Analytics & Reporting for Podcasts

Introduction:

The client for this project is in the field of delivering insights and learnings to medical professionals by way of compelling and expert-led podcasts. This project involved developing interactive Power BI reports for podcasts to help administrators analyze key business metrics and make data-driven decisions. The reports provide valuable insights into user engagement, content performance, and revenue trends, enabling better strategic planning and operational improvements. The reports feature both tabular and graphical visualizations, allowing admins to track metrics such as user activity, episode and channel performance, purchase trends, and retention rates over different time frames (daily, weekly, monthly, quarterly, and yearly). The inclusion of dynamic slicers allows users to filter data as needed, and the export functionality ensures seamless data sharing in multiple formats. These reports played a crucial role in enhancing business intelligence by providing a comprehensive view of application performance, helping the organization optimize content, improve user engagement, and maximize revenue generation.

Targeted Customers:

The target customers for this Report include application administrators and business owners who need insights into user engagement, content performance, and revenue trends. Marketing and growth teams can use the reports to track user acquisition, churn rates, and retention metrics to refine their strategies. Content creators and channel managers benefit from performance analytics to optimize episode and channel engagement. Product managers and analysts can analyze user behavior and feature adoption for continuous improvements, while finance and revenue teams use purchase and subscription insights for better financial planning.

Client Details:

Name: Confidential | **Industry :** Healthcare | **Location:** USA

Technologies:

Power BI, DAX

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Project Description:

This focus of the project was to develop interactive and data-driven reports to help administrators, content creators, and business stakeholders gain insights into user engagement, content performance, and financial transactions. These reports enable data-driven decision-making by offering both tabular and graphical visualizations that provide a comprehensive view of platform performance.

Key Report Pages & Insights:

- **Dashboard Page** – A high-level summary of platform performance, including total users, active users, total channels, total episodes, total amount paid, and top 5 most viewed and subscribed channels and episodes. It also features bar graphs for users and active users by occupation.
- **Users Page** – Provides user analytics, displaying total and active users along with demographic details like names, occupation, specialty, role, and user creation date.
- **App Install Page** – Presents a graphical analysis of total app installs, segmented by year, quarter, month, and occupation.
- **CME Page** – Displays details about channels and episodes, whether they are free or premium, subscriber information, purchase date, and the amount paid for premium content.
- **Episode Performance Page** – Analyzes content engagement, showing channel name, episode details, release date, episode type, total downloads, completions, and quiz participation.
- **Subscription Page** – Highlights most and least subscribed channels, total subscribers, listeners, unique listeners, release dates, and retention metrics.
- **Transaction Page** – Tracks premium content purchases, detailing user transactions, episode or channel purchases, amount paid, release and purchase dates, and user specialties.
- **Podcast Page** – Provides insights into podcast performance, including podcast title, episode count, publisher, listen score, and global ranking.

Project Impact:

By consolidating key business and user engagement metrics, this reporting solution helps administrators make informed decisions, optimize content strategies, improve user retention, and maximize revenue opportunities. The use of interactive filters, slicers, and export features ensures seamless data exploration and reporting.

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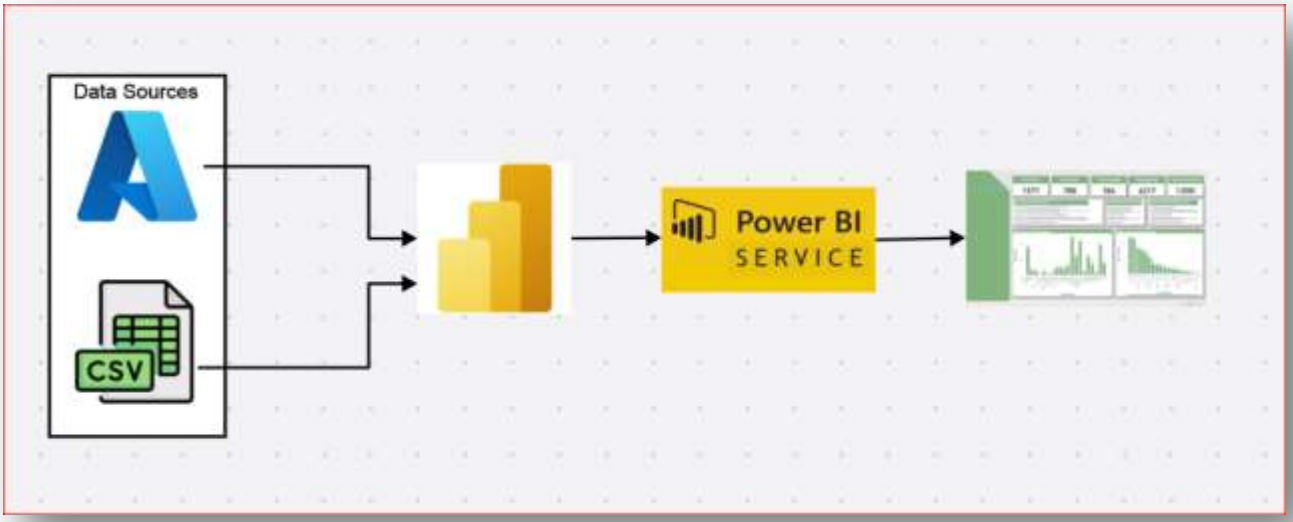
Architecture Diagram:



Screenshots:

Dashboard Page:

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App Installs Page:

Active User Dashboard:

Active User Details Page:

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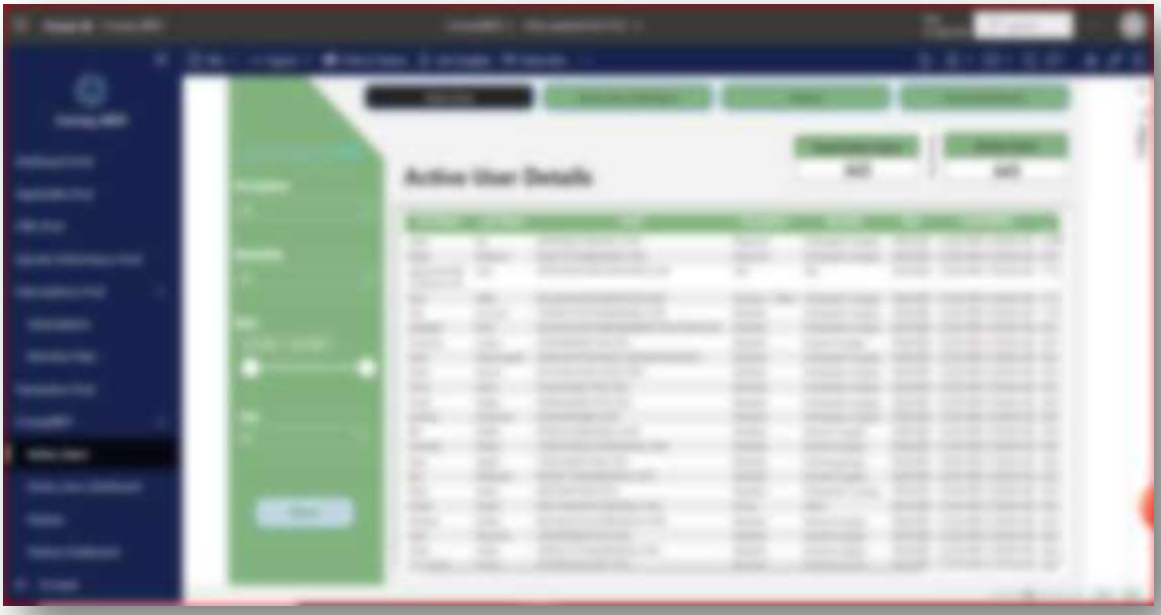

CME Page:

Episode Performance Page:

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Subscription Page:

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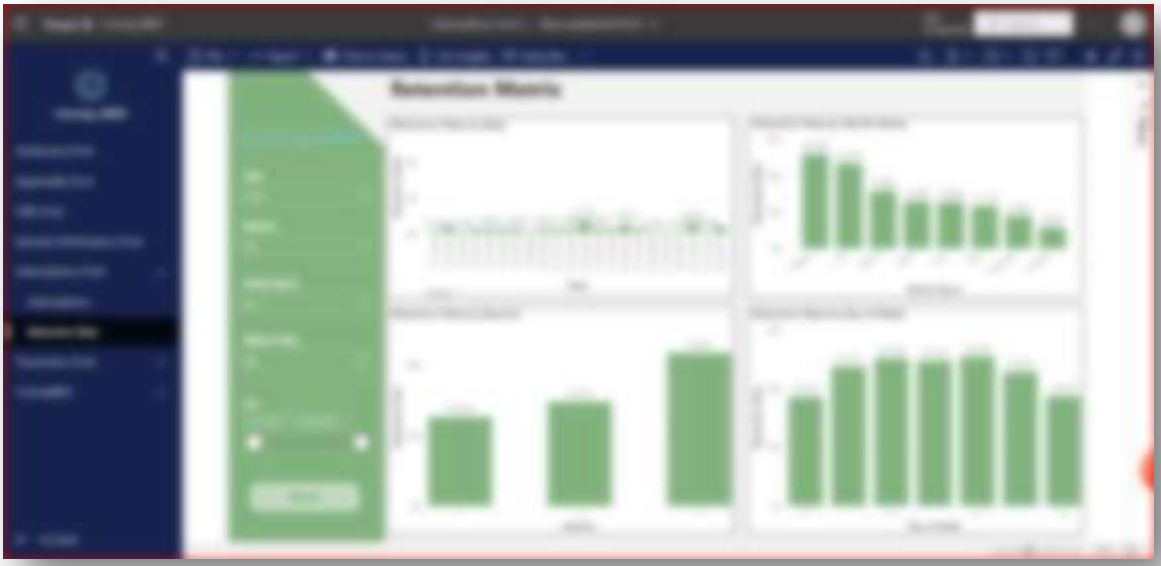
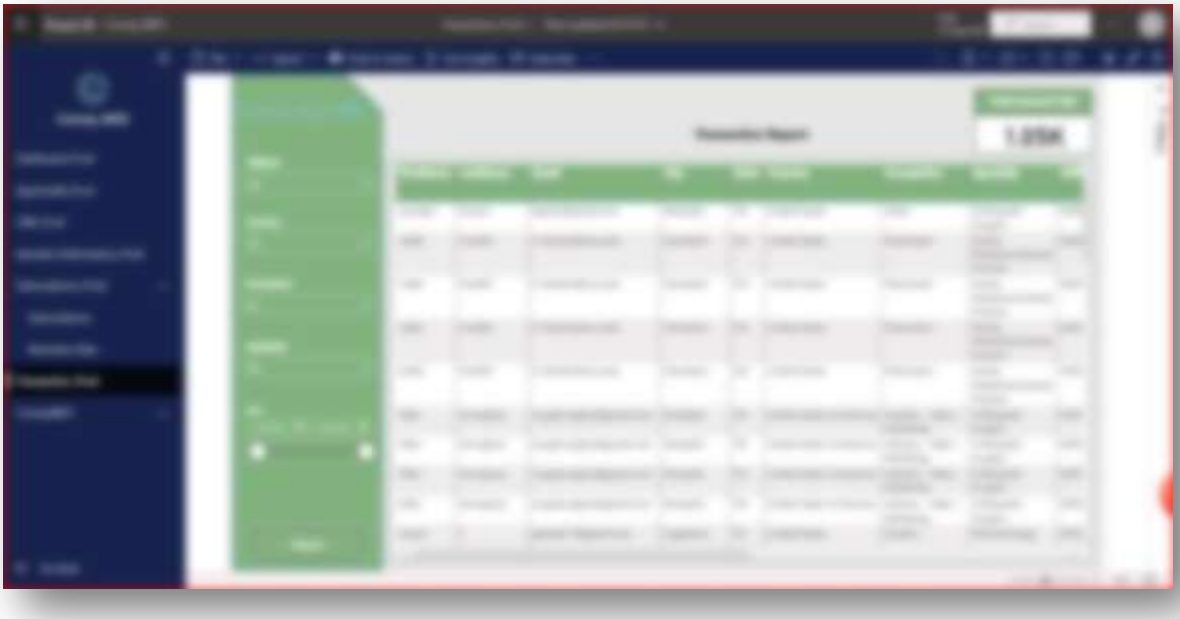
User Retention Page:



Transaction Page:



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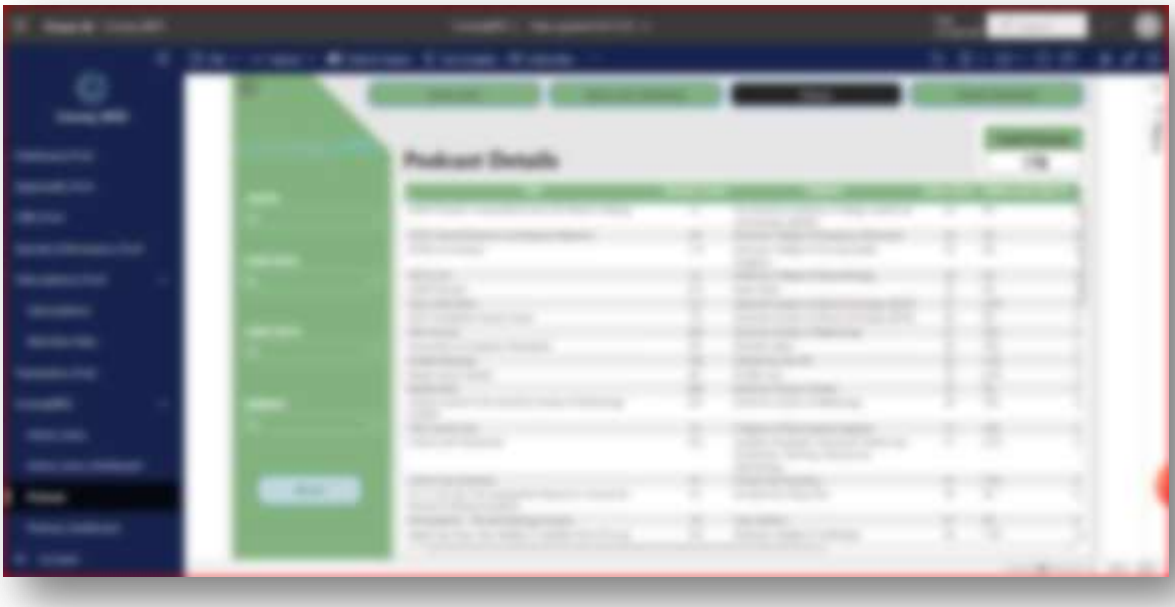
Podcast Dashboard Page:

Podcast Details Page: