

# WhatsApp User Activity Dashboard: A Comprehensive Analysis

Welcome to our in-depth analysis of WhatsApp user activity. This presentation will explore key metrics and trends using a Power BI dashboard, providing valuable insights into app usage, user demographics, and engagement patterns. We'll examine various parameters and statistics to gain a comprehensive understanding of WhatsApp's performance and user behavior.

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# Agenda: Data Analytics Dashboard Overview

Our presentation will cover the following key areas:

## 1 User Activity Metrics

Exploring daily message volume and monthly active users.

## 2 App Store Ratings

Analyzing user feedback on both App Store and Play Store.

## 3 User Demographics

Examining user distribution by age group and country.

## 4 Historical Trends

Tracking monthly active users over time.



# Key Performance Indicators

**56.14 B**

Average messages sent daily

**0.7%**

Average share of users

**1.82M**

Average ratings on App Store

**29.4M**

Average ratings on Play Store

These key metrics provide a snapshot of WhatsApp's performance and user engagement. The high volume of daily messages indicates strong user activity, while the app store ratings suggest overall user satisfaction.





# US Internet Users by Age Group

The Power BI dashboard provides insights into the age distribution of WhatsApp users in the United States. This data is crucial for understanding the app's appeal across different age demographics and can inform targeted marketing strategies.

## Age Groups

The graph likely shows a breakdown of users into various age categories, such as 18-24, 25-34, 35-44, and so on.

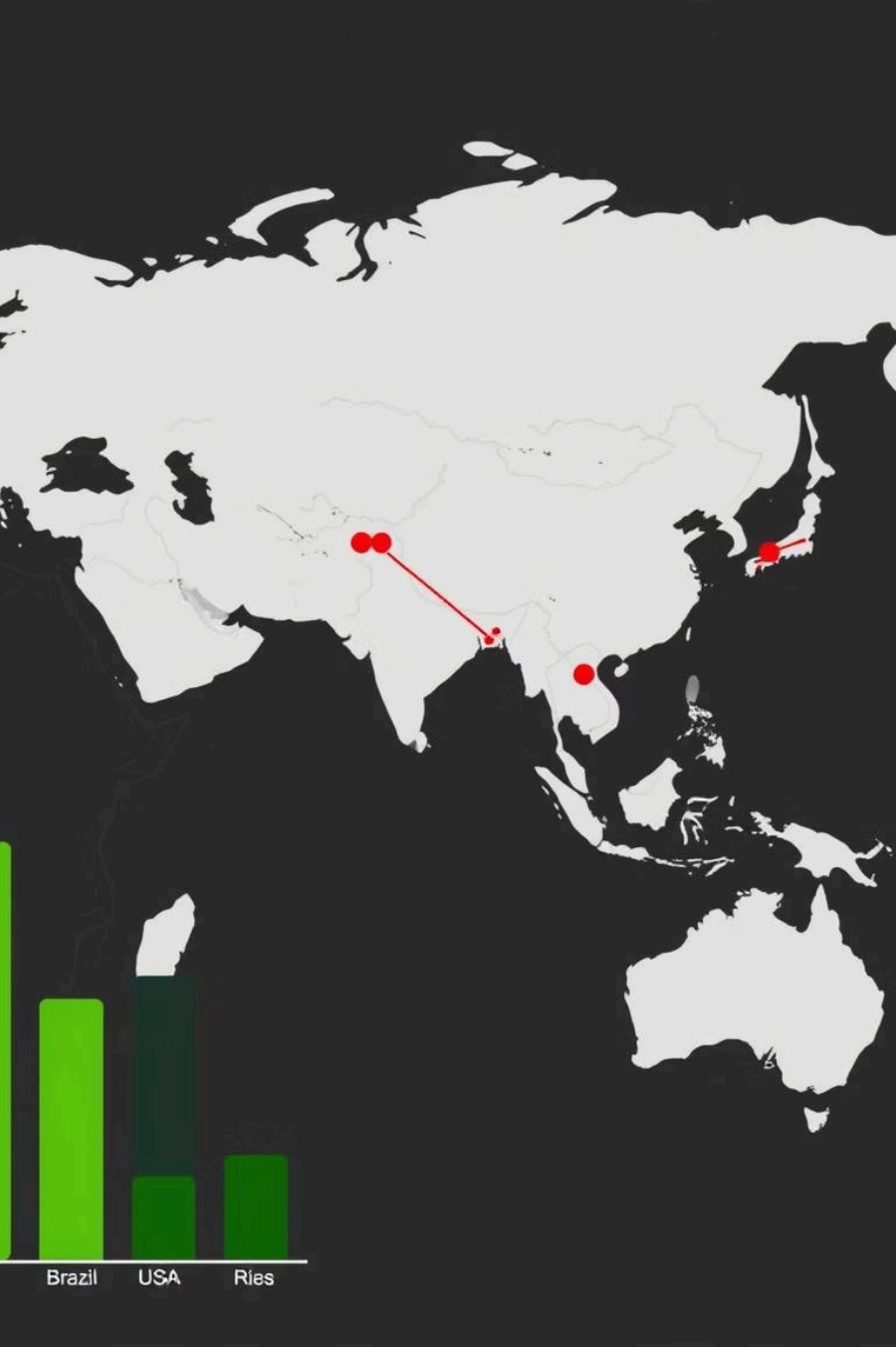
## Usage Patterns

Different age groups may show varying levels of engagement with WhatsApp, reflecting generational preferences in communication tools.

## Market Opportunities

Identifying underrepresented age groups can highlight potential areas for growth and targeted feature development.





# Users by Country

The dashboard presents a global view of WhatsApp's user base, showcasing the app's popularity across different countries. This geographical distribution is essential for understanding WhatsApp's global reach and identifying key markets.

Country	User Share	Growth Potential
India	High	Medium
Brazil	Medium	High
Indonesia	Medium	High
United States	Low	Very High



# Share of Users in US

This section of the dashboard focuses specifically on WhatsApp's market penetration in the United States. Understanding the app's adoption rate in the US market is crucial, given the country's significant role in the global tech landscape.

## Current Share

1

The dashboard likely shows the current percentage of US internet users who are active on WhatsApp.

## Comparison

2

This figure can be compared to other messaging apps to gauge WhatsApp's competitive position in the US market.

## Growth Trends

3

The data may indicate whether WhatsApp's user share in the US is growing, stagnant, or declining over time.

# Monthly Active Users By Year

The graph illustrates the growth trajectory of WhatsApp's monthly active users over time. This historical view provides valuable insights into the app's user acquisition and retention trends.

1

## Early Growth

The initial years likely show rapid user growth as WhatsApp gained popularity.

2

## Maturation Phase

Later years may indicate a more stable growth rate as the app reaches market saturation in some regions.

3

## Recent Trends

The most recent data points can reveal current growth patterns and potential future trajectories.



monthly active users:  
monthly active users



# Messages Sent Per Day

This metric is a key indicator of user engagement, showing the average number of messages sent daily on WhatsApp. The high volume of 29.4 million messages per day demonstrates the app's critical role in daily communication for its users.



## High Volume

56.14 Billion daily messages indicate intense user activity.



## Engagement Trend

This figure can be tracked over time to monitor user engagement trends.

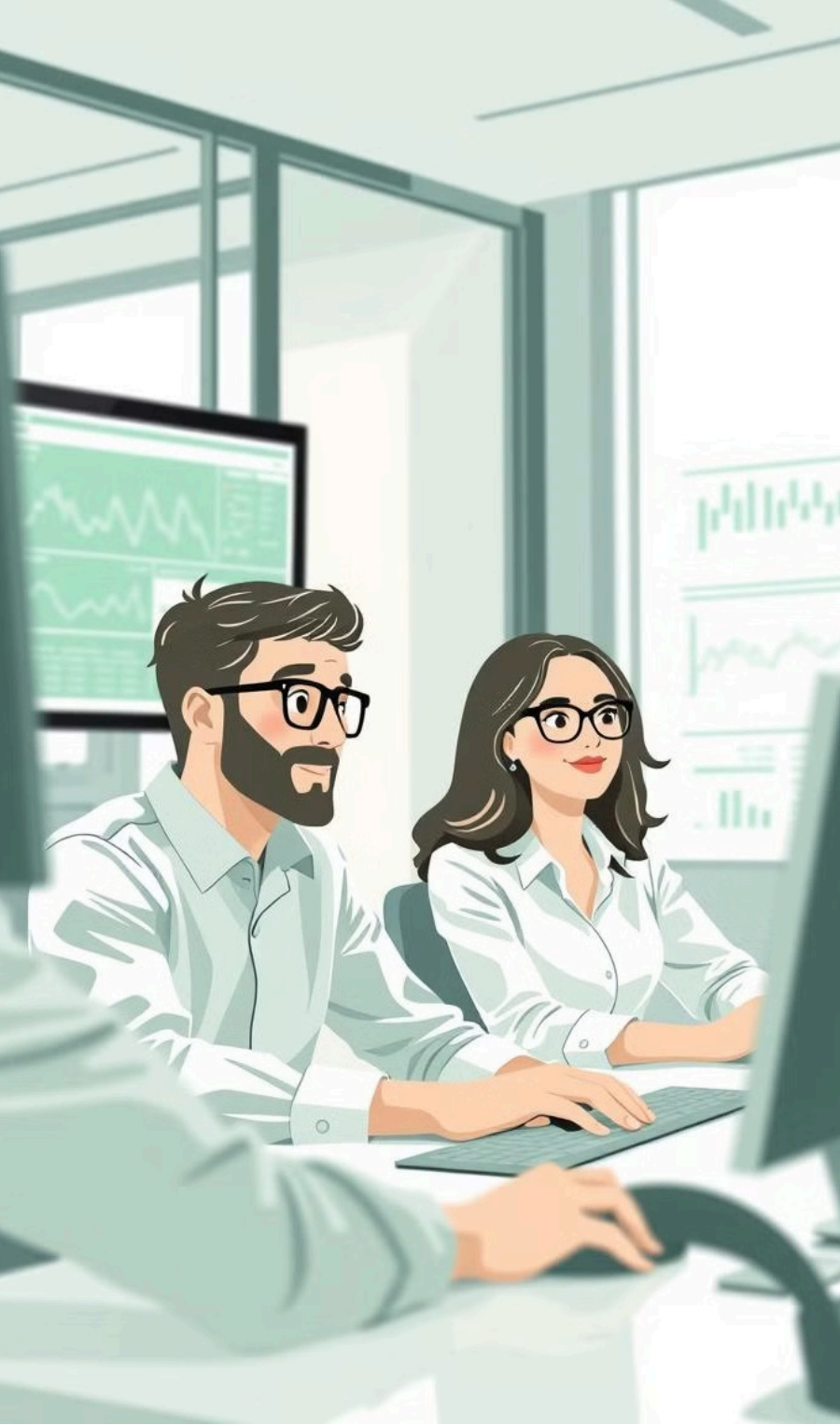


## Global Communication

Reflects WhatsApp's role in facilitating worldwide connections.







# Conclusion

The WhatsApp User Activity Dashboard provides comprehensive insights into the app's performance and user behavior. Key findings include high daily message volume, strong global presence, and steady growth in monthly active users. The app's popularity varies across age groups and countries, with significant potential for growth in markets like the US.

## 1 Global Reach

WhatsApp has a strong international user base with varying adoption rates across countries.

## 2 User Engagement

High daily message volume indicates strong user engagement and reliance on the app.

## 3 Growth Potential

There are opportunities for expansion, particularly in markets like the US and India.



# Recommendations

Based on the insights from the Power BI dashboard, we recommend the following strategies to further enhance WhatsApp's performance and user engagement:

## **Target Underrepresented Age Groups**

Develop features and marketing campaigns to attract users in age groups with lower adoption rates.

## **Expand US Market Share**

Focus on increasing WhatsApp's presence in the US through targeted marketing and partnerships.

## **Enhance User Experience**

Continue to improve app features and performance to maintain high user satisfaction and engagement.

## **Leverage Global Popularity**

Capitalize on strong international presence to introduce new features that facilitate global communication.