**User Retention Analysis in the Entertainment Sector**

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# Overview :

# This report summarizes the findings and insights gained from the User Retention Analysis conducted on the user dataset in the Entertainment Sector. The analysis aims to understand user engagement and retention rates to enhance content strategies and improve user experience.

# Objective:

· Analyze user retention metrics.

· Identify factors influencing user engagement.

· Provide recommendations for improving retention strategies.

# Assigned Task(s) :

· Perform exploratory data analysis (EDA) on user data.

· Calculate retention rates and user engagement metrics.

· Summarize findings and draft recommendations.

# Task Details :

**Task 1: Perform Exploratory Data Analysis (EDA)**

* **Status:** In Progress
* **Details:** Analyzed user engagement metrics, including signup and last active dates, and calculated retention rates based on user activity over a specified period. Created visualizations to illustrate trends and patterns in the data.

# ****Task 2:****Visualization

· Developed line charts to show retention trends over time.

· Created bar charts to compare engagement scores among different user segments.

· Summarized key insights in a dashboard format for easy interpretation.

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**Progress :**

· **Accomplishments:**

* Successfully loaded and cleaned the user dataset.
* Generated EDA visualizations, revealing user engagement trends.
* Identified key metrics such as average user retention rates and engagement scores.

· **Metrics:**

* Retention Rate: X% over Y days.
* Average Engagement Score: Z

# Challenges and Solutions :

· **Challenges Faced:**

* Encountered missing values in the dataset, which affected retention calculations.
* Difficulty in interpreting engagement metrics due to lack of clear definitions in the dataset.

· **Solutions Implemented:**

* Employed imputation techniques to handle missing data.
* Collaborated with the data team to clarify definitions and ensure consistency in metrics.

# Next Steps :

· **Upcoming Tasks:**

* Finalize the analysis and generate a comprehensive report.
* Plan a presentation to discuss findings with the team.

· **Goals:**

* Set a target to increase user retention by X% over the next quarter.
* Enhance user engagement strategies based on analysis results.

# Conclusion :

# Summary: The User Retention Analysis has provided valuable insights into user engagement patterns and retention rates. Recommendations will be crucial for enhancing content strategies and improving user experience.

# **Acknowledgments**: Thank the audience for their time and attention.

# Instructions:

1. Use Google Docs. Single Column
2. TNR stands for Times New Roman: B - Bold
3. Use images as required with proper references
4. Use charts, tables as per your requirement.
5. Number of Pages: 2 to 8 for each task report.