## 🐝 1-pager : Activation Swarm

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**Last updated**: 29 November

| **Orbit phase** | Identify |  | **Discovery doc** | <link> |
| --- | --- | --- | --- | --- |
| **PM** | Landi Groenewald | **Epic/Project doc** | [Gitlab Epic](https://gitlab.com/groups/lunomoney/product-engineering/pods/intent/-/epics/228) |
| **Fleet** | Activate | **Slack channel** | #discuss-swarm-activation |
| **Pod** | pod-intent + Worm + Jacques + Lindani | **Metrics** | [🐝 Activation Swarm - Activate Company Pulse Metrics](https://docs.google.com/spreadsheets/d/1fuNCRhlaaHkqouYH-jFnFVX6R4SHE9h3L-C-hxljJws/edit?usp=sharing) |

**Who is the customer?**

Luno and Fleet Activate Oversight.

**What is the problem/ opportunity they have?**

Our conversion rates have been slowly trending down over months and insights as to why this is happening have been without a definite priority call from your Fleet Oversight, @Michelle Arnold @Kelly Francis @Luané Swart and Lynda Pettersen. This is us sounding the bell that this now our TOP PRIORITY

Excludes:

* Business accounts
* Australia, Europe, France, Uganda, United Kingdom
* Indonesia - [Anton Saputro](mailto:anton@luno.com) and [Aaron Tang](mailto:aaron@luno.com) are investigating (please collab if need be)

Focus steps:

* {WIP} Rows highlighted in **red** in [🐝 Activation Swarm - Activate Company Pulse Metrics](https://docs.google.com/spreadsheets/d/1fuNCRhlaaHkqouYH-jFnFVX6R4SHE9h3L-C-hxljJws/edit?usp=sharing)

[**@Lerato Mlambo**](https://luno.slack.com/team/UJVUS88P5) **do we have any insight into this trend? Especially since we have seen the market pick up?**

* [**30 day conversion**](https://looker.corp.luno.com/explore/luno_databricks/users?qid=YwQS0sVtN2EE7vlLo3D85A&origin_space=2461&toggle=vis) **on a declining trend in the last three months, waiting for Nov numbers**
* [**decrease in both L1 and L3 conversion and KYC verified customers compared to previous week**](https://looker.corp.luno.com/explore/luno_databricks/users?qid=6Nc9y1scNv8AQpnPTeaIj1&origin_space=2461)

**How are we solving the problem/opportunity?**

By exploring our last 6 months data at each step in our funnel:

* 1d conversion rate
* 7d conversion rate
* 30d conversion rate
* per country
* per platform (iOS, Android, Web App)
* per third party
* vs market, [1d, 7d and 30d conversion rates vs market - global and per region](https://looker.corp.luno.com/dashboards/5801)

To find anomalies or tipping points that map to something we have deployed or done driving decision making insights.

**What is the expected impact?**

A measurable improvement to our conversion rates.

A prioritised backlog of action items in our control for addressing

A prioritised backlog of hypotheses that requires further investigation

Some items picked up and addressed

### Progress and impact to date (if any)

<If impact has been seen to date, summarise it here, preferably with a link to the source. If project is performing significantly above or below expectations, call it out and offer an insight as to why this is the case.>