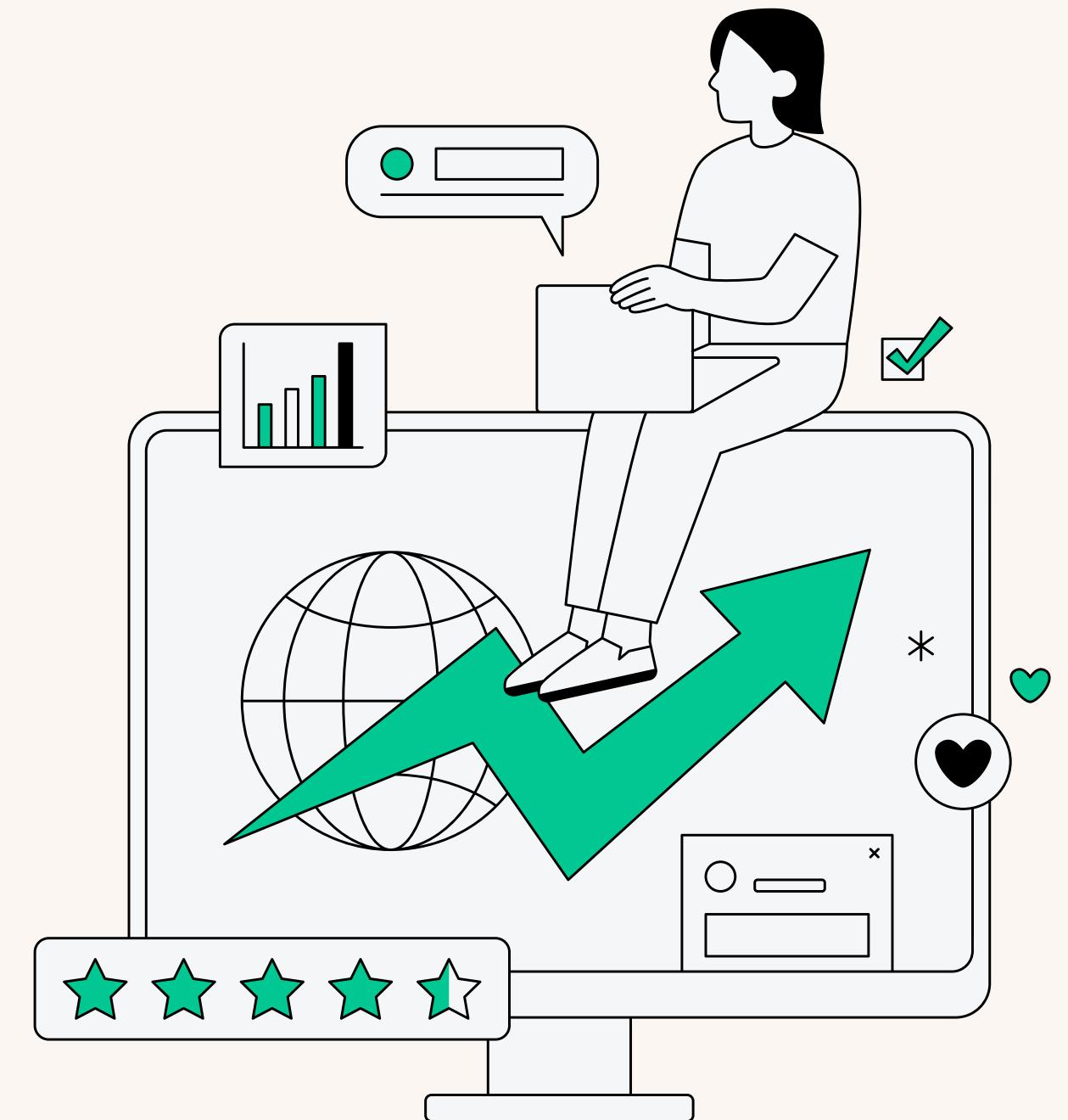


Viktor Katzenberger

Dilan's Travel Guide

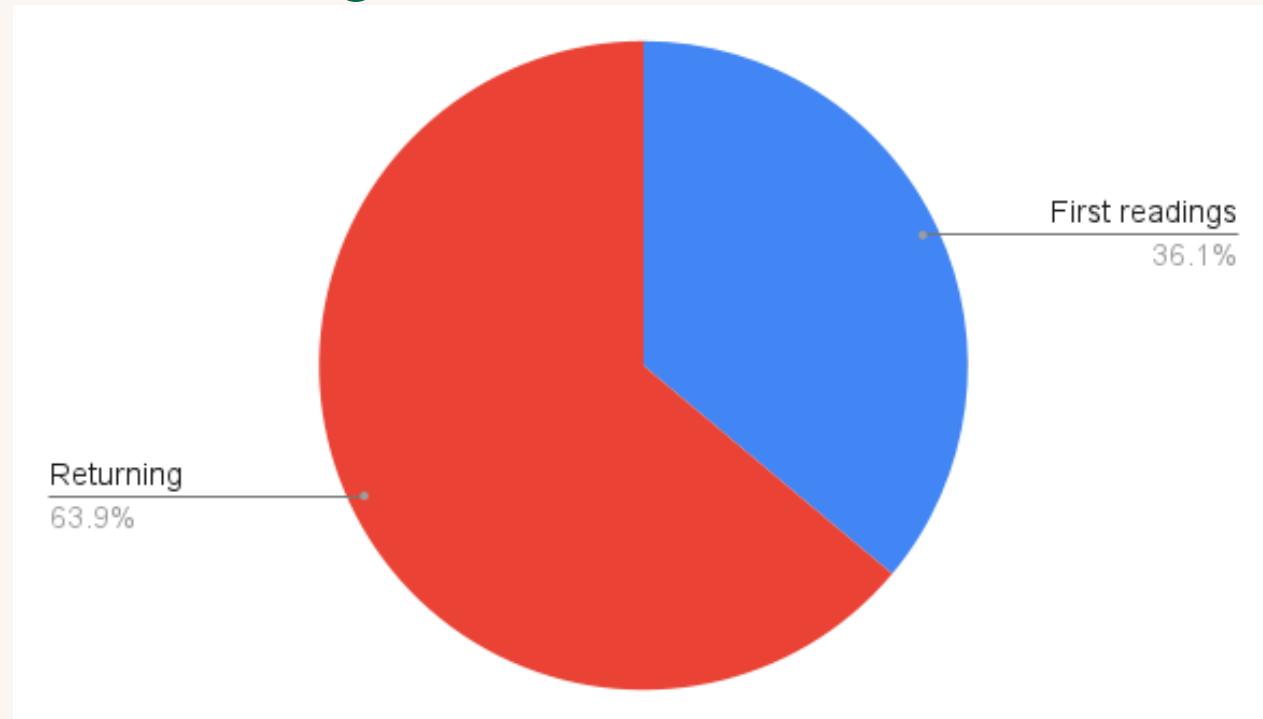
From numbers to knowledge
Data-driven insights



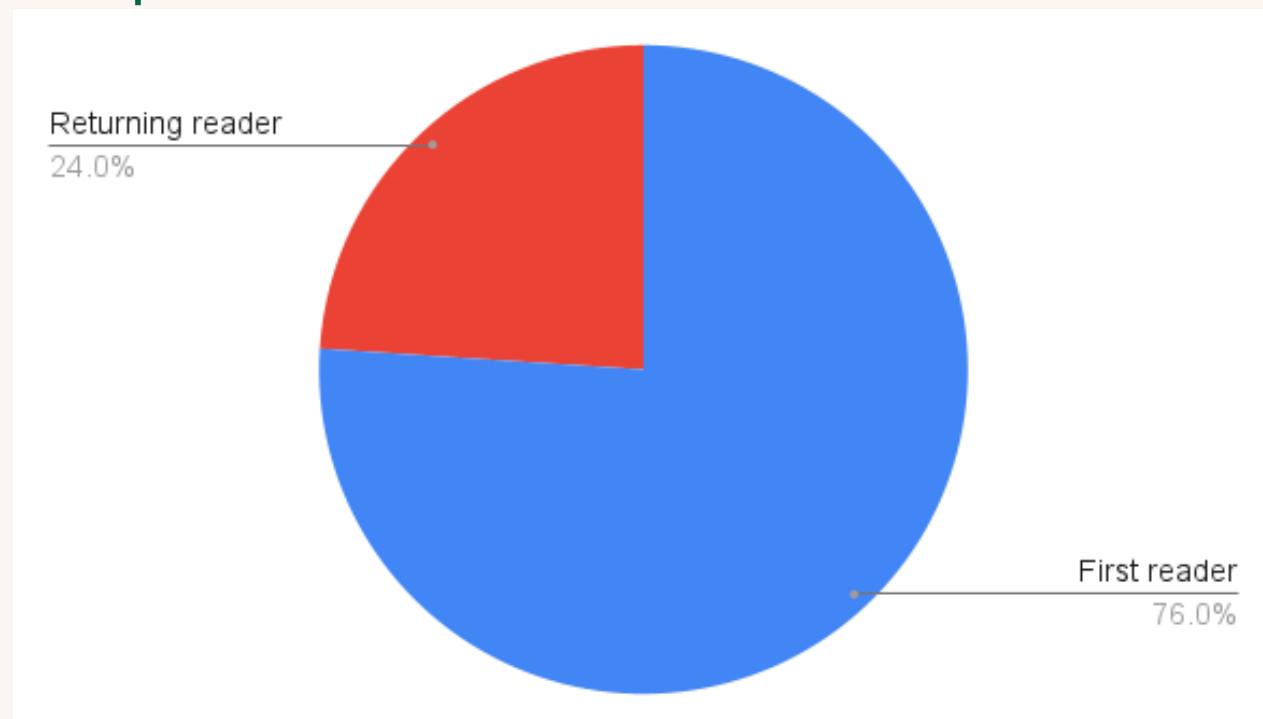
based on a fictional travel blog's data

Some basic chart

Total readings



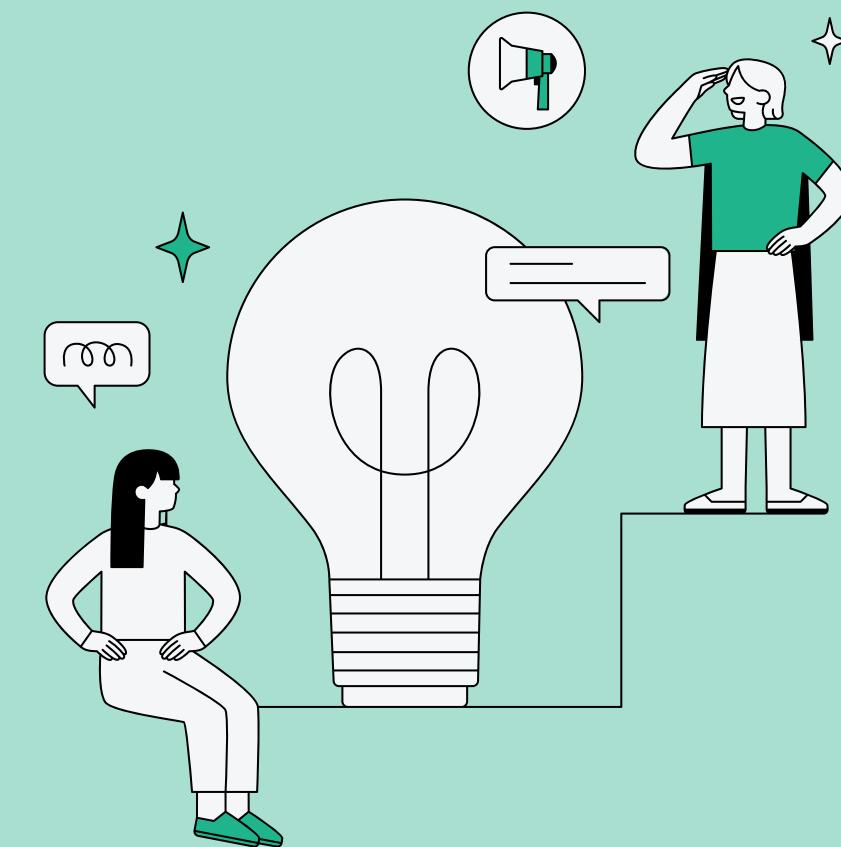
Unique readers



The data suggest that a small group of returning users accounts for the majority of the readings.



In which country should he prioritise his effort and why?



If we look at reader's activity based on country

location	total_reader	first_reader	returning_reader	subscriber	customer	super
country_7	66208	51791	14417	1470	1381	359
country_2	64944	50675	14269	1558	1443	350
country_5	59826	40349	19477	2334	1971	527
country_6	37086	31156	5930	1419	535	152
country_4	22918	12751	10167	1419	1096	309
country_8	16181	15483	698	103	85	27
country_1	5267	5076	191	28	25	9
country_3	3824	2742	1082	160	112	34

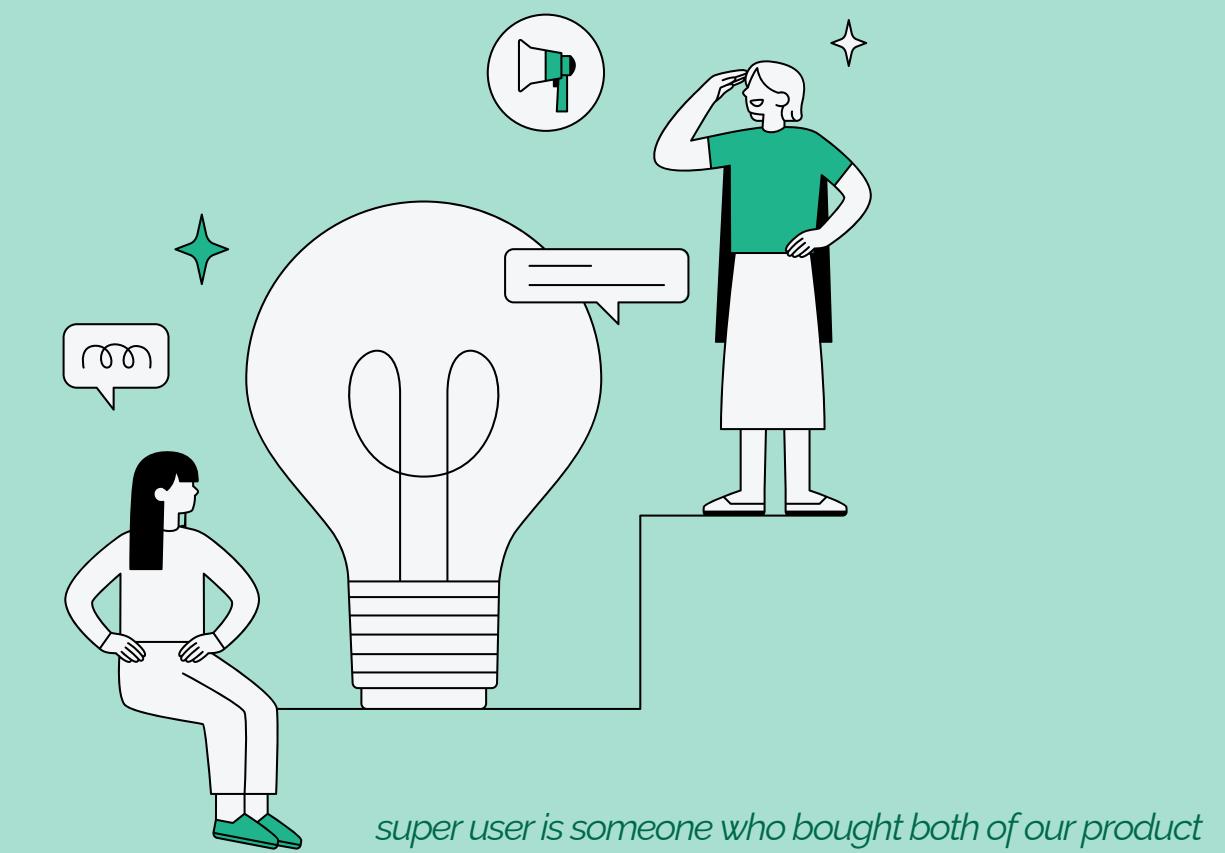
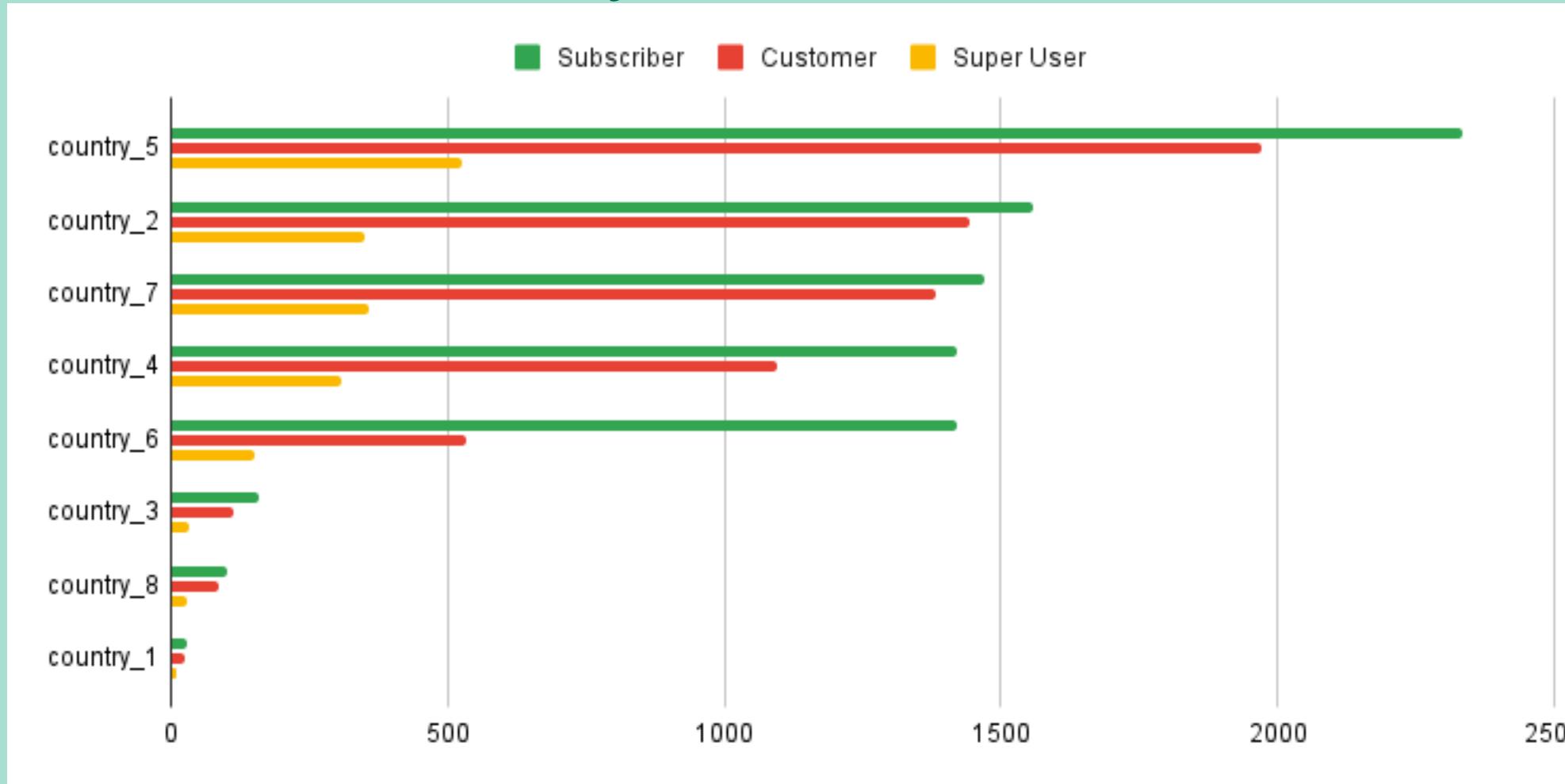


country_7 has the highest number of readings and the most returning readers, followed by country_2 and country_5



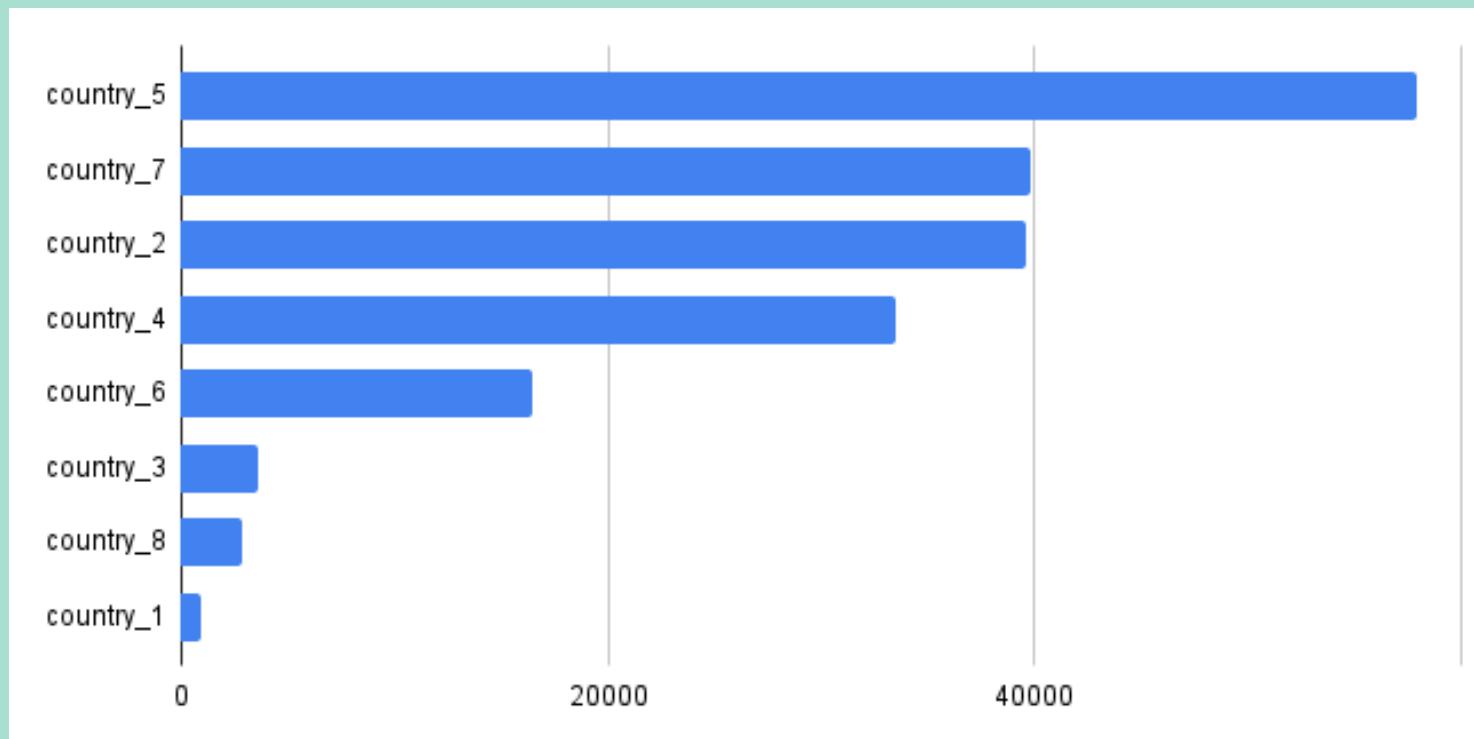
..but there are other factors to consider

What about the country of our subscribers and customers?



super user is someone who bought both of our products

How does our revenue vary across different countries?



country_5 generates the most revenue by a significant margin, while **country_7** and **country_2** are nearly equal head-to-head competitors

Actionable insights

01.

If we want to **maximise our revenue** we should target **country_5** customers. We generate the most revenue from there and that country **has the most subscribers, customers and super users** by far. This is probably due to the fact that this country **converts the most returning user**.

02.

If we want to **further increase our revenue** potential, we should focus equally on **country_7** and **country_2**. These countries have the most potential in terms of revenue after the first.

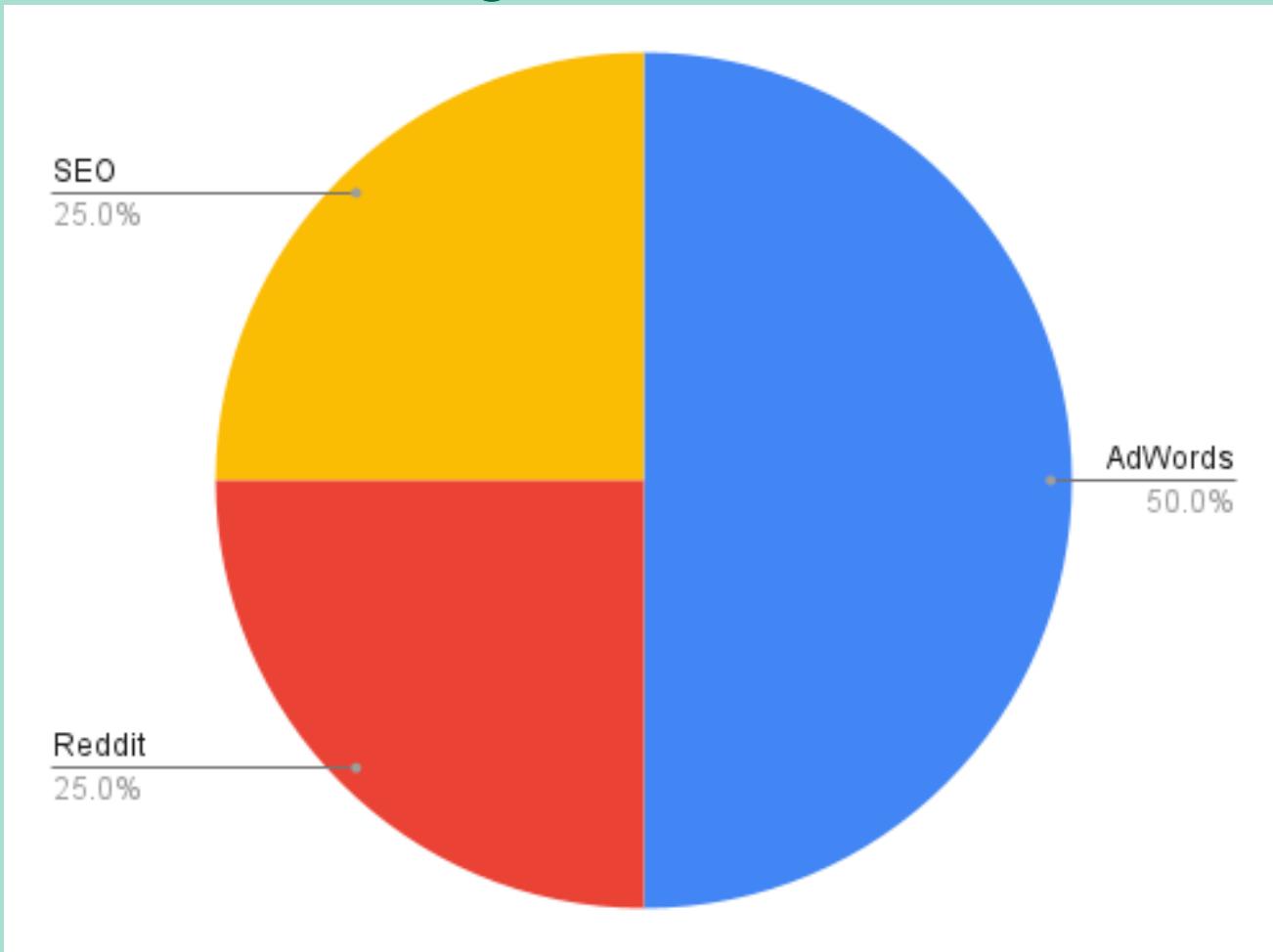
03.

If we aim to **optimize for gaining more readers**, then **country_7** is the obvious choice. The majority of our readers come from there, and it also has slightly more super users than **country_2**, giving it a **slight advantage**.



How to be smart with his investments

Dilan's actual budget



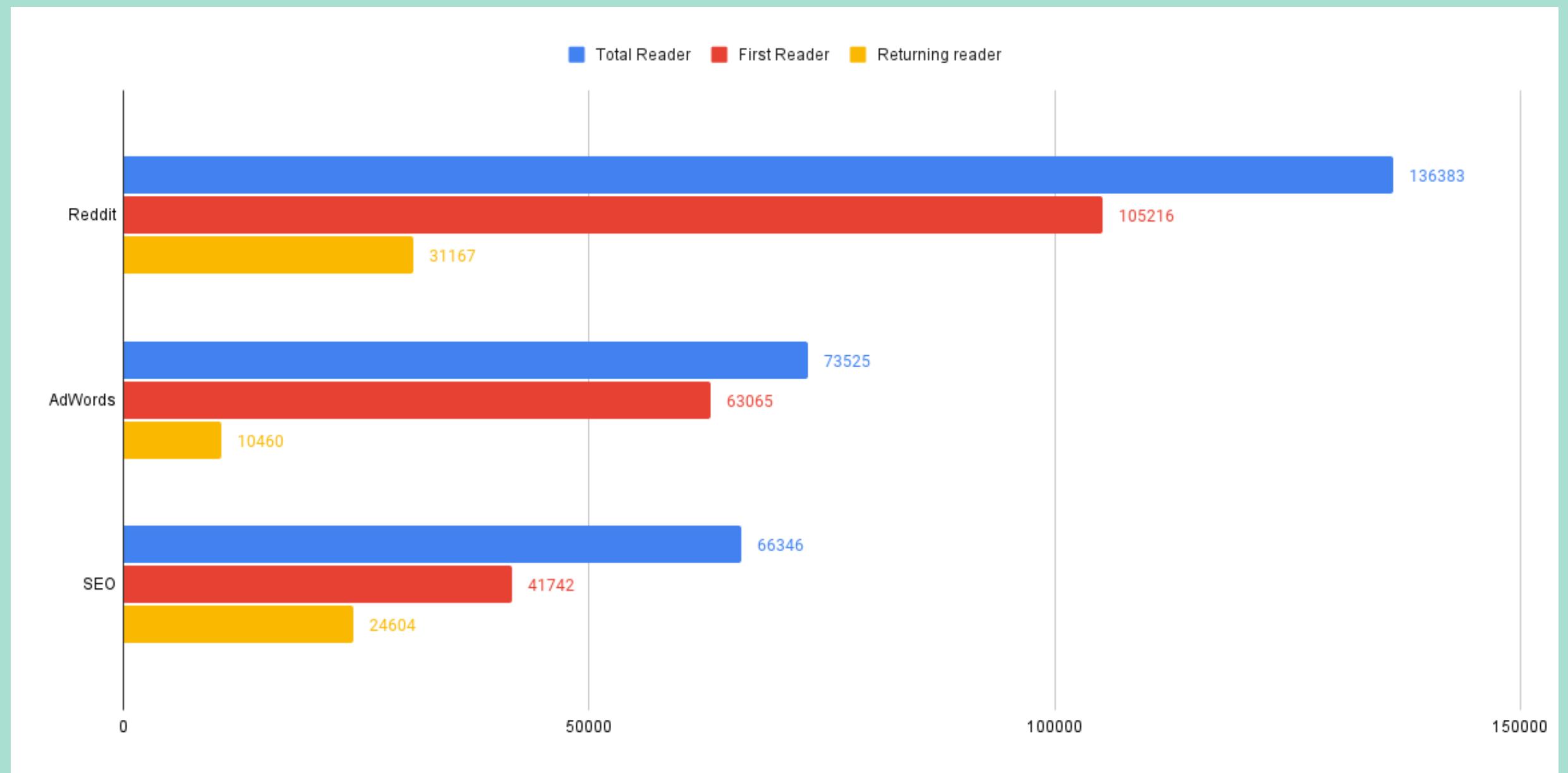
Currently Dilan spends ~1000\$ a month



How should we allocate our resources?

Funnel Analysis

Readers by source

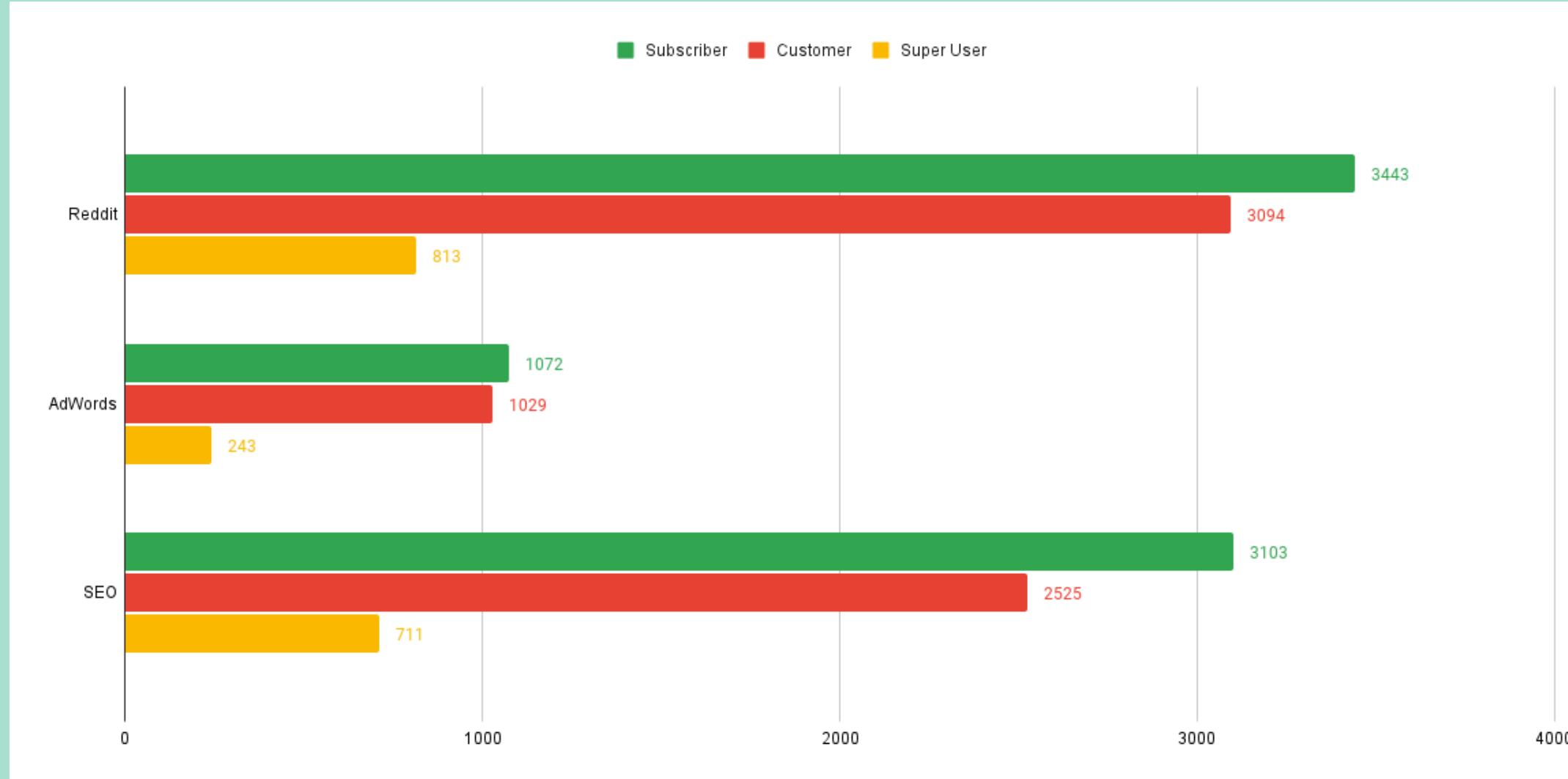


A significant portion of our marketing budget is allocated to **AdWords**

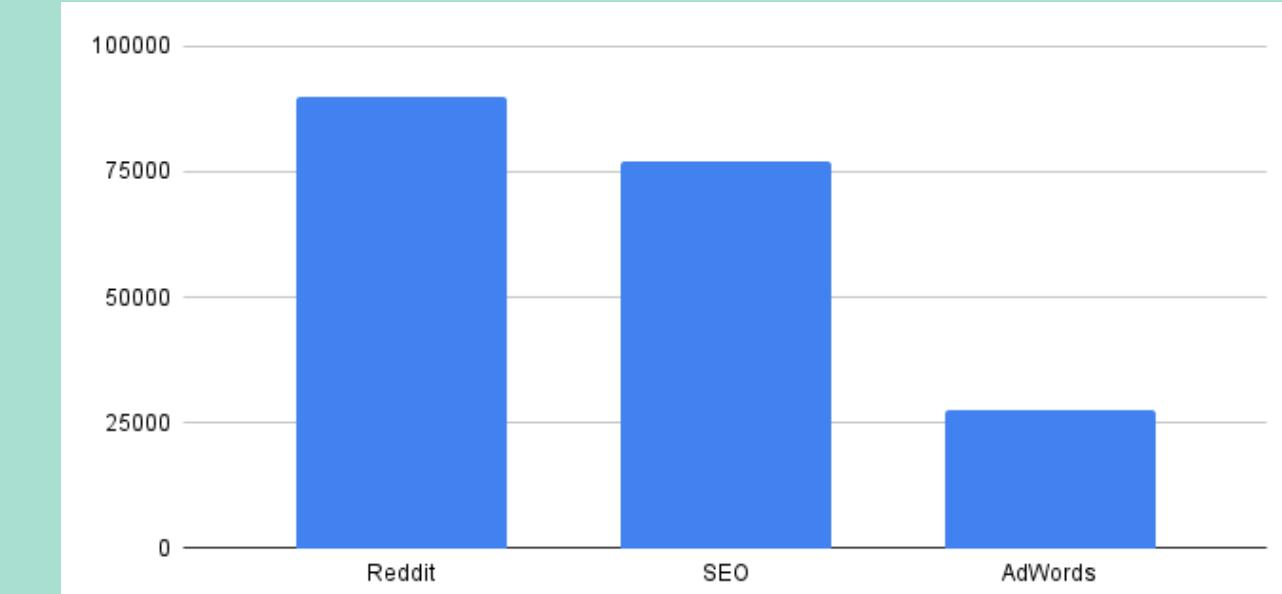
However, we observe that **Reddit** generates a higher volume of readers compared to AdWords. Our **SEO** efforts yield a similar number of readers as AdWords but require only half the resources.

But what does the revenue data say?

Customers by source



Revenue by source



Reddit and **SEO** generate the highest revenue, which is the **exact opposite** of our current resource allocation strategy

Conversion rates by source

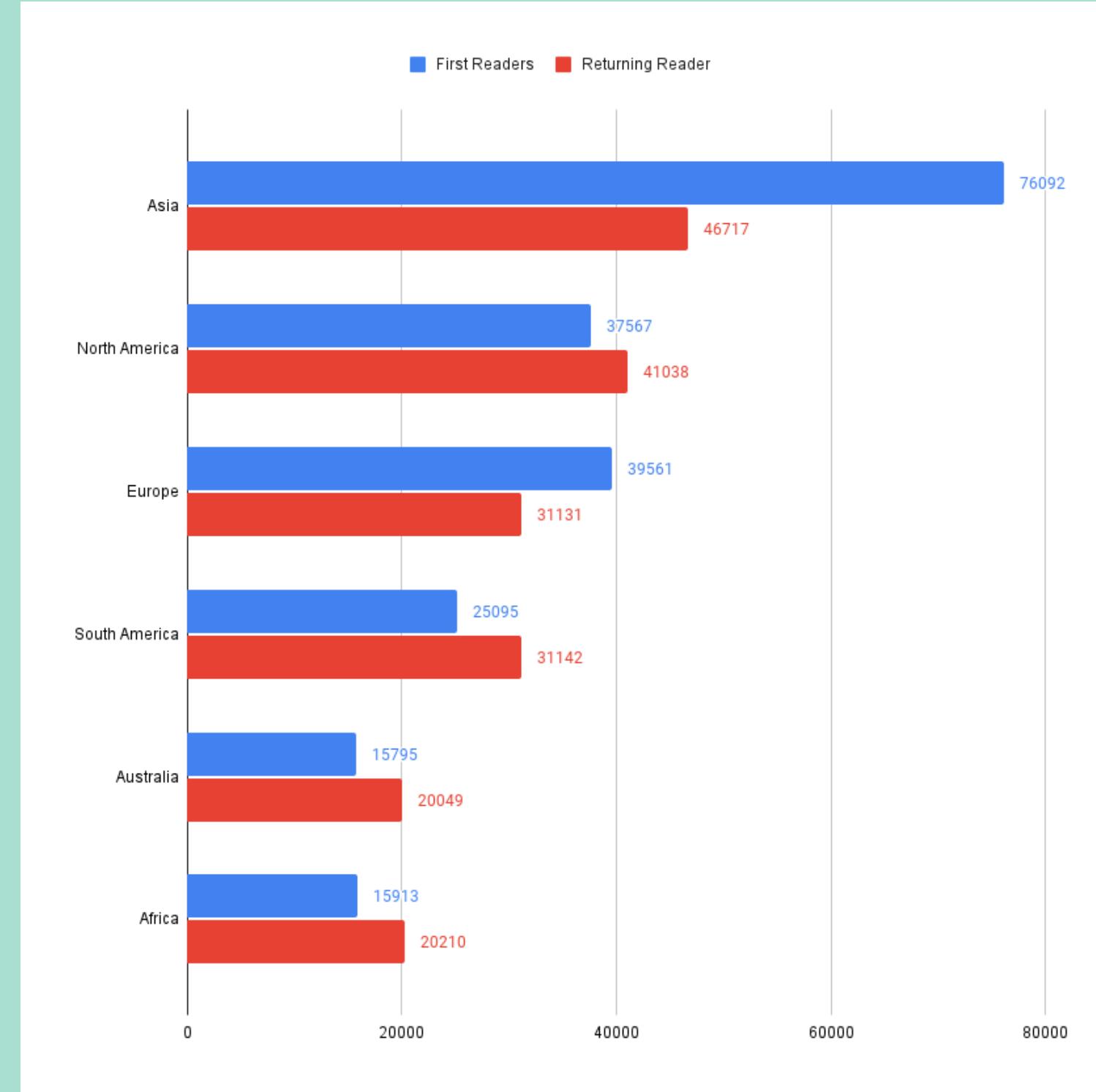
Readers by source	first_to_returning	returning_to_sub	returning_to_customer	returning_to_super
Reddit	29.62%	11.05%	9.93%	2.61%
AdWords	16.59%	10.25%	9.84%	2.32%
SEO	58.94%	12.61%	10.26%	2.89%

..but the most important metric here, if you see the funnels and conversion numbers, **SEO** is exceptionally effective. It not only **attracts the most returning readers** but also **converts them** into the highest number of subscribers, buyers, and super users.



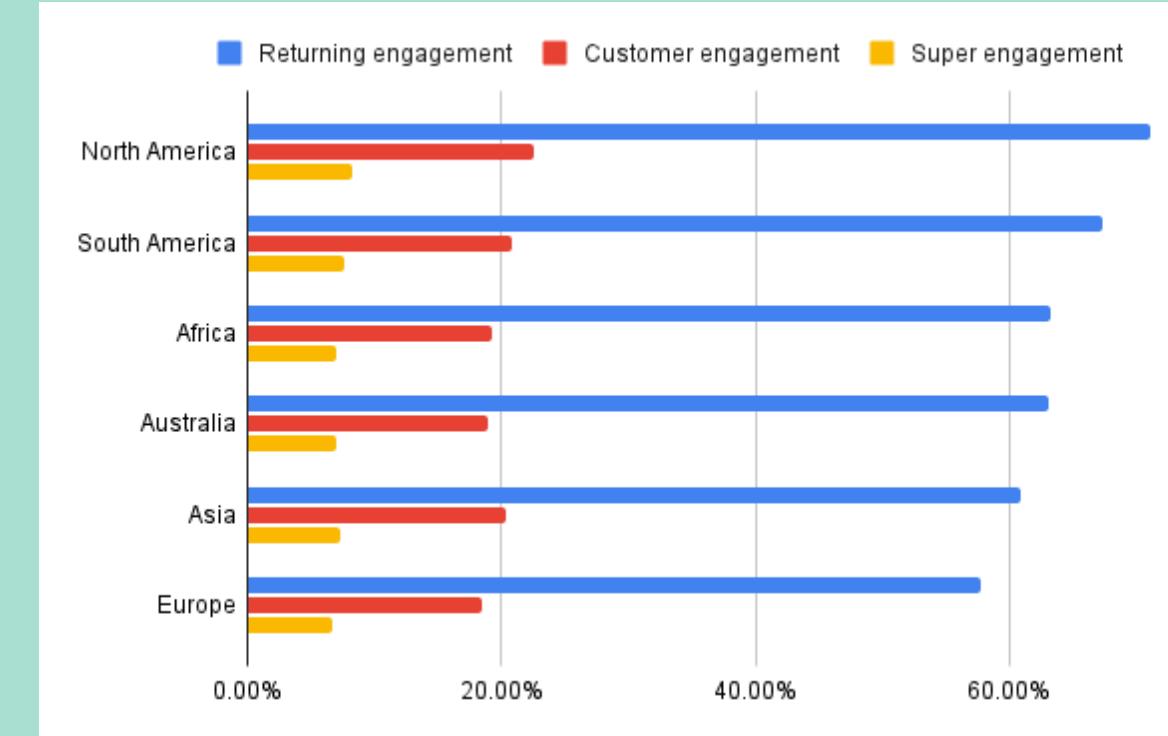
What about the topics?

Readers by topic



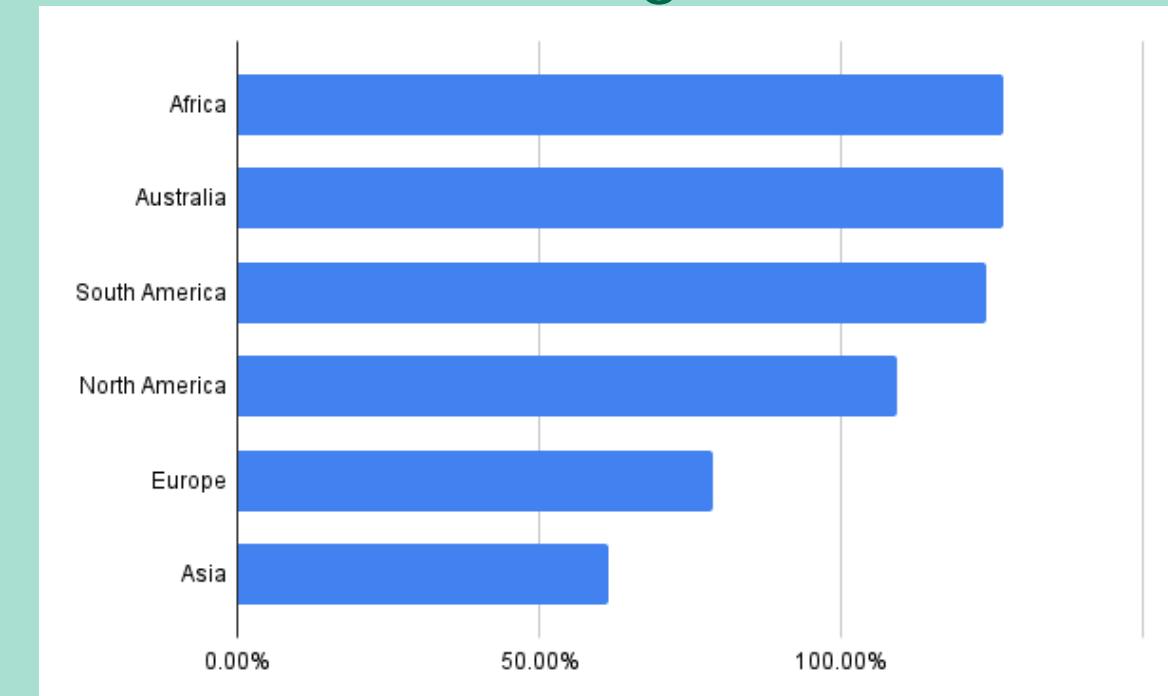
If we simply look at reader's numbers, **Asia** is the strongest topic, followed by **North America and Europe**

Engagement by topic

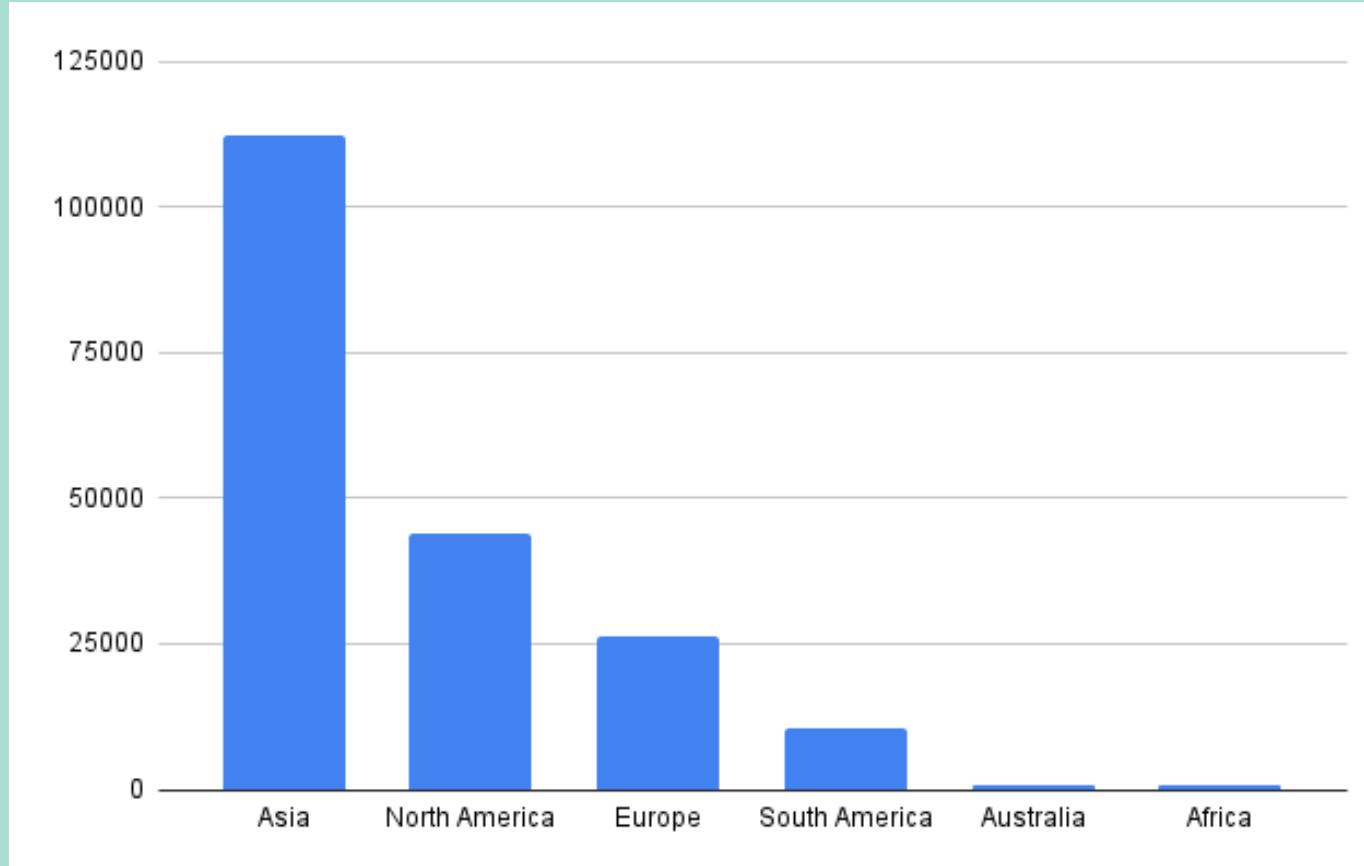


In terms of user engagement and conversion **North America and South America** stands out

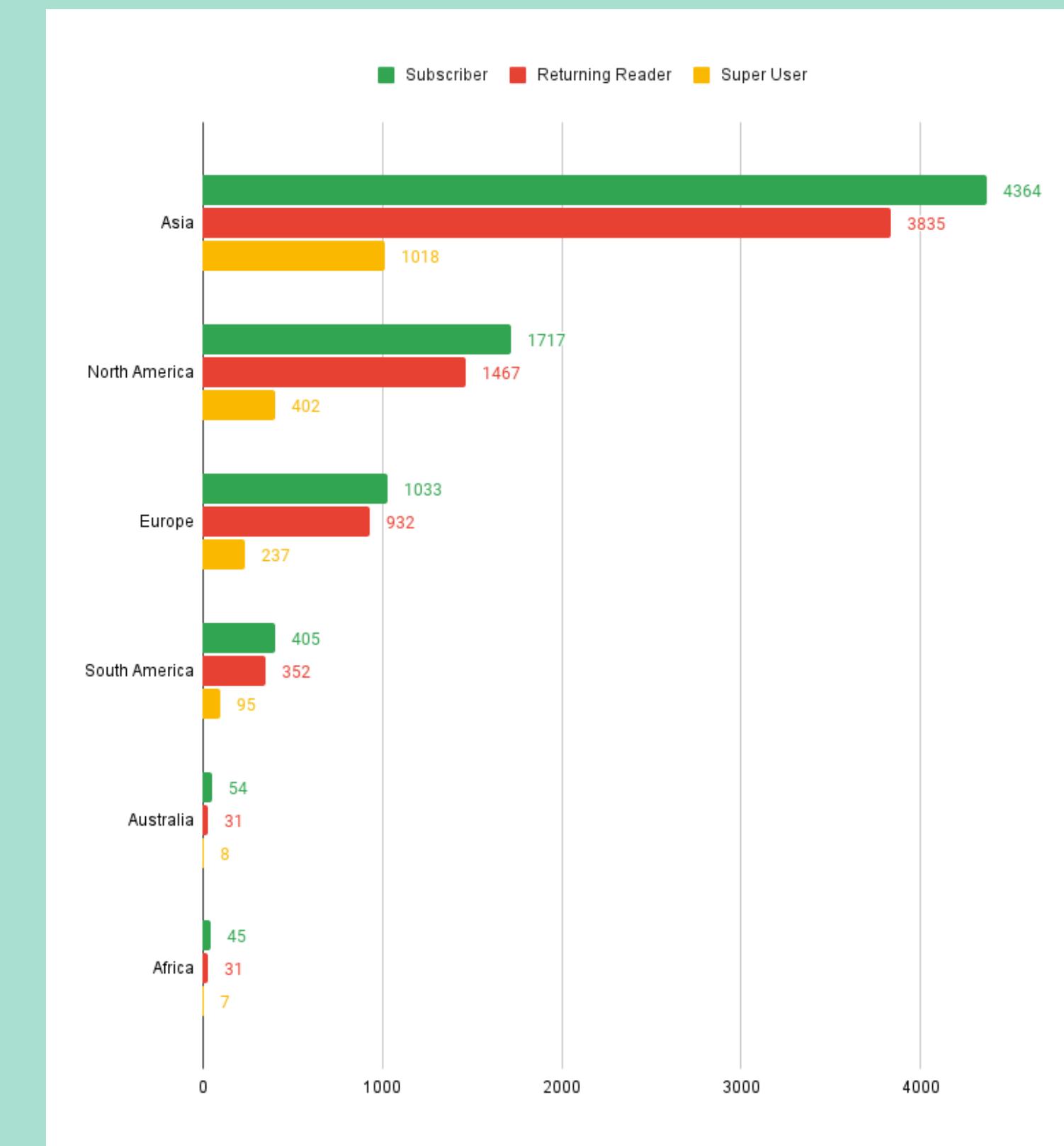
Conversion to returning reader



However, when we take a look at revenue numbers



Asia is the clear winner! This topic dominates our revenue, while **North America** coming in second and **Europe** ranking third on the list.



Asia conversion numbers are simply huge!

topic	% first_to_returning	% returning_to_sub	% returning_to_customer	% returning_to_super
Asia	61.40%	9.34%	8.21%	2.18%
North America	109.24%	4.18%	3.57%	0.98%
Europe	78.69%	3.32%	2.99%	0.76%
South America	124.10%	1.30%	1.13%	0.31%
Australia	126.93%	0.27%	0.15%	0.04%
Africa	127.00%	0.22%	0.15%	0.03%

Resource Allocation

Money

Based on the data, **SEO** is **highly effective** at **attracting more customers** and **generating revenue**, while **Reddit** is good at **gaining attention** and **acquiring new users**.

Therefore, I recommend focusing the **majority of our resources** on **SEO marketing**, allocating **smaller portion** to **Reddit**, and **minimal or no resources** to **Adwords**.



Work

In terms of revenue, the **Asia** topic is a **clear winner**, with **strong performance** from **North America** and **Europe** as well. North America has a slight edge in user engagement and conversion rates, and **South America** also shows promising engagement and conversion.

I recommend prioritizing our efforts on the **Asia** topic, followed by **North America** and **Europe**, and dedicating any remaining resources to **South America**.



As a reminder, we should focus on the users from **country_5** when making these allocations!



Other insights

01.

Additional revenue-related information and graphs to further enhance our business potential.

02.

Overview of current trends to determine if the blog is heading in the right direction. We will also review a prediction model for future planning.

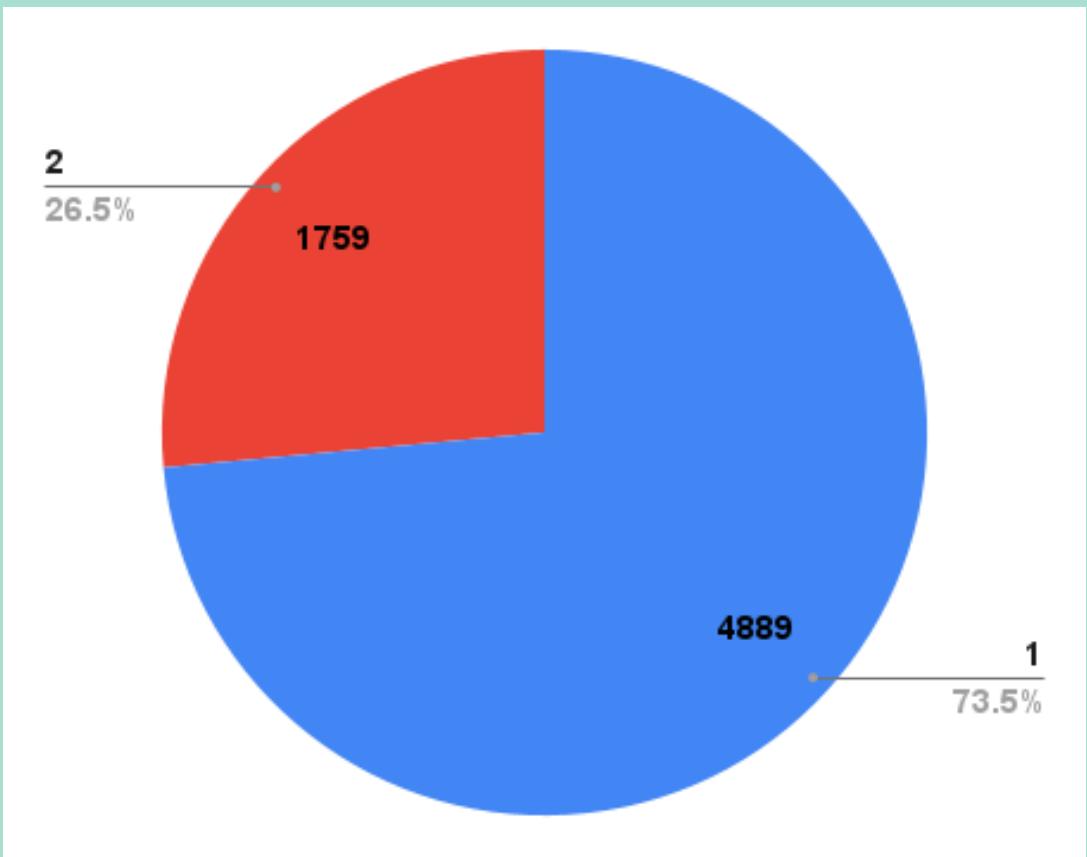


Purchases in focus

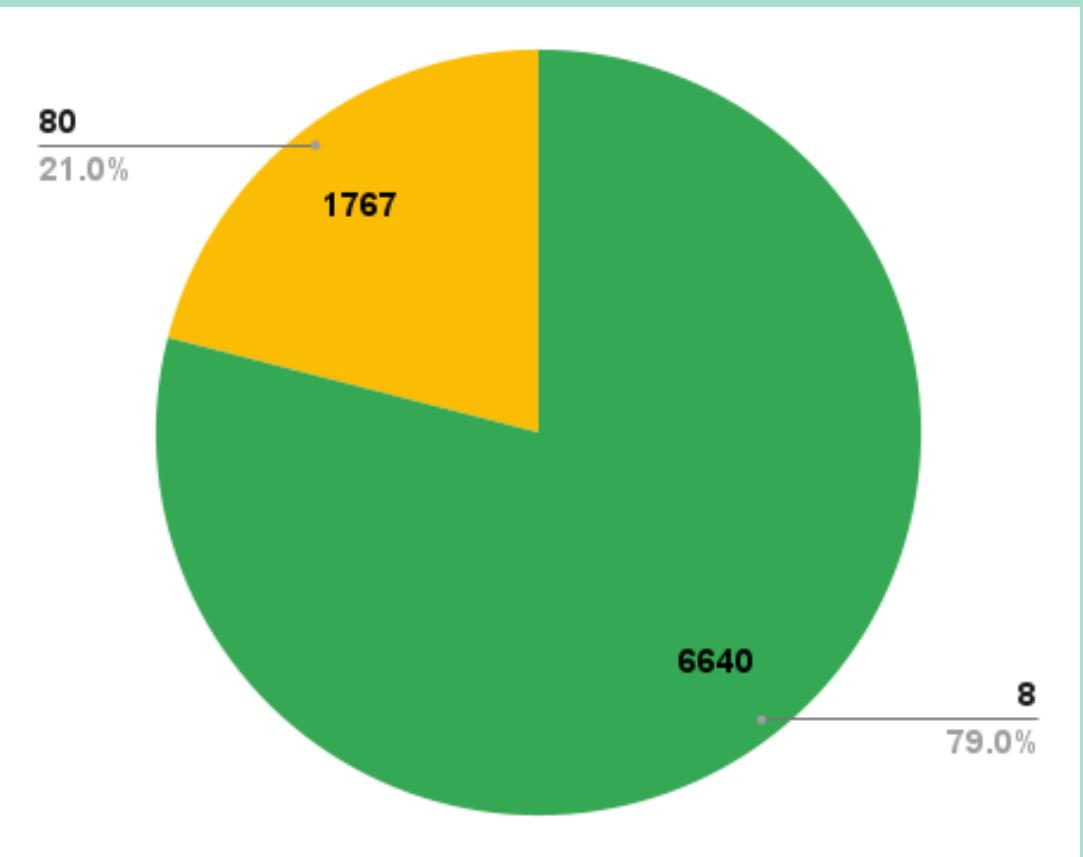
The **conversion rates** are **promising**, so we can maybe **increase** the price or make new products with higher price tag



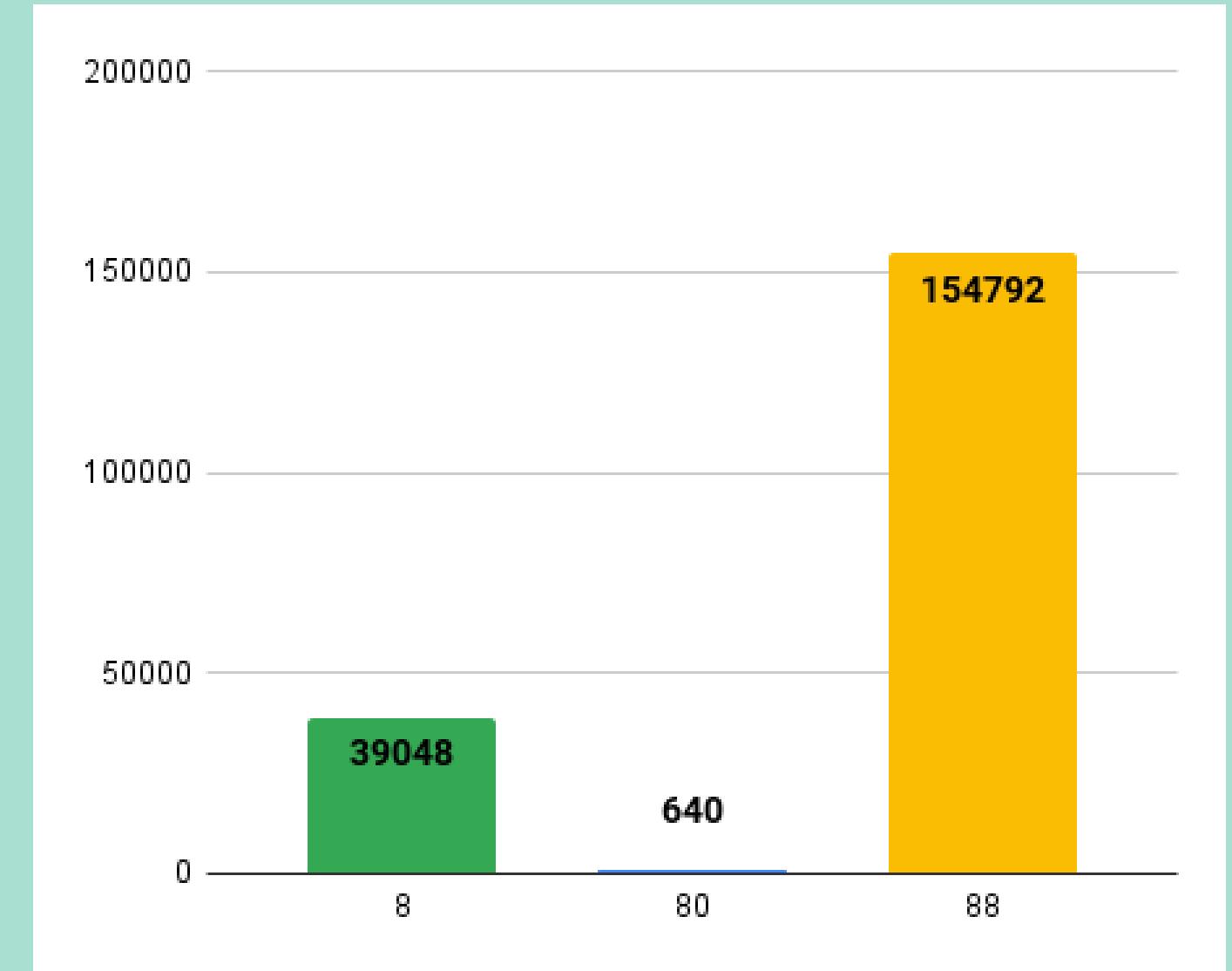
Purchases by users



Product sold



Revenue



Most of our customers bought only **one product**, but there are significant customer who bought both of our product

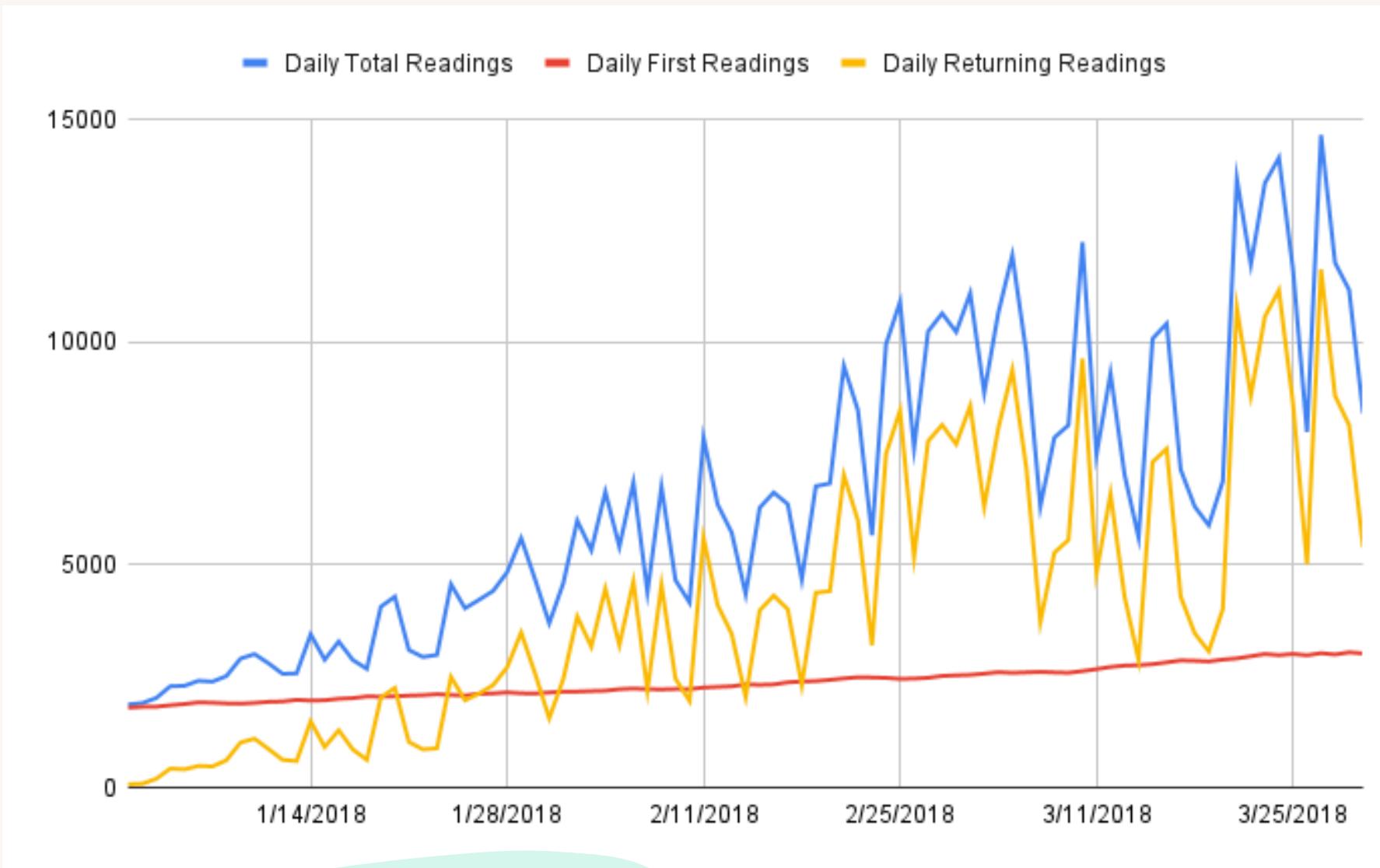
Therefore the majority of the purchases include the **smaller product**, but..

Most of the revenue came from **customers** who purchased **both of our products**

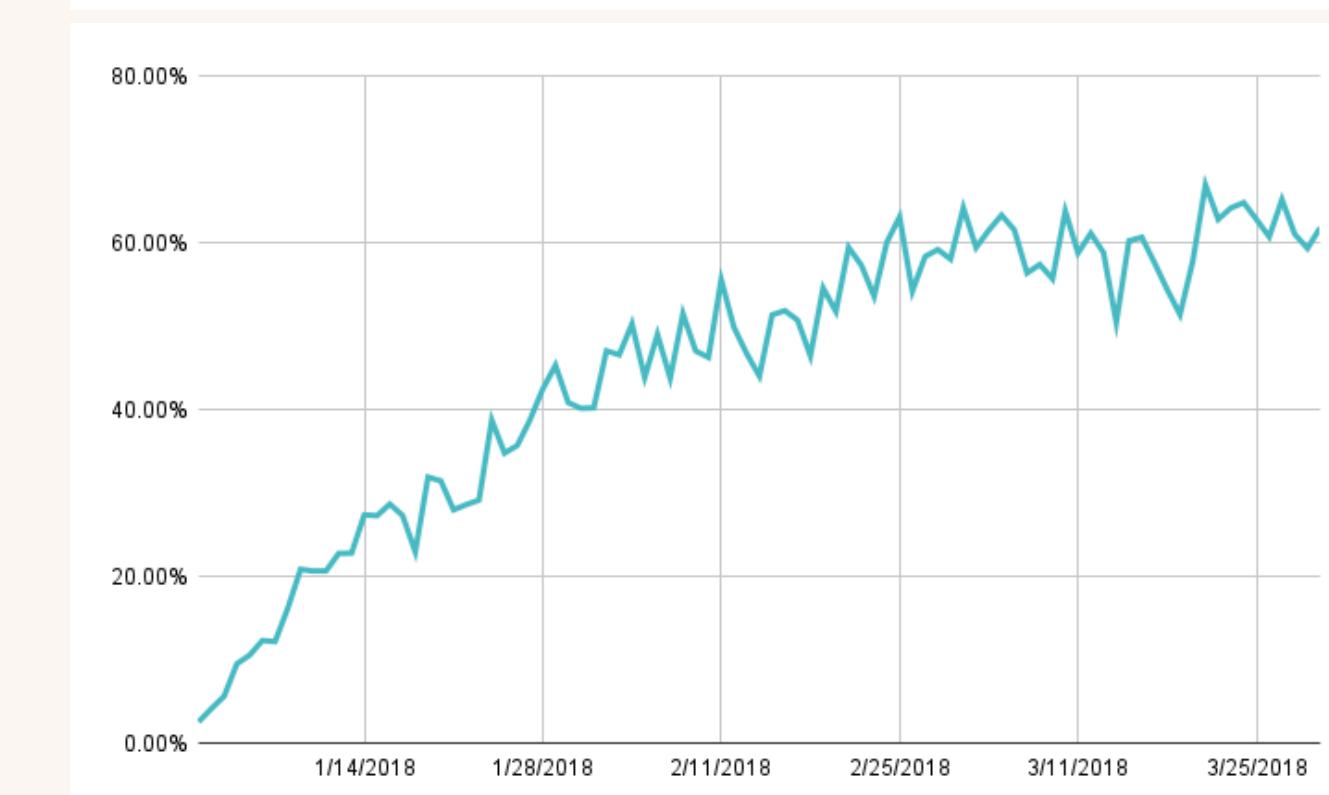
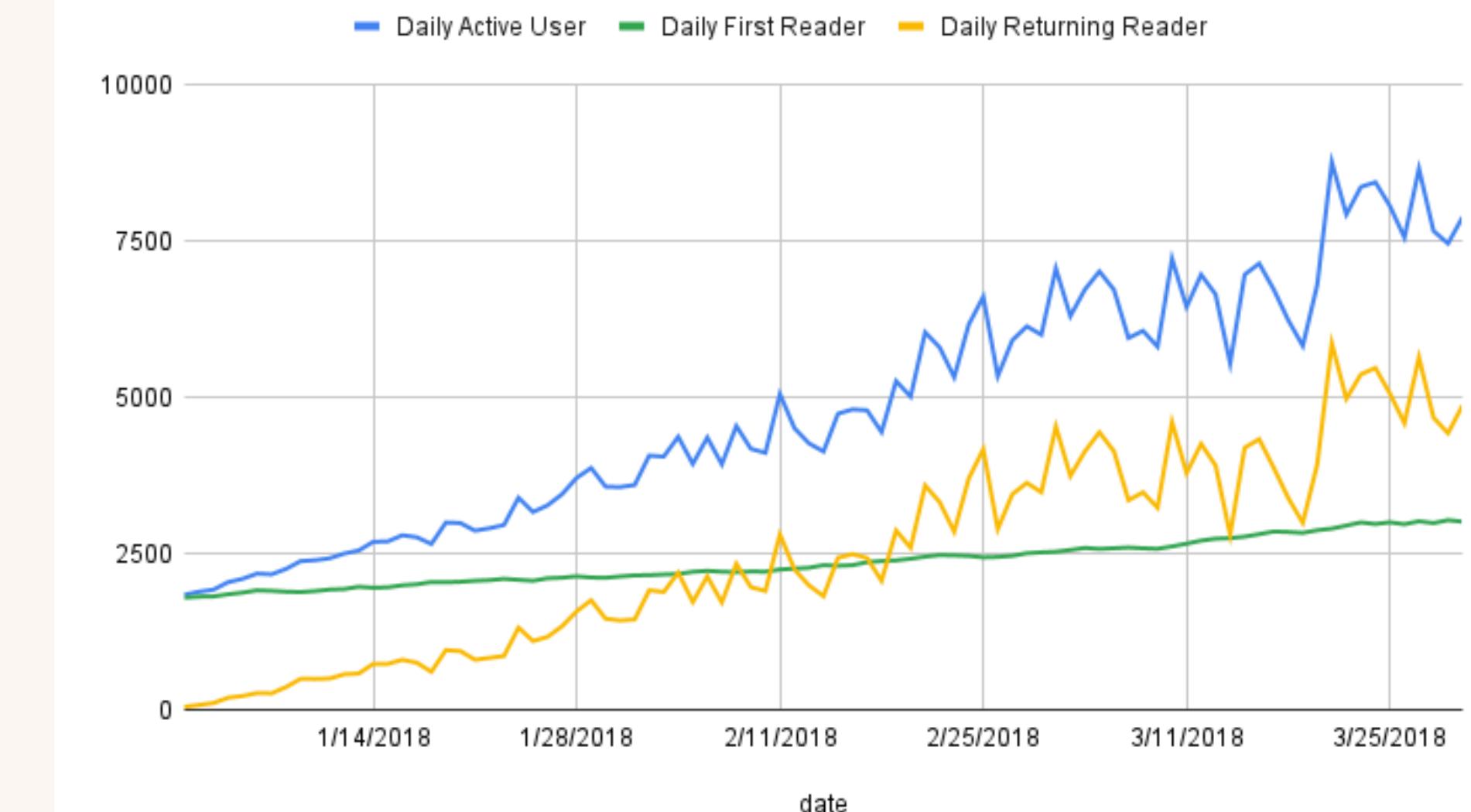
Almost **no customers** purchased the **pricier product first**; they **always** bought the **smaller one before the bigger one**.

The funnel to **convert** these users from **smaller to bigger** product is **critical**

Are We Heading in the Right Direction?



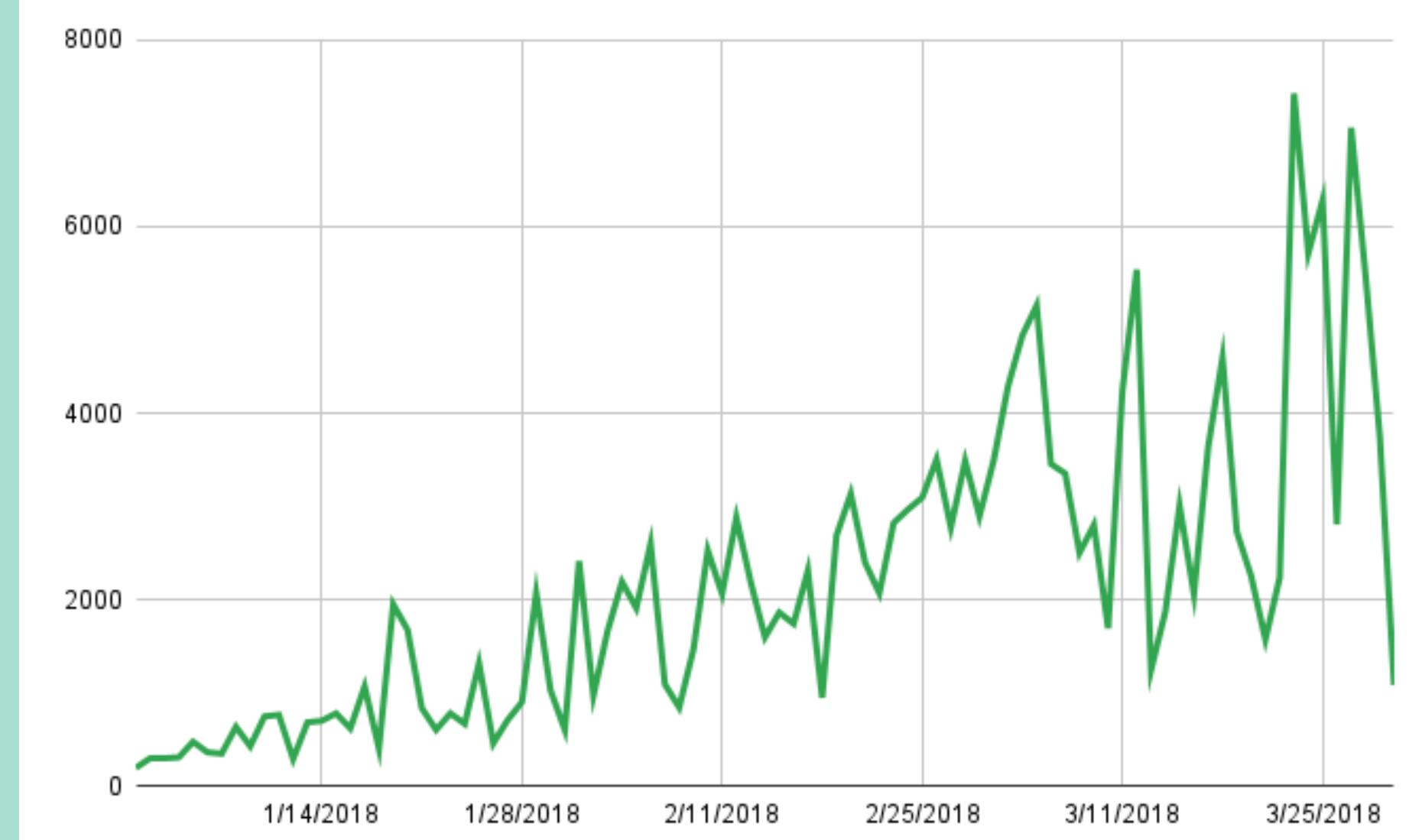
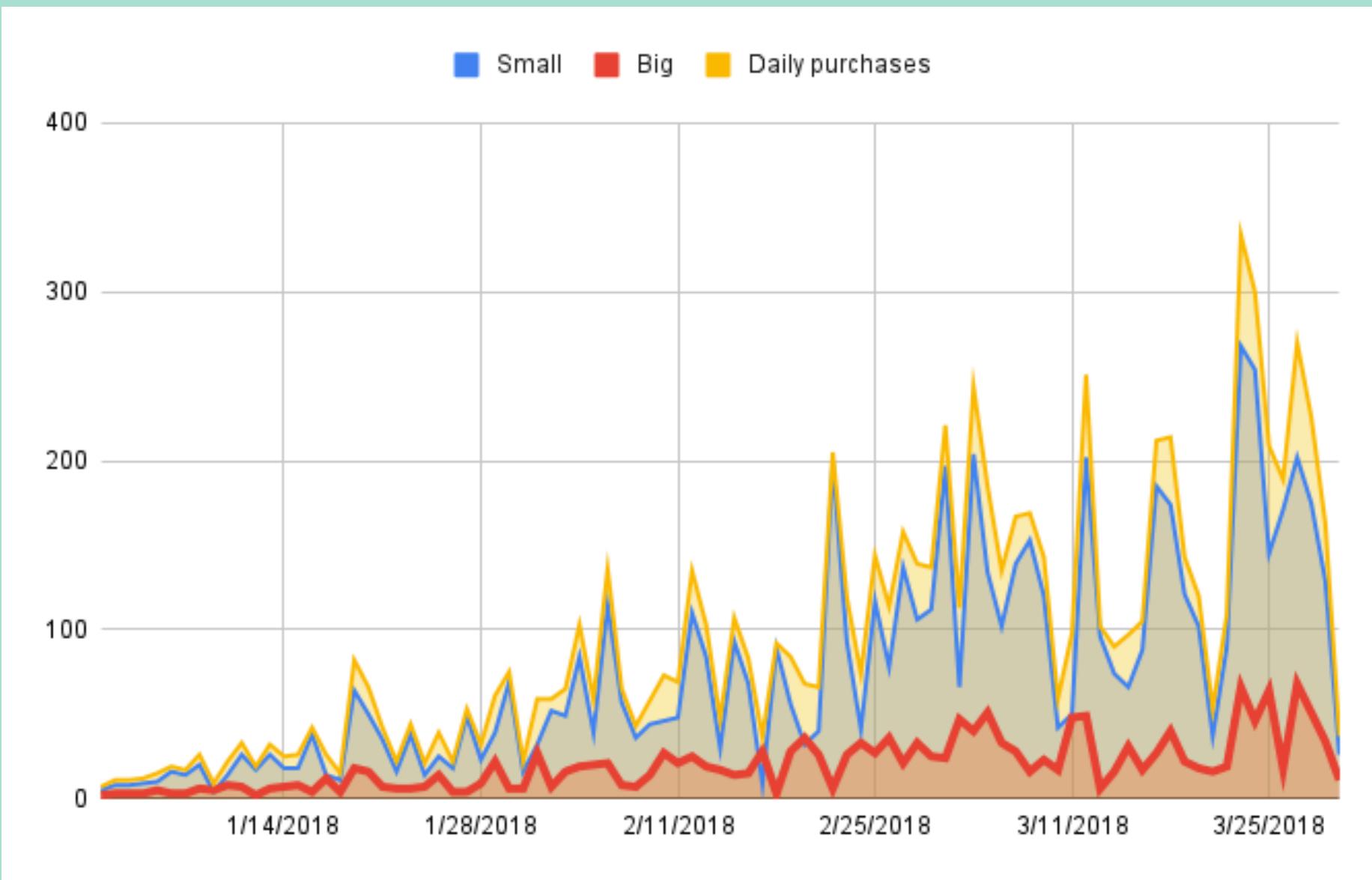
Our **first readings** are **slowly increasing**, while the growth in **returning readings** is **more robust**



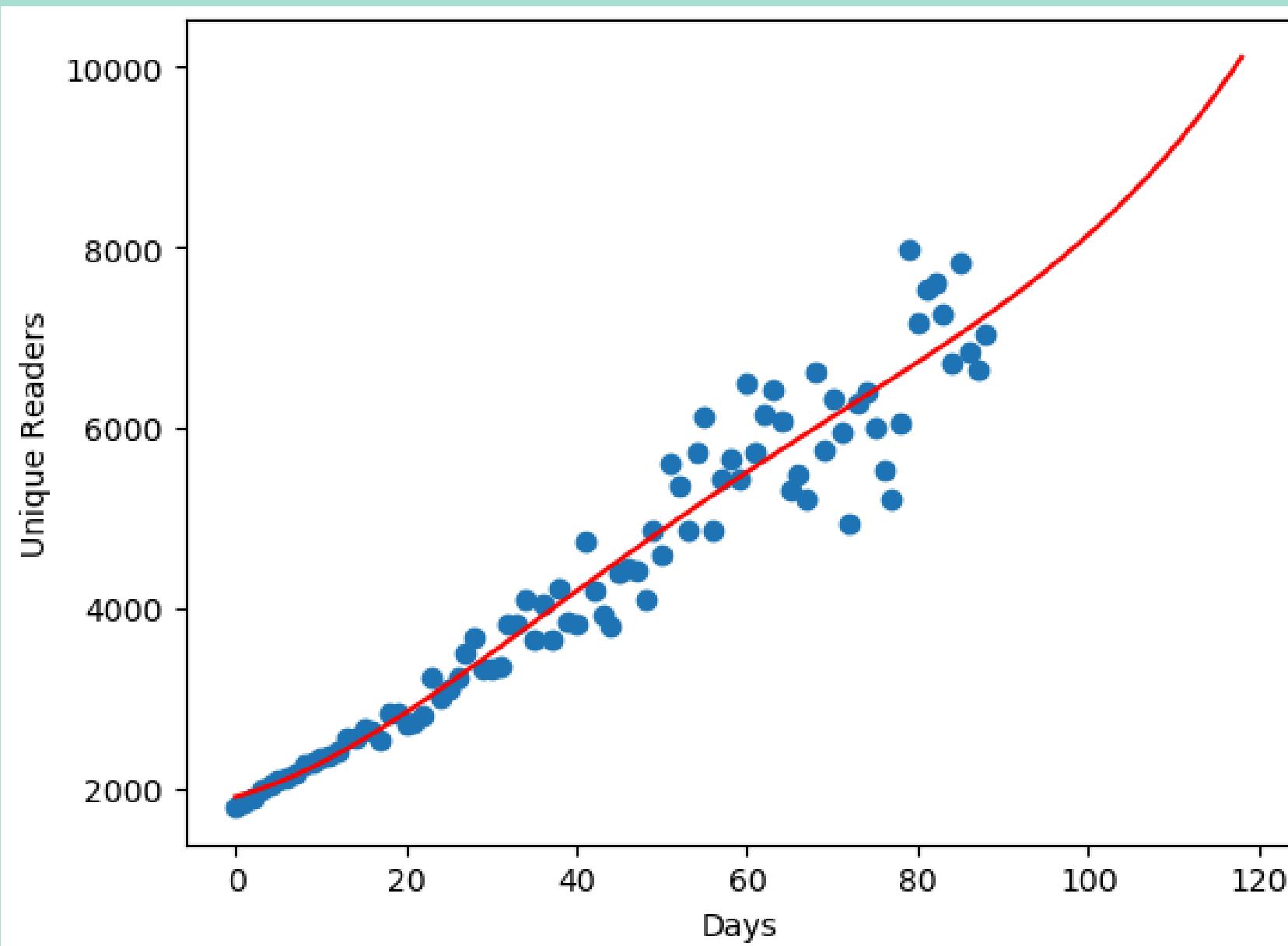
Our number of **unique returning readers** and our **daily returning rate** is **constantly increasing!**



Daily revenue and purchases



User Growth Prediction



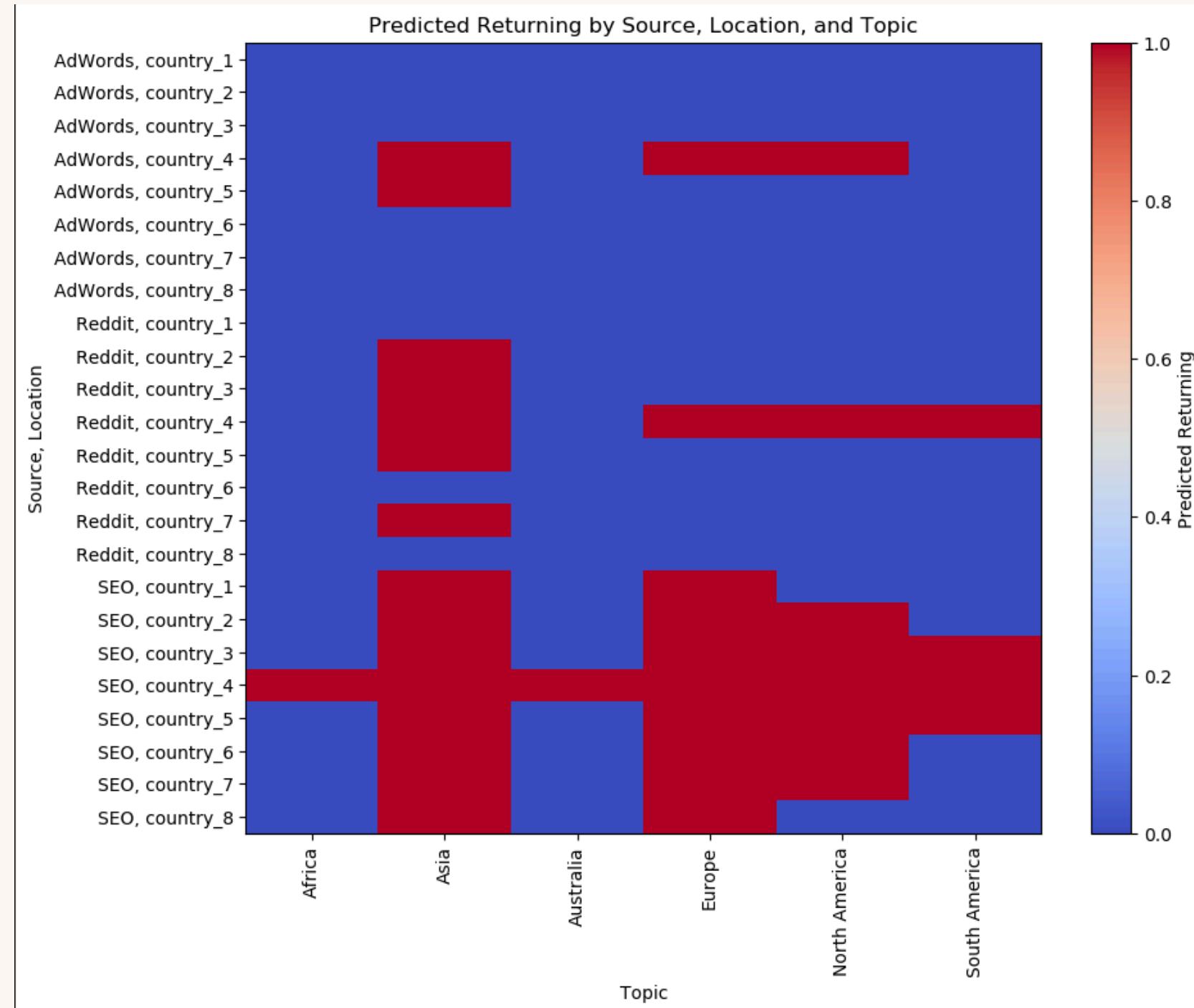
Our **user number** is rapidly increasing, the red line shows the **prediction** for **next 30 days**



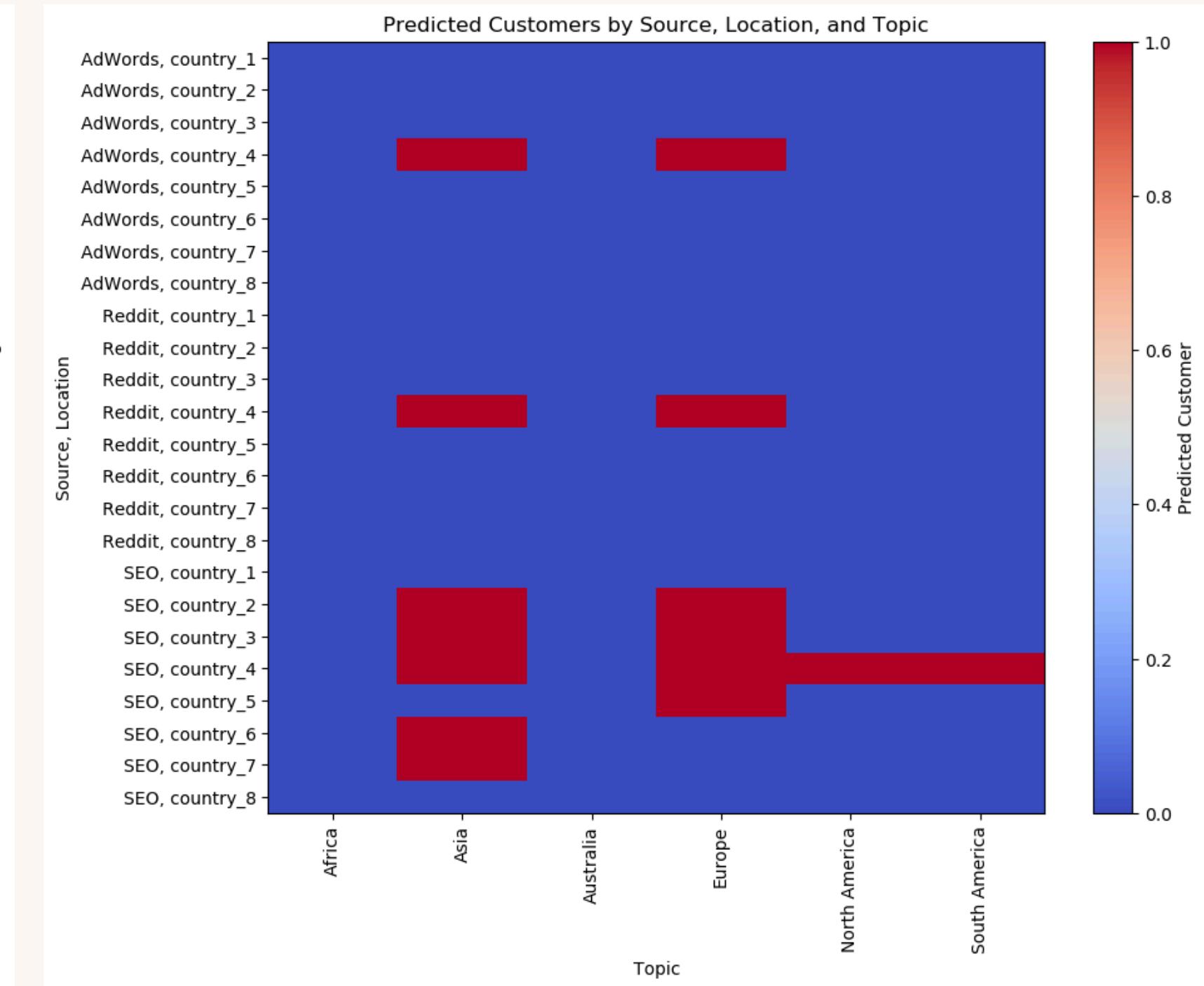
We will hit the **10,000 user milestone** in less than a month!

after day	unique_readers
1	7375
2	7445
3	7516
4	7588
5	7662
6	7737
7	7814
8	7892
9	7972
10	8054
11	8138
12	8224
13	8312
14	8402
15	8495
16	8590
17	8688
18	8789
19	8892
20	8998
21	9108
22	9220
23	9336
24	9456
25	9579
26	9706
27	9836
28	9971
29	10110

Random Forest User Prediction



Classifier model to predict returning



Classifier model to predict customer

Presented by Viktor Katzenberger



Thank you very much!

