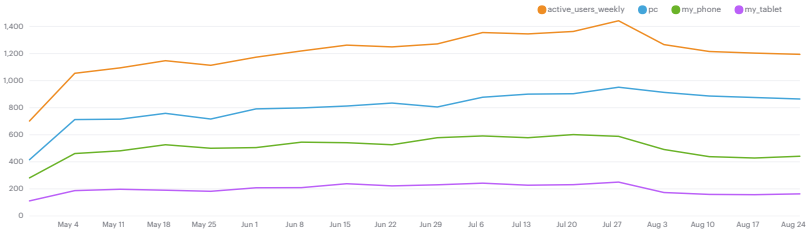


As the charts show, the problem seems to be in the mobile use and the digest emails (clickthrough emails). In both cases, the pattern indicates a drop in the engagement. Other problems, which are not explained here, might also contribute to that drop. However, this investigation is a preliminary work and will likely help the team to put their focus in those areas for further investigation, which will save time.

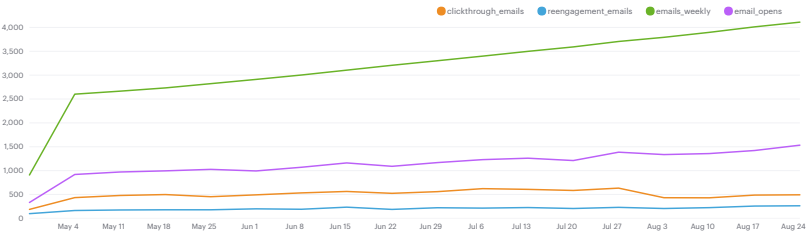
SQL Analytics Exercises

Totals

Weekly Active users categorized by device type



Emails' Action



Daily Sign Ups

