter experience as it is a popular feature among users, leading to higher engagement.

➢ **Age Group Analysis:** The age group between 18 to 24 years represents the highest portion of the user base. Targeted marketing campaigns should aim more at this age group of people for improved user engagement and conversions.

➢ **User Interest:** Shoppers and Entertainment emerged as the two most prominent areas of interest among user base.

- ➢ **Conversion Rate:** The dataset shows an impressive 89% conversion rate among Indian users. Leveraging this high conversion rate, you should implement region-specific campaigns to further boost conversions.
- ➢ **Event Screen View:** The event screen view is the most frequently used feature, suggesting its significance in user engagement. Enhancing this feature can further improve user experience and overall engagement.

Recommendations:

Based on the insight obtained from the data analysis the following recommendations are proposed to optimize page performance, user installations, and engagements.

- ➢ Develop targeted marketing strategies to attract more female users and achieve a more balanced gender distribution among the user base.
- ➢ Continue investing in the Flutter activity as it is popular among users, enhancing user experience and driving higher engagement.
- ➢ Implement campaigns specifically aimed at the 18-24 age group, capitalizing on their interest to drive higher engagement and conversions.
- ➢ The high conversion rate in India by implementing region-specific campaigns to further boost conversions.
- ➢ Offer additional language options for users to cater to a diverse audience and improve user satisfaction.

Conclusion:

In conclusion, the data analysis has provided valuable insights into user behavior, preferences and marketing campaign performance. It is crucial for you to continuously monitor user behavior, adapt strategies based on data insights, and remain agile in the dynamic market landscape to ensure sustained success. By incorporating data-driven decision-making, you can thrive and continue to meet the needs and expectations of your users while achieving your business goals.