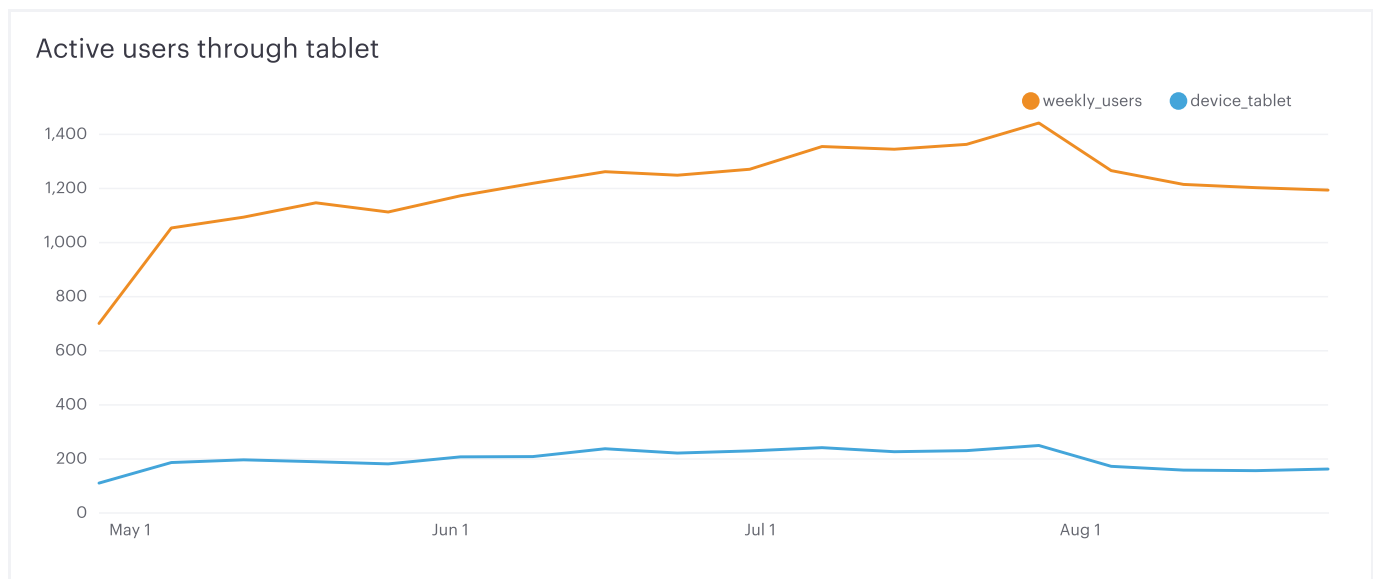# Investigating a Drop in Users' Engagement

Why are users' interaction with the platform declining in the month of August?
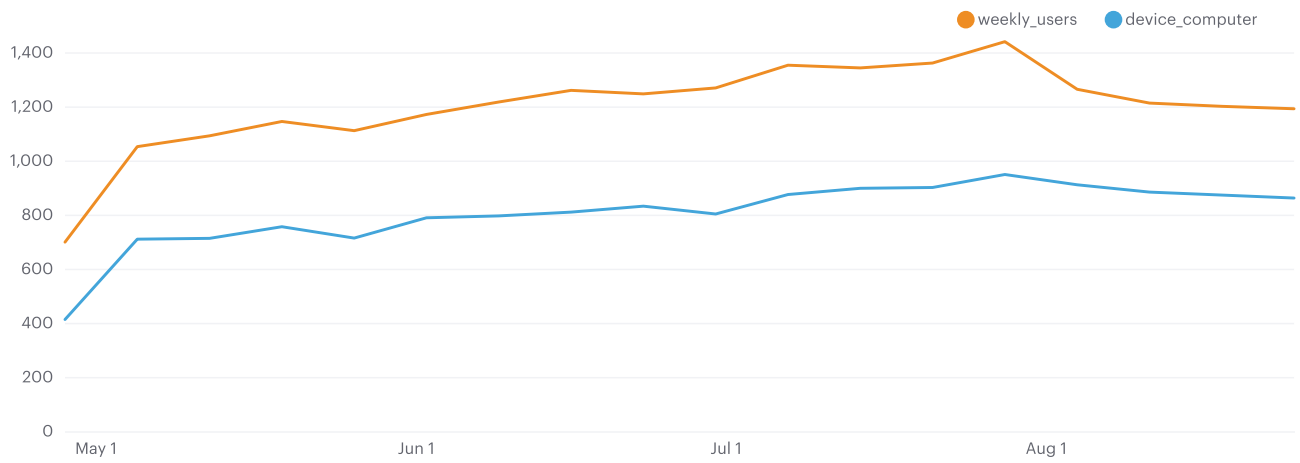
● After checking the users' activity hours shown in Query 1 graph, the rate looks normal. We can assume that the dive on engagements is not from new users, but rather from users that have been active members for a reasonable time.

● Also, user engagement in different devices shows a sharp decrease in users who usually tend to use their phones and tablets to access the platform.
   a. With this, we can suggest as a possible problem and solution that the software used in the platform might not be functioning very well in phones and tablets and should be one of the first aspects to be check when prioritizing for ways to fix this problem.

-The company or specific business department should be aware of these findings.
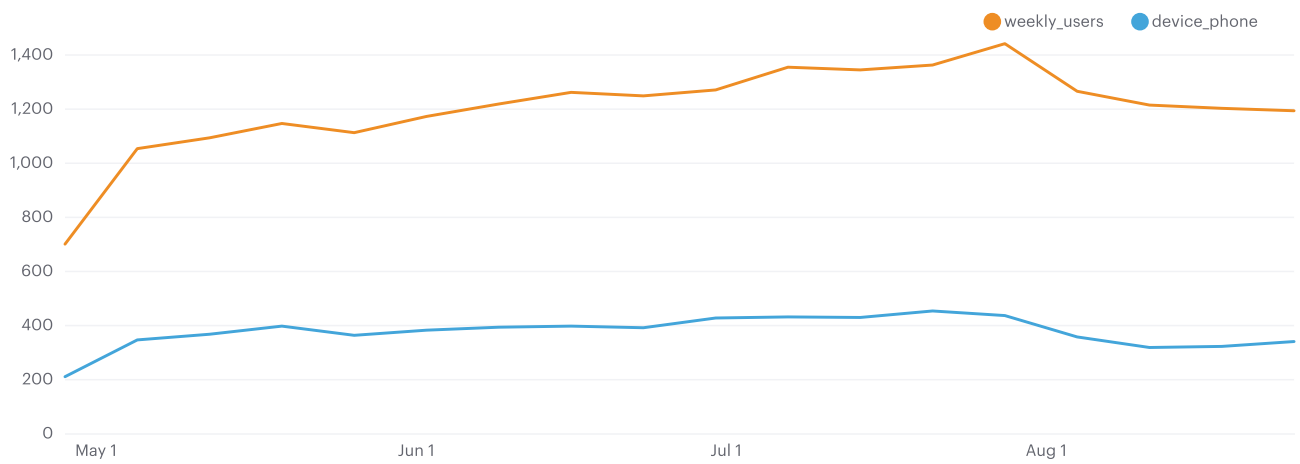-Users should be informed about the outgoing problem as soon the reported analysis verifies that this is the actual problem.

Active users through tablet

Active users through computer

weekly_users device_computer

Active users through phone

weekly_users device_phone

3. Act_Users_TABLETS

	weeks	weekly_users	device_tablet
1	2014-04-28 00:00:00	701	111
2	2014-05-05 00:00:00	1054	187
3	2014-05-12 00:00:00	1094	197
4	2014-05-19 00:00:00	1147	190
5	2014-05-26 00:00:00	1113	182
6	2014-06-02 00:00:00	1173	208
7	2014-06-09 00:00:00	1219	209
8	2014-06-16 00:00:00	1262	238
9	2014-06-23 00:00:00	1249	222
10	2014-06-30 00:00:00	1271	230
11	2014-07-07 00:00:00	1355	242
12	2014-07-14 00:00:00	1345	227
13	2014-07-21 00:00:00	1363	231
14	2014-07-28 00:00:00	1442	250
15	2014-08-04 00:00:00	1266	173
16	2014-08-11 00:00:00	1215	159
17	2014-08-18 00:00:00	1203	157
18	2014-08-25 00:00:00	1194	163

4. Act_Users_COMPUTERS

	weeks	weekly_users	device_computer
1	2014-04-28 00:00:00	701	415
2	2014-05-05 00:00:00	1054	712
3	2014-05-12 00:00:00	1094	715
4	2014-05-19 00:00:00	1147	758
5	2014-05-26 00:00:00	1113	716
6	2014-06-02 00:00:00	1173	791
7	2014-06-09 00:00:00	1219	798
8	2014-06-16 00:00:00	1262	812
9	2014-06-23 00:00:00	1249	834
10	2014-06-30 00:00:00	1271	805
11	2014-07-07 00:00:00	1355	877
12	2014-07-14 00:00:00	1345	900
13	2014-07-21 00:00:00	1363	903
14	2014-07-28 00:00:00	1442	951
15	2014-08-04 00:00:00	1266	913
16	2014-08-11 00:00:00	1215	886
17	2014-08-18 00:00:00	1203	875
18	2014-08-25 00:00:00	1194	864

5. Act_Users_PHONES

	weeks	weekly_users	device_phone
1	2014-04-28 00:00:00	701	211
2	2014-05-05 00:00:00	1054	347
3	2014-05-12 00:00:00	1094	368
4	2014-05-19 00:00:00	1147	398
5	2014-05-26 00:00:00	1113	364
6	2014-06-02 00:00:00	1173	383
7	2014-06-09 00:00:00	1219	394
8	2014-06-16 00:00:00	1262	398
9	2014-06-23 00:00:00	1249	392
10	2014-06-30 00:00:00	1271	428
11	2014-07-07 00:00:00	1355	432
12	2014-07-14 00:00:00	1345	430
13	2014-07-21 00:00:00	1363	454
14	2014-07-28 00:00:00	1442	437
15	2014-08-04 00:00:00	1266	358
16	2014-08-11 00:00:00	1215	319
17	2014-08-18 00:00:00	1203	323
18	2014-08-25 00:00:00	1194	341