

# Motivation

**Main objective: to increase daily active users (DAU) of Fanster**

In order to achieve the objective, I came up with the following questions and hypotheses

Questions:

Q1: What is the current DAU rate of Fanster?

Q2: What are the actions that users take when they use Fanster?

Q3: Why users want to use Fanster? What are the value propositions Fanster provide to fans and artists?

Hypotheses:

H1: Users like to use Fanster because they want rewards and to be able to have exclusive opportunities with their beloved artists

H2: User wants to find easiest way(s) to keep in touch with their favorite artists

H3: User wants one-stop place to read the latest updates of their favorite artists

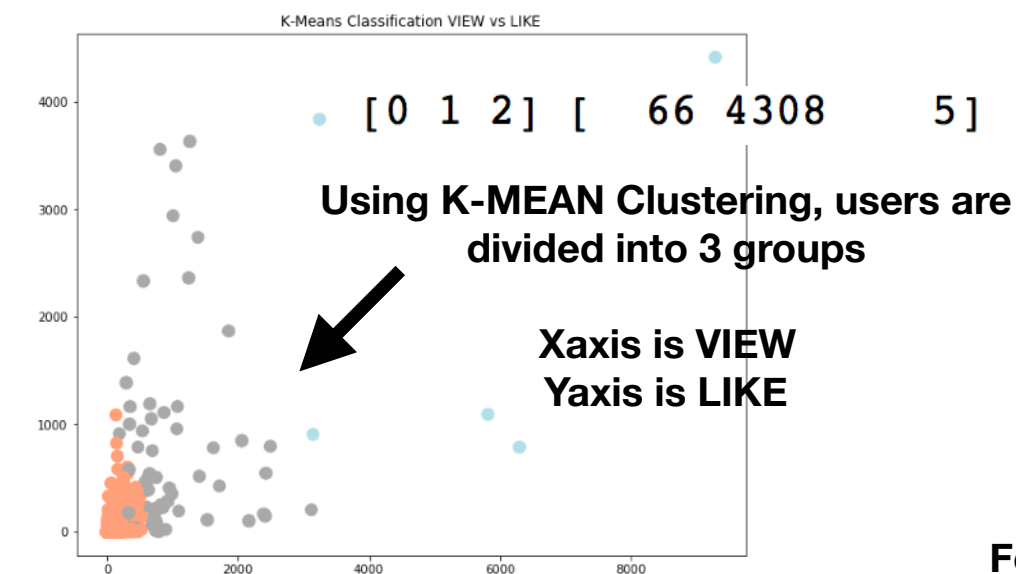
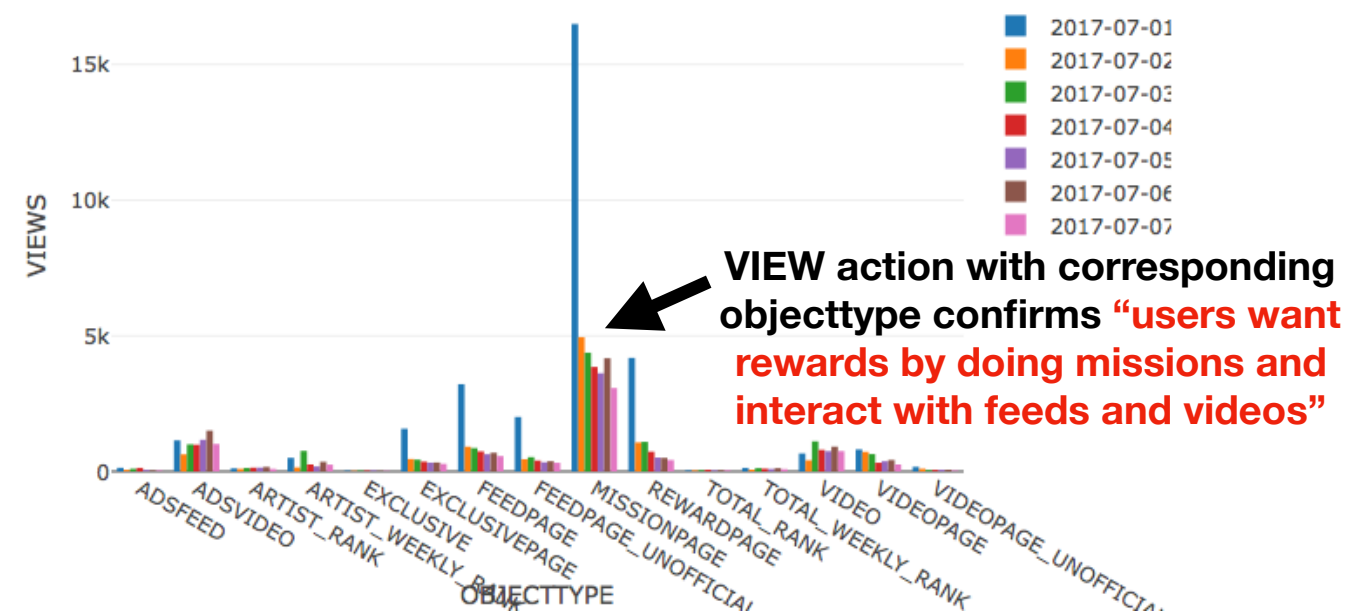
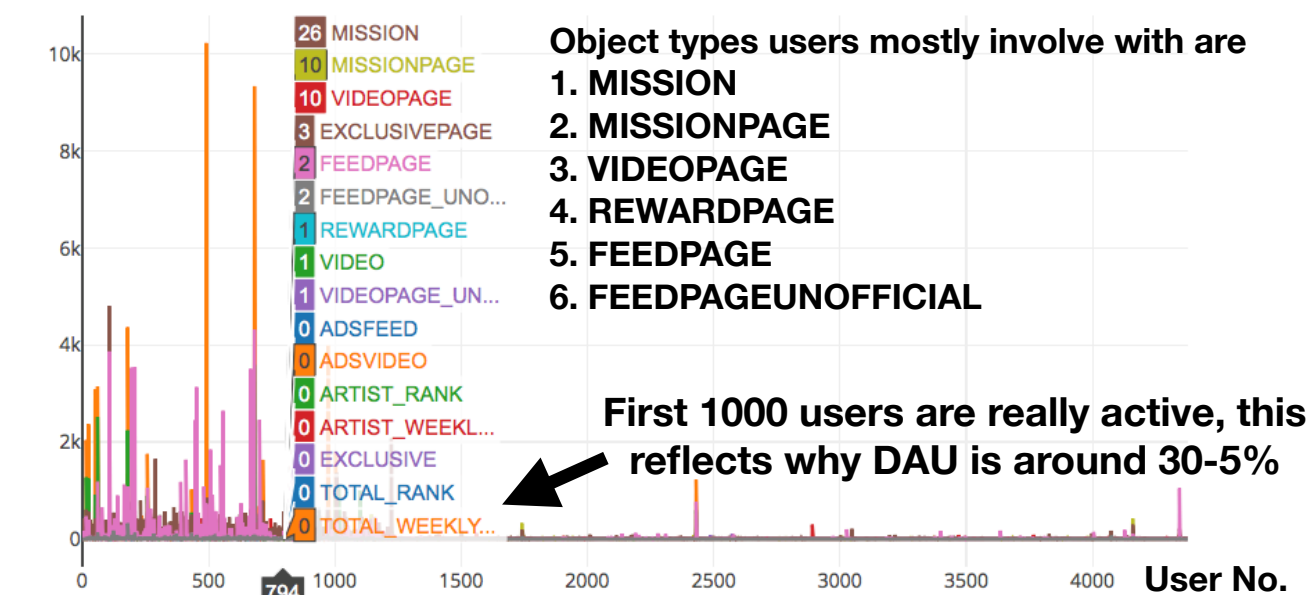
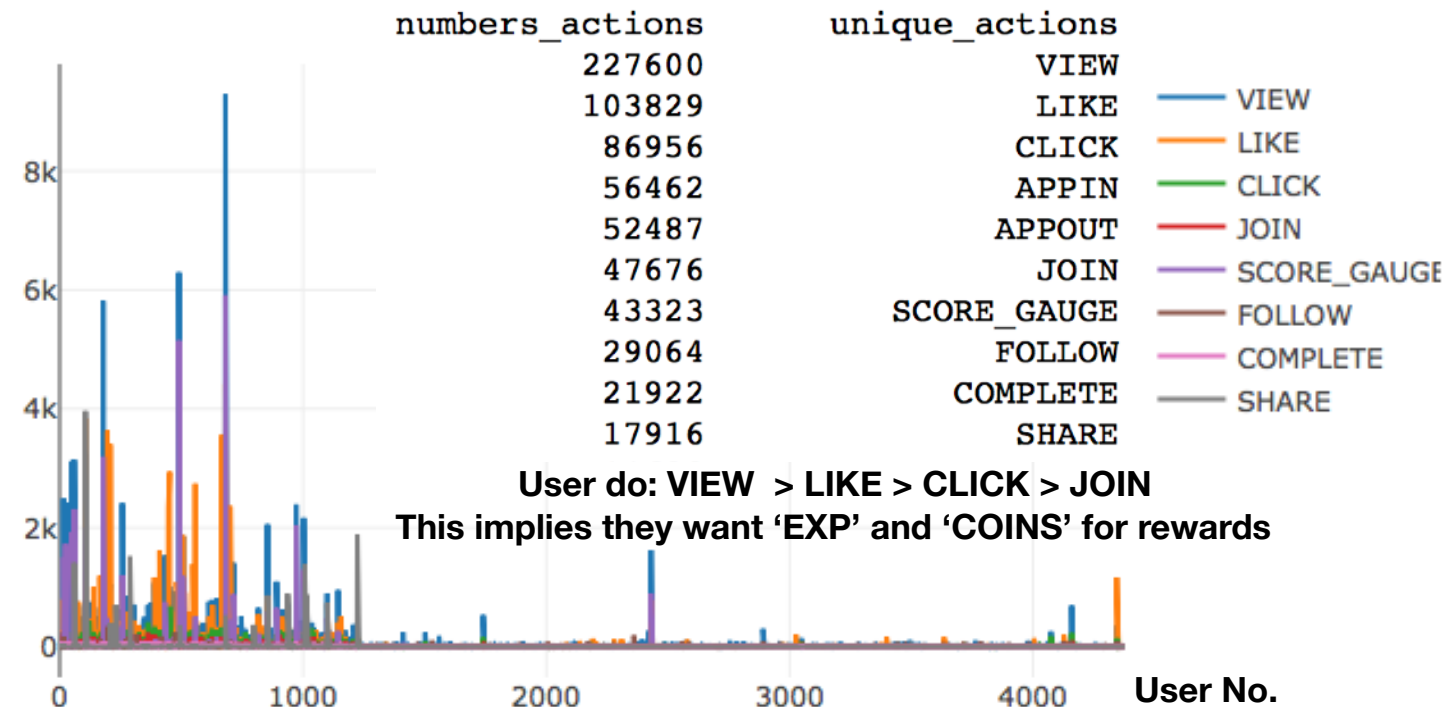
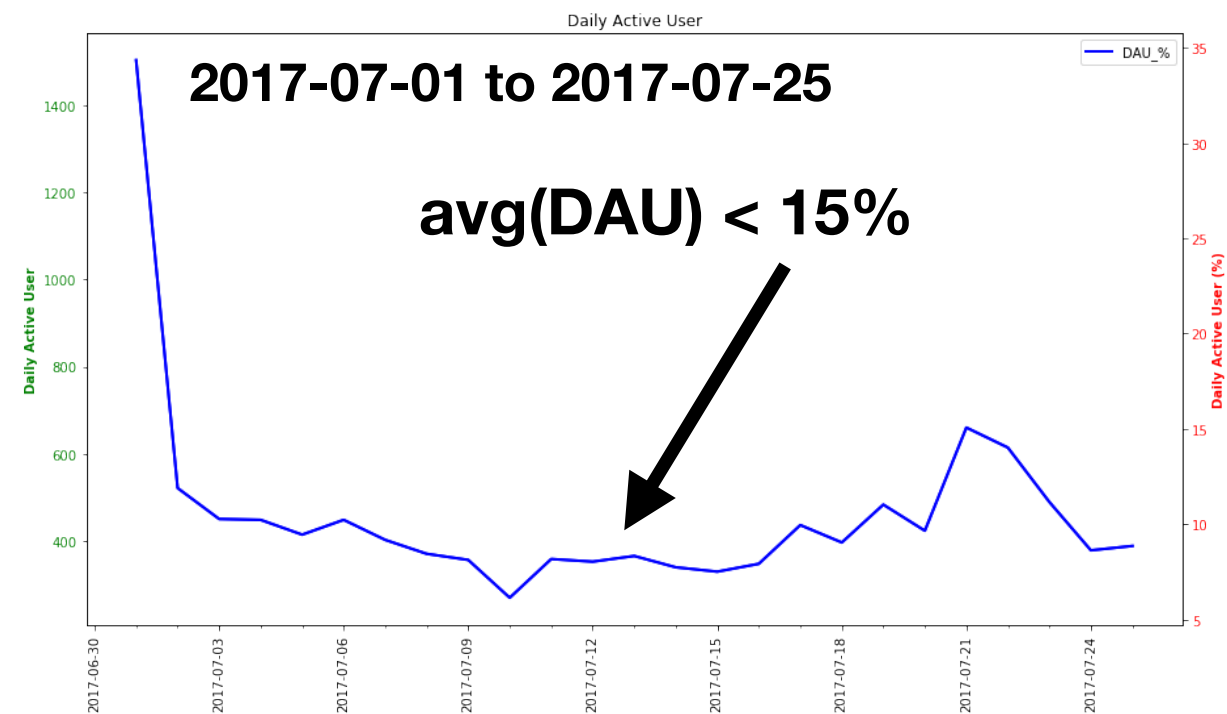
# Methodology

1. Data visualization :  
find current 1) daily active users, 2) users actions with objecttype
  2. Data preparation - handle missing data, categorical data etc.
  3. Data modeling
  4. Model verification
  5. Recommendations
- All of these activities are to find insights from data

For more detailed explanation, please visit [https://github.com/kwarodom/datacafe\\_fanster](https://github.com/kwarodom/datacafe_fanster)

# From the given dataset

# Results and Recommendations



## Recommendations:

- Based on 3 groups, the focus should be on group 2, to increase active user more prizes should be add frequently and one related notification might be sent to stimulate them, so they want to come to Fanster

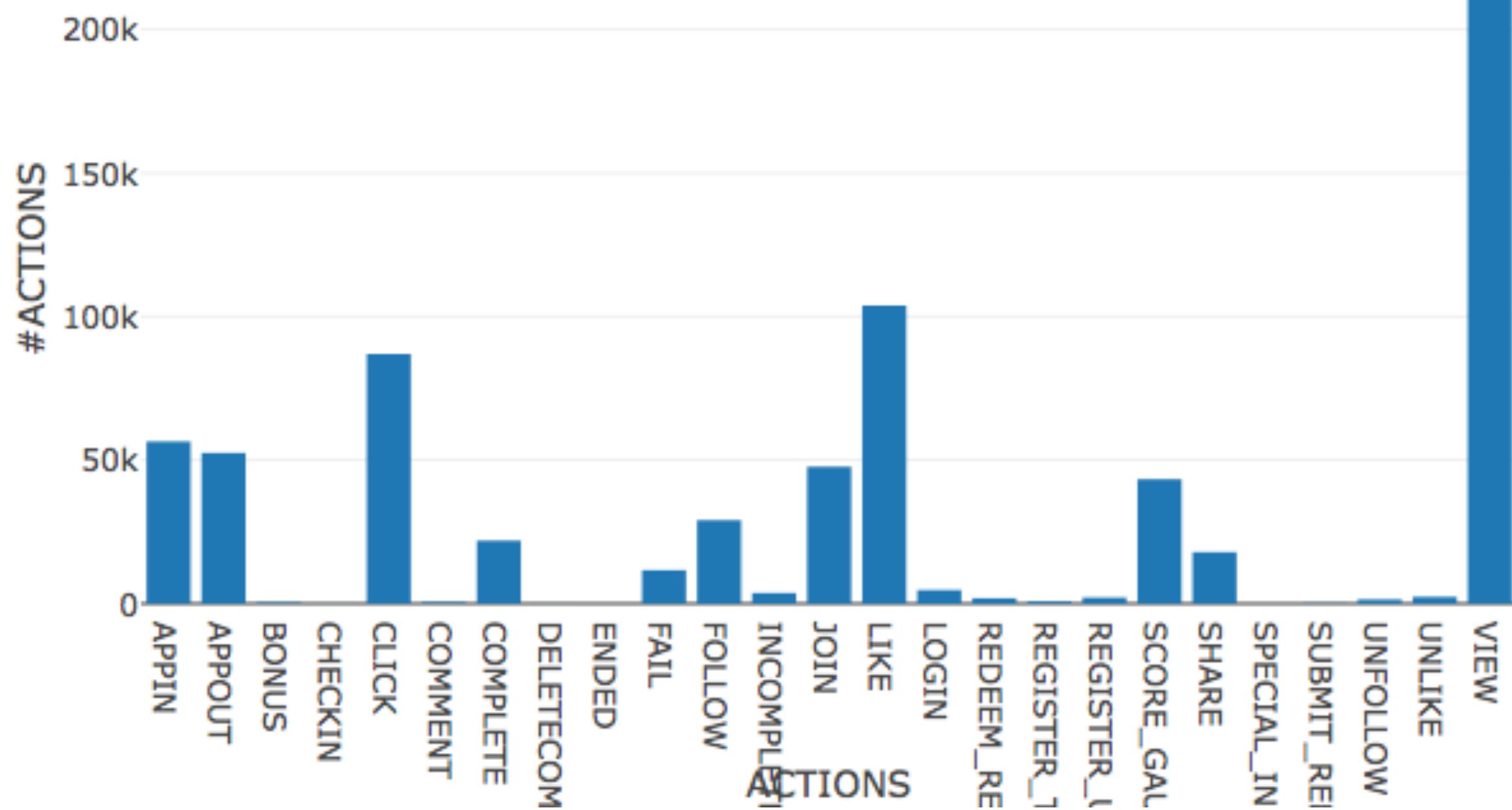
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# REFERENCES

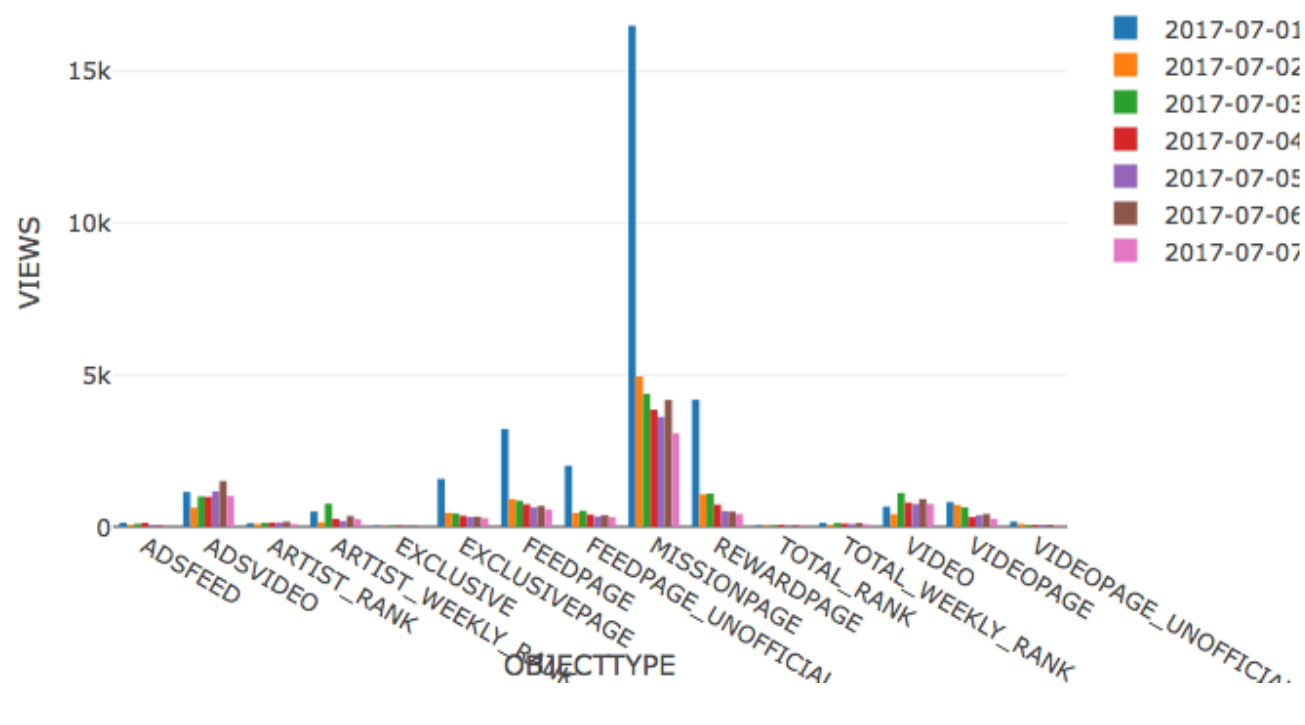
# ACTIONS BY USERS

On OBJECTTYPE

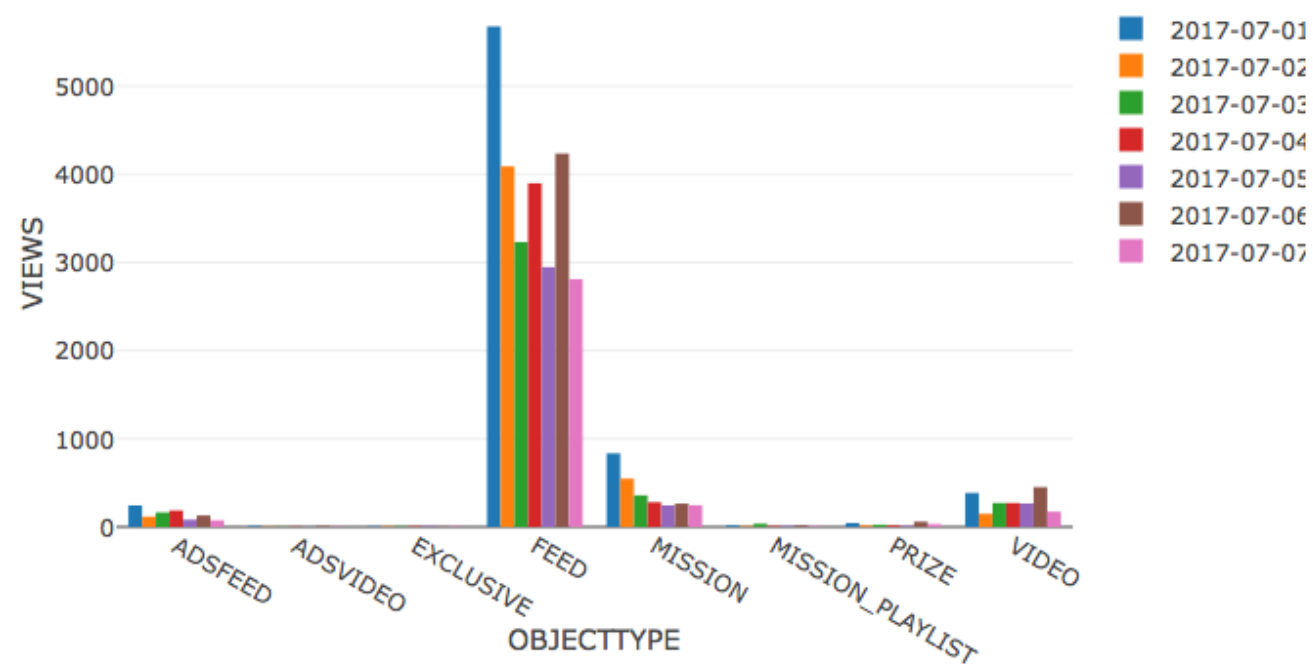
## ACTIONS BY ALL USERS FROM 2017-07-01 to 2017-07-25



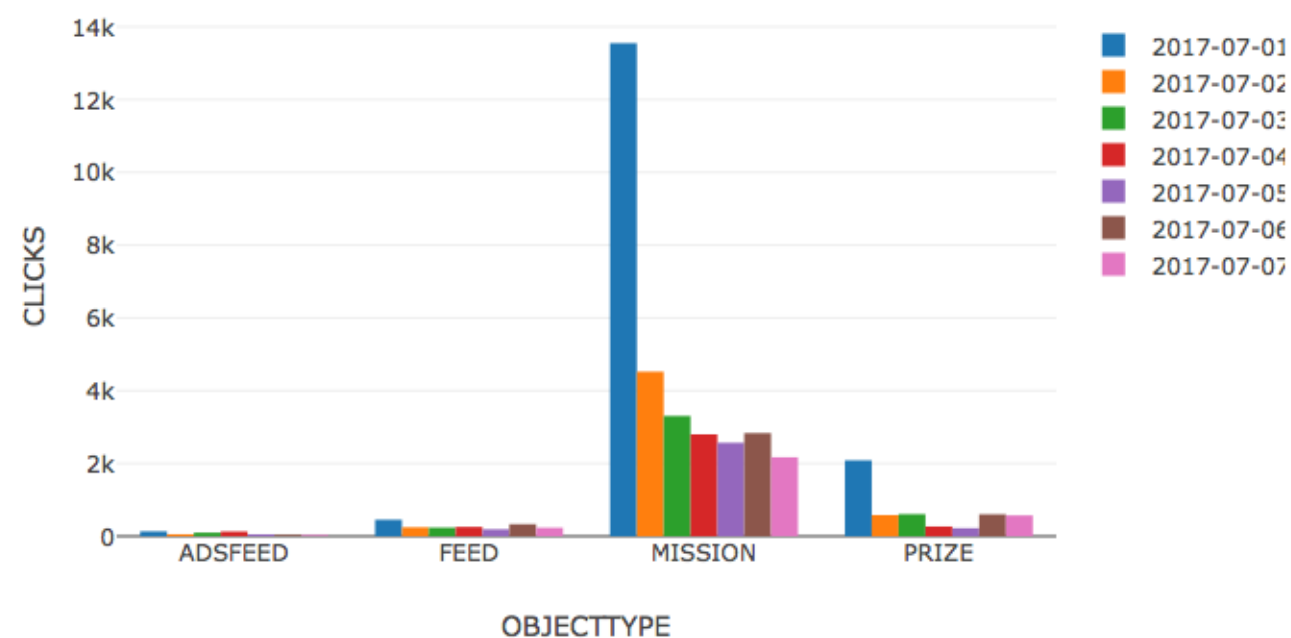
VIEW ACTIONS on Each OBJECTTYPE



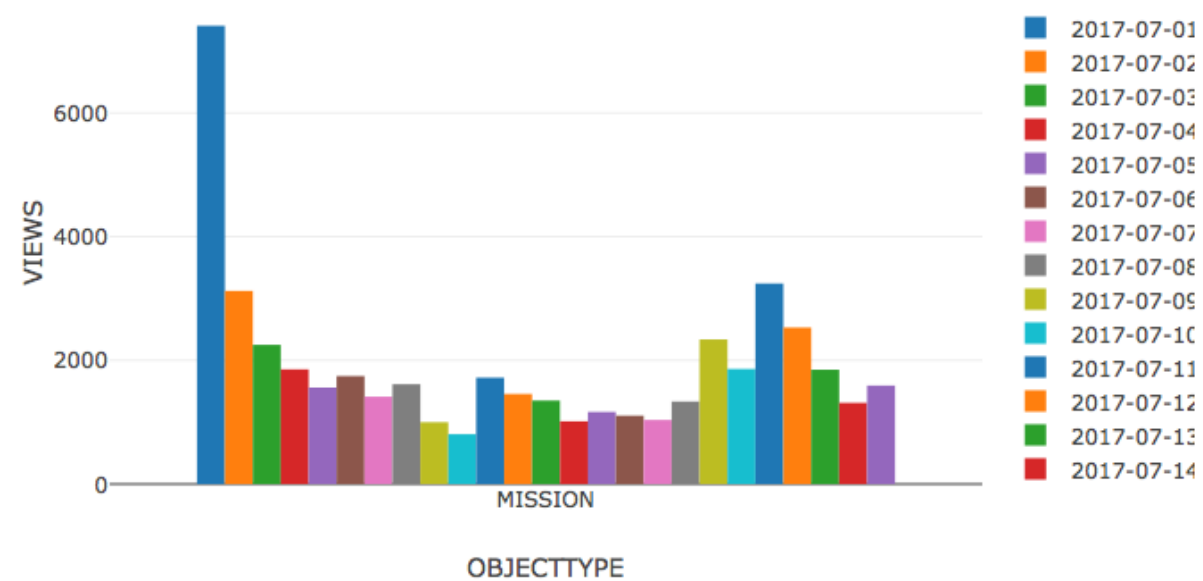
LIKE ACTIONS on Each OBJECTTYPE



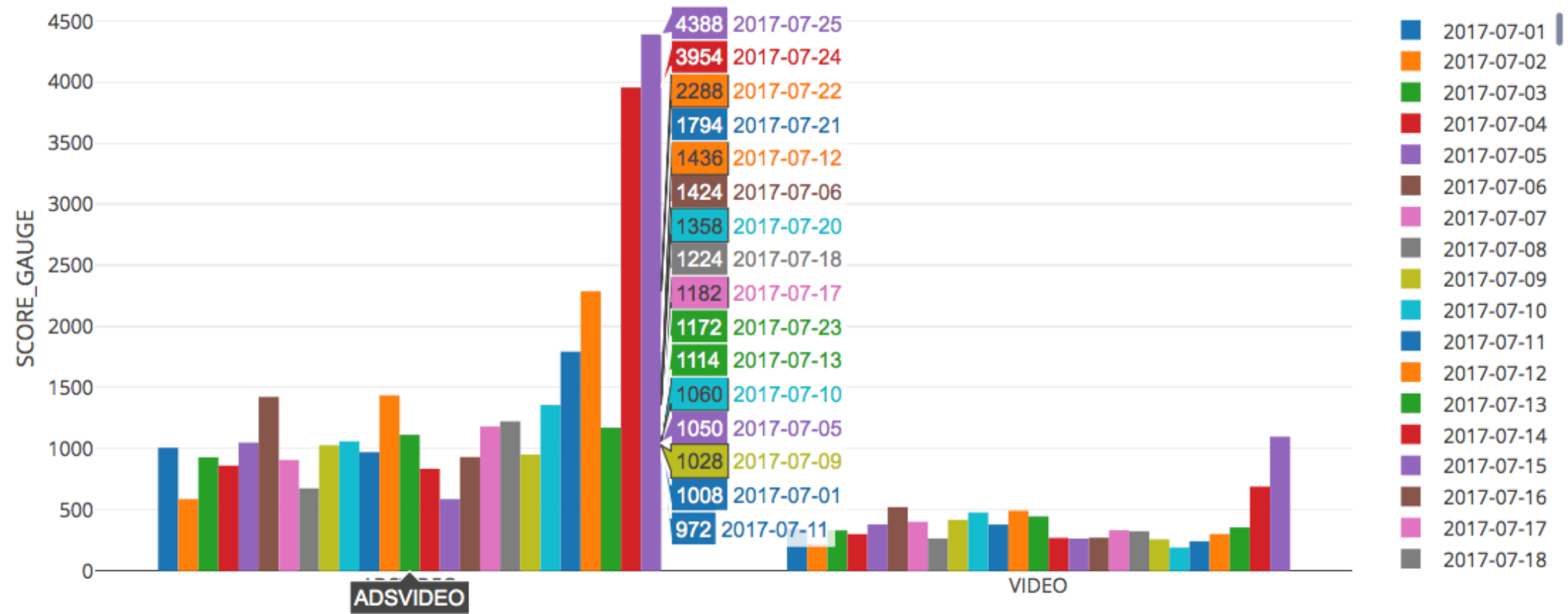
CLICK ACTIONS on Each OBJECTTYPE



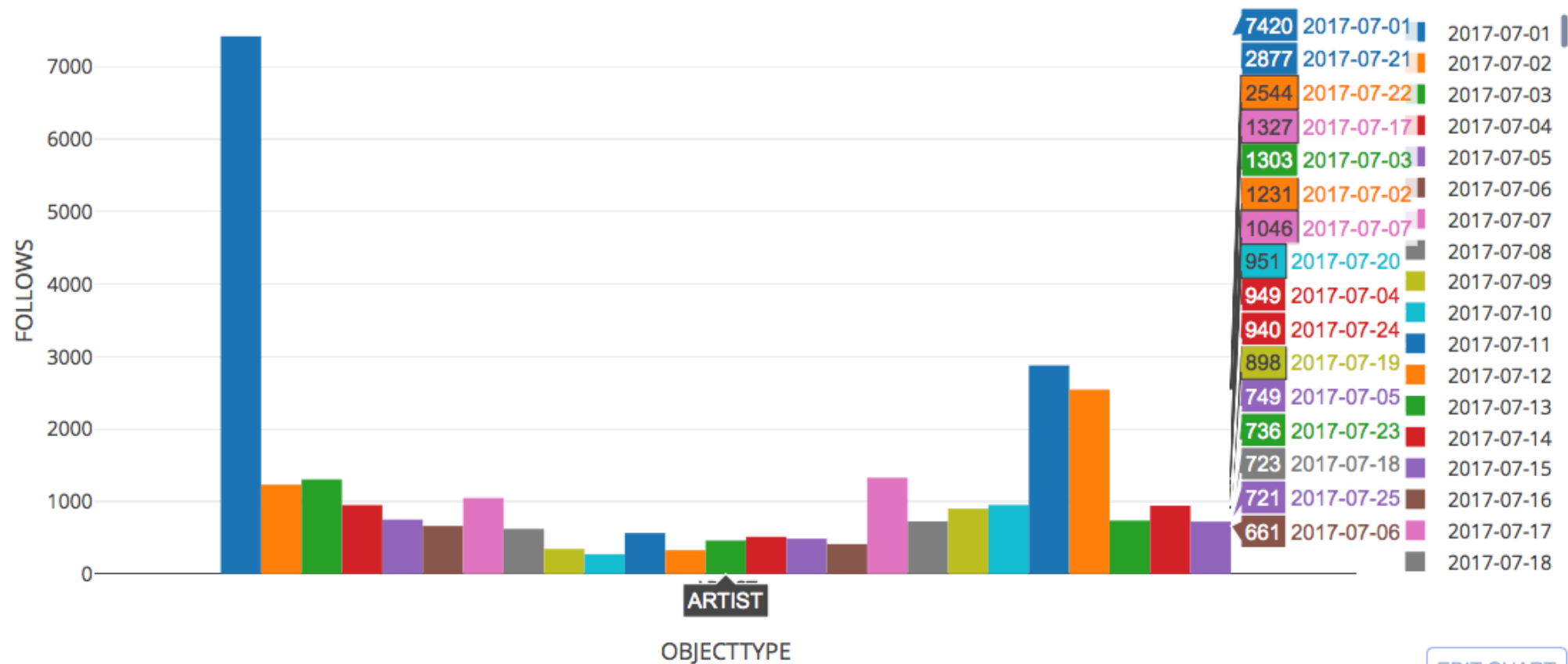
JOIN ACTIONS on Each OBJECTTYPE



## SCORE\_GUAGE ACTIONS on Each OBJECTTYPE

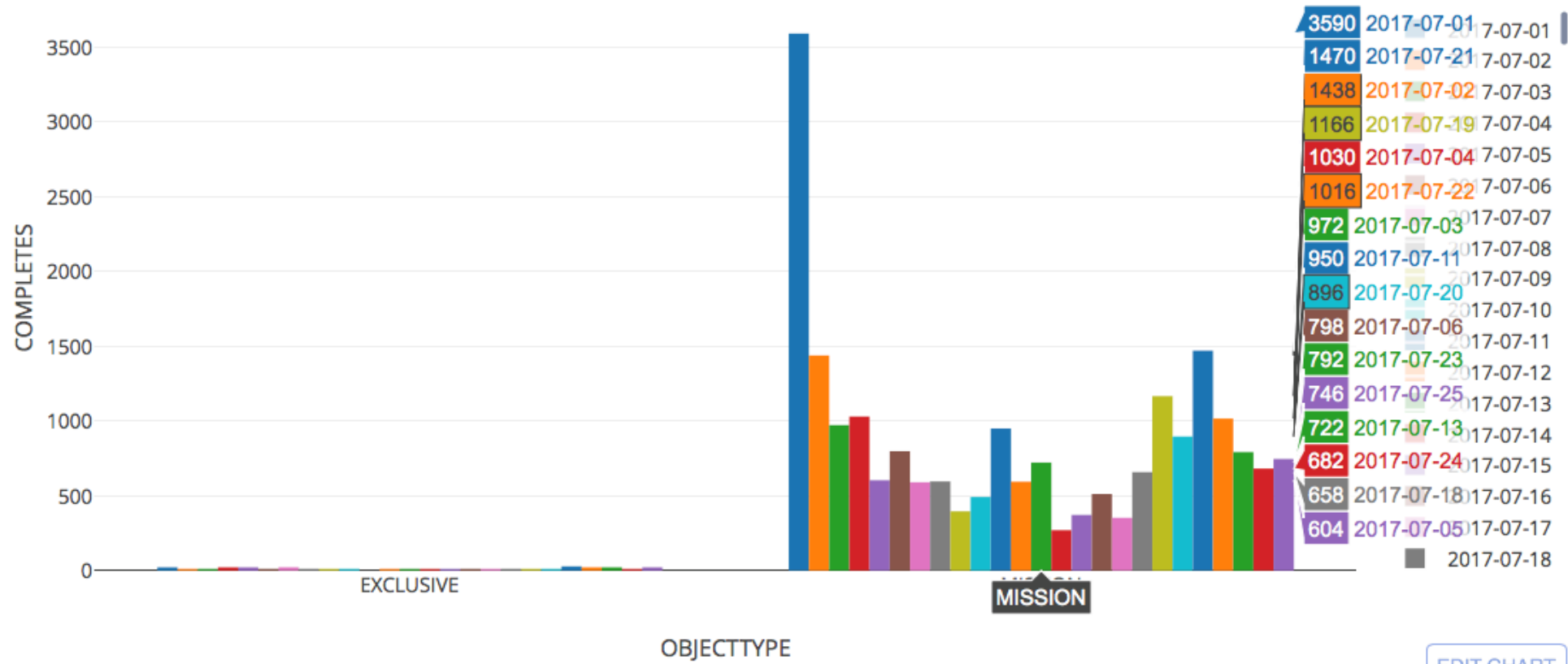


## FOLLOW ACTIONS on Each OBJECTTYPE





# COMPLETE ACTIONS on Each OBJECTTYPE



# SHARE ACTIONS on Each OBJECTTYPE

