**Questions**

1. How much revenue did each region generate within the time frame covered by

the data sets?

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|  |  |
| --- | --- |
| **Region** | **Total Revenue (in USD)** |
| US/Canada | *1,583,260.29* |
| Asia | *1,977,364.25* |
| Europe, Middle East, & Africa (Non-English) | *1,317,909.95* |
| Latin America | *2,373,438.97* |
| Other English-Speaking Countries | *1,135,563.67* |

2. Which channel had the highest revenue per visitor?

- The “Display” channel generated about *1,407.76 USD* per visitor.

3. Which landing page had the highest overall conversion rate (% of visitors that go

on to become paying subscribers)?

- At about *65.72%*, landing page *H* had the highest conversion rate of all the landing pages.

4. Did any regions have a different top converting landing page (as compared to the

previous answer)?

- The following regions in the table below, had a different top converting landing page than landing page *H.*

|  |  |
| --- | --- |
| **Region** | **Top Converting Landing Page** |
| Europe, Middle East, & Africa (Non-English) | *J* |
| Latin America | *E* |
| Other English-Speaking Countries | *I* |

5. Which region had the highest direct subscription rate (% of visitors that start a

subscription directly without doing a trial)?

- At about *59.24%*, Asia had the highest direct subscription rate of all the regions.

6. Which region had the highest trial start rate (% of visitors that start a trial,

regardless of whether those users ultimately cancel or become paying

subscribers)?

- At about *74.87%*, Other English-Speaking Countries had the highest trial start rate of all the regions.

7. Which region had the highest trial conversion rate (% of trials that start a

subscription)?

- At about *46.34%*, Latin America had the highest trial conversion rate of all the regions.