Product Analyst Assignment

(*Take-Home Exercise*)

**4. DAU(** *Daily User Active***)** can be dropped only due to the following reasons. I.e Time, Region, Platforms, Competitors & Other Features. Being a product analyst, I will test my theories and fix the problem concerning creating, recording, viewing, and sharing fewer posts, I would ask the following questions:

* **Is there a problem with the creation of posts?**Maybe posts are created but not displayed on platforms’ feeds. If this were the case, it could explain why users are not engaging.
* **Is there a problem with the UI for recording, viewing or sharing of stories/feeds on Nojoto App?**If this were the case, I think users and the Q&A team would notice right away, and fix it. So, I do not believe this would be the cause of a progressive decline in engagement.
* **Is there a new Nojoto feature that is creating issues ?**If this happens, after taking quick feedback/survey. I can fix it.

In summary, my approach to finding the cause of drop in user engagement of Nojoto app is as follows: I started by understanding the context so that I could discard issues related to regions, specific platforms, side effects of other Nojoto features, and marketing problems. Then, I dug deeper to identify what could affect user behavior to stop them from engaging. Of the six possible causes, I think the most plausible ones are: an increase in spam posts, cannibalization by another Nojoto feature, and an external new competitive feature. I would test each of these probable causes to identify the exact source and then fix it.