**An org leader feels that your conversion rates are dropping, what could be your response to the same?**

Answer->

1. **Installs VS Uninstalls**

* We can see from data unistalls are very high the reason behind this are:

1-> Glitch in the app

2-> Source in which costomer comes

3-> sign up process

4-> Not relatable

**2. Daily Active Users VS Page view conversion Vs Addtocart Coversion**

* So, we can clearly see from data DAU to page view conversion are in good amount but DAU to AddtoCart coversion are very low .

**3. Daily Active Users Vs Overall conversion**

* In this also we can clearly see from data that overall rate of DAU to overall conversion is very low

4. **Home page to cart page to order page**

* Home page to cart page conversion rate are decreasing due to following reasons :

1-> Availabilitry of product

2-> Prices are high

3->Complexity of home page

4-> So many advertisement

5->Content of products

6->Customern support is not good enough

* Cart page to order page rate are decreasing due to following reasons :

1->Discounted coupons are not available

2->Delivery issues

3->Payment issue

4->Ratings and reviews

5->Size issue

**Do you see any discrepancy in the data? How would you clean up the same?**

Answer ->

* Net new installs number = New installs – Uninstalls

But in the data numbers are different

* DAU(Daily Active Users ) numbers are very high but new installs and returning users

numbers are very low.

**What insights can you draw from here?**

Answer->

**Month on Month New\_installs vs Uninstallls**

|  |  |  |
| --- | --- | --- |
| **Row Labels** | **Sum of New Installs** | **Sum of Uninstalls** |
| **Sep** | **331280** | **82172** |
| **Oct** | **298511** | **76554** |
| **Nov** | **409855** | **119734** |
| **Dec** | **330816** | **89041** |
| **Grand Total** | **1370462** | **367501** |

* Uninstalls are very high

|  |  |
| --- | --- |
| **Row Labels** | **Sum of Unique Page Views** |
| **Sep** | **139510** |
| **Oct** | **173069** |
| **Nov** | **208632** |
| **Dec** | **174614** |
| **Grand Total** | **695825** |

|  |  |
| --- | --- |
| **Row Labels** | **Sum of Add to Cart** |
| **Sep** | **37556** |
| **Oct** | **44887** |
| **Nov** | **47456** |
| **Dec** | **51335** |
| **Grand Total** | **181234** |

|  |  |
| --- | --- |
| **Row Labels** | **Sum of Order Comp** |
| **Sep** | **11433** |
| **Oct** | **14655** |
| **Nov** | **15645** |
| **Dec** | **12323** |
| **Grand Total** | **54056** |