A blue and green flame with white dots and lines

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### **Saavnify User Insights Challenge**

As the Chief of User Insights at Saavnify, you are tasked with optimizing the recommendation system and identifying behaviors that drive premium subscriptions. Using the provided Saavnify dataset, you have to create a data-driven dashboard to analyze user behaviors and engagement trends, helping Saavnify senior leadership make decisions for enhancing personalized recommendations and converting free users to premium subscribers.

#### **DATASET OVERVIEW**

The dataset includes user interactions, such as listening patterns, preferred devices, exploration methods, and demographic details. These insights allow participants to analyze user engagement and behaviors critical to content recommendation and subscription growth.

#### **KEY STAKEHOLDER EXPECTATIONS**

1. **Chief Executive Officer (CEO)**Focused on driving strategic growth, the CEO is interested in understanding the demographic distribution of free versus premium users. Key insights should highlight demographics showing high conversion potential.
2. **Chief Marketing Officer (CMO)**The CMO is exploring ways to improve marketing efforts to encourage free users to convert to premium. Views that analyze recommendation engagement and user interactions are essential for identifying target user segments with high conversion potential.
3. **Head of Product and Content**The Product Head is responsible for optimizing Saavnify’s recommendation system. Insights on content interaction patterns and high-engagement content types are key to refining recommendations that maximize user satisfaction and retention.

#### **PROBLEM STATEMENTS**

1. **Enhancing the Recommendation System**Create a dashboard that allows stakeholders to analyze user engagement metrics and content preferences. Focus on behaviors that demonstrate the effectiveness of Saavnify’s recommendation engine, highlighting popular genres, playlists, and content types that encourage user retention and satisfaction.
2. **Identifying Drivers of Premium Subscription**Design views to assess behaviors and demographic factors contributing to premium subscription likelihood. This could include patterns like listening frequency helping stakeholders understand which user segments are most likely to convert to premium.
3. **User Engagement and Retention Analysis**Visualize user engagement across various content types to provide insights on user satisfaction and potential areas to enhance the recommendation system for increased engagement and premium conversions.

#### **EVALUATION CRITERIA**

1. **Alignment with Stakeholder Needs (30%)**Do the dashboard views effectively address the CEO, CMO, and Product Head’s specific business questions?
2. **Clarity and Usability of Dashboard (20%)**Are insights presented in a clear, intuitive format that allows for easy stakeholder interpretation?
3. **Insight Depth and Analytical Value (30%)**Do the analyses provide valuable, actionable insights to support recommendation improvements and premium subscription drivers?
4. **Storylining (20%)**Do the dashboards follow a logical evolution by connecting the business questions?

**DELIVERABLES:**

Submit a ZIP file containing the following:

* A presentation document (PPT) showing your analysis of the given problems (mandatory)
* Dashboard files (Tableau/PowerBI/Others) (mandatory)
* Any other supporting files

The PPT file can have a maximum of 8 slides including the title slide

You are free to choose the tool/software of your choice.