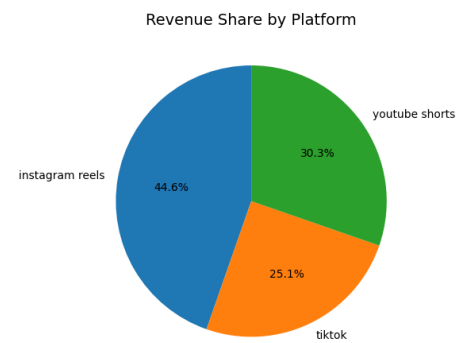
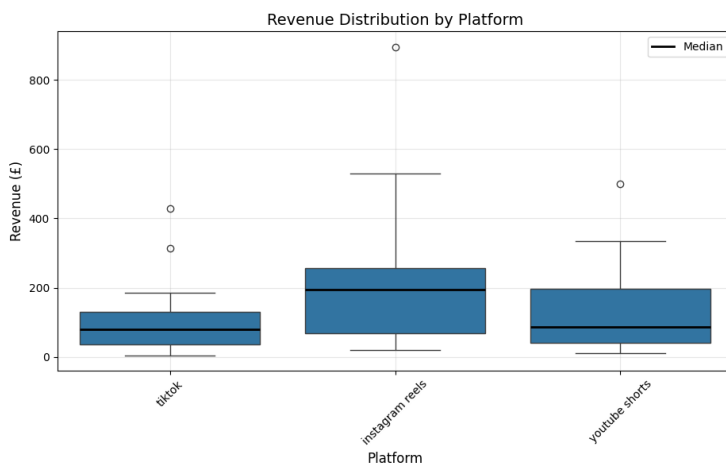


1. Objective

The main KPI for this analysis was defined as *fee_gbp*, representing business revenue from creator posts. Since fees are reported weekly and posts differ in age, the metric was standardized by summing fees from weeks 2–5 (excluding week 1 due to underreporting for posts created late in the week).

2. Revenue Insights

- Instagram Reels generate nearly double the revenue per post compared to TikTok and YouTube Shorts. Despite this, Instagram is underutilized compared to other platforms.
- Revenue contribution is similar across EU and UK, suggesting region has little to no effect on performance.
- TapToPay demos and Onboarding guides perform best in terms of revenue. Merchant stories and payout speed content also perform well. Other categories contribute significantly less value.
- BaristaBea (C001) dominates with 64% of total revenue, the highest revenue per post, and the largest number of posts. MixologyMax (C004) is the second-highest contributor.



3. Signup Funnel Analysis

- 70% of users bounce after viewing the website. This might mean UGC content is not reaching the right audience. As a next step, we should analyse bounce rates by platform to see which algorithm has the best conversion.
- 40% of users start but do not finish the signup process. The signup may be too long or confusing. We should simplify the flow and consider sending reminders to users who drop off.
- 44% of users who complete KYC do not make their first payment. This suggests the product might feel too complex to start using. Providing clearer guides and nudges could help increase conversion at this stage.
- 44% of users who make a payment do not receive a payout. This could indicate a technical or process issue on either our side or the user's. We should investigate the payment-to-payout flow to identify where the friction occurs.

Funnel stage	% of users
Profile view	100%
Started signup	30.6%
Completed signup	18.6%
Completed KYC	13.4%
First payment	7.5%
First payout	4.2%

Table 1: User conversions

4. Landing Page Analysis

- All three referrer platforms have approximately the same bounce rate and signup rate. This suggests platform choice alone does not explain conversion differences.
- The creator-stories landing page has a similar bounce rate but a much lower signup rate compared to other pages. This may indicate that the page's design or UI is not optimized to drive signups. A possible next step is to review and redesign the page to better highlight signup actions.