By Bram Tunggala

# Data Navigation

- Users table: consist of 107,983 unique id
- Calendar_types table: consist of 65,464 unique user_id
- Events table: consists of 7,898 unique user_id

This tells us that there are registered users who are not active and users that do not have a calendar.

# Q: How many events have been scheduled in 2019?

As of July 1, 2019

**115,846**

events were scheduled

# Q: Which registered users has completed the most events?

| user_id | 4257478 |
|---|---|
| Total Scheduled | 935 |
| Total Completed | 732 |
| Total Cancelled | 203 |

Note: 3,379 users have not cancelled an event
(4,526 users have cancelled at least one event)

**Top 5 Registered Users with Completed Events**

| user_id | Completed Events |
|---|---|
| 4257478 | 732 |
| 4405664 | 693 |
| 5212162 | 607 |
| 4645160 | 536 |
| 5001568 | 527 |

# Q: How many registered users had their first event within a week of signing up?

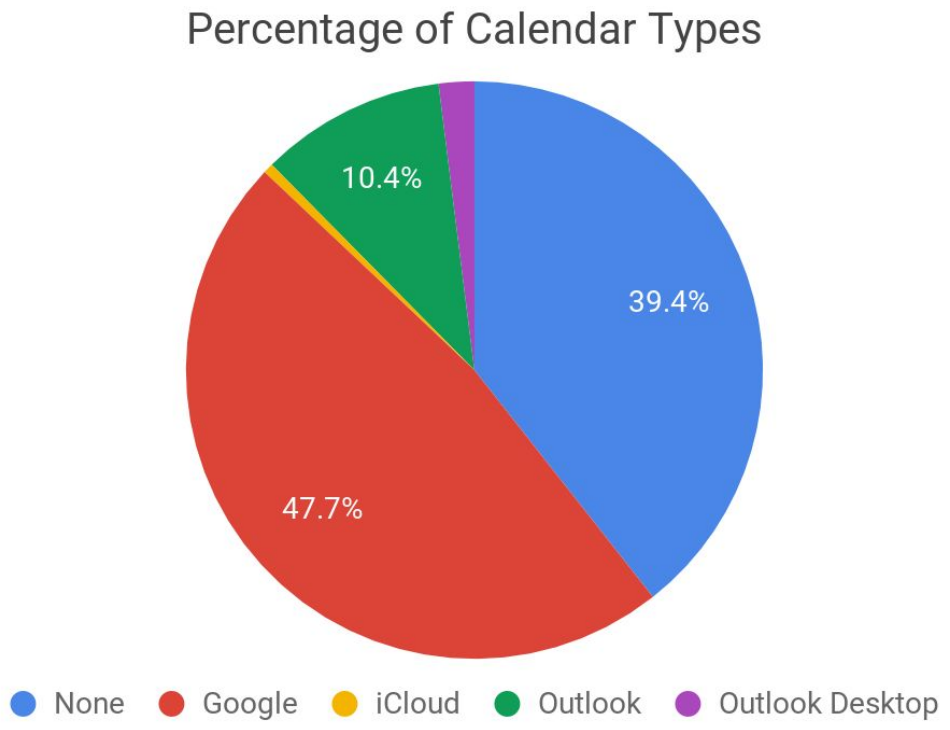
There are **6,443** or **5.96%** registered users that had their first event within a week of signing up

Note: Six registered users had more than 100 events scheduled within the first week of signing up.

# Q: What is the percentage breakout of Calendar types by registered users? (how many don't have a calendar?)

| calendar_type | user_id | %_breakdown |
|---|---|---|
| None | 42519 | 39.38 |
| google | 51457 | 47.65 |
| icloud | 615 | 0.57 |
| outlook | 11239 | 10.41 |
| outlook_desktop | 2153 | 1.99 |

Note: 78% of users with a calendar, use Google calendar & 17% uses Outlook.



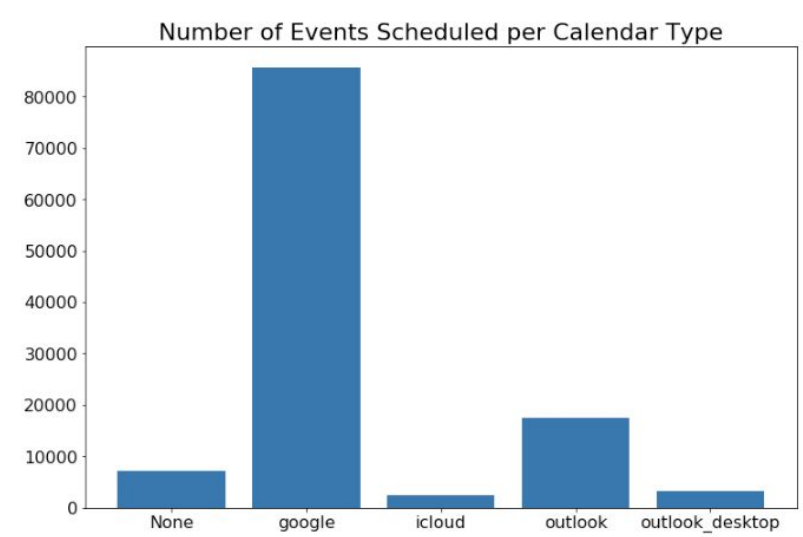
# Q: What is the average WoW Change in signups for 2019?

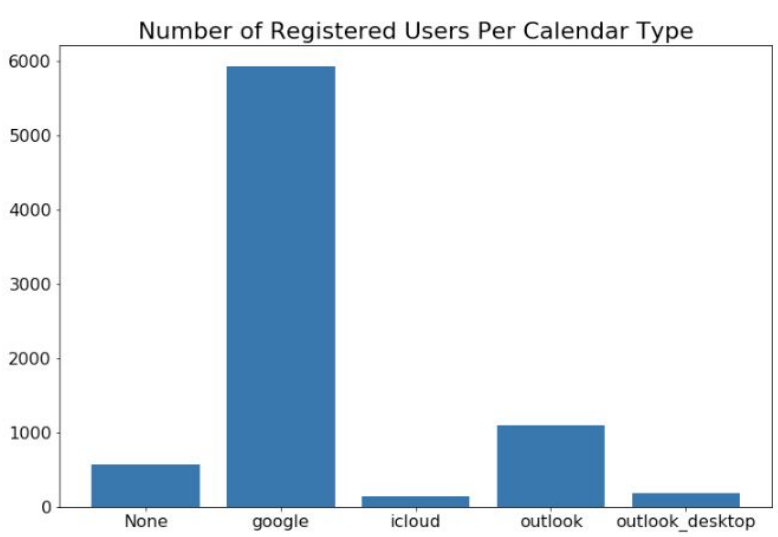
The week over week percent change in signups for 2019 is roughly
**-0.0029%** or basically **0%**

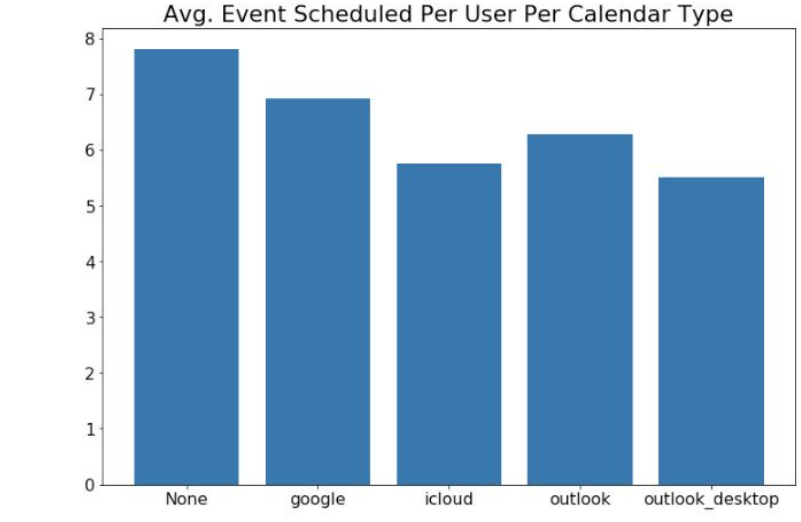
# By calendar type, which cohort uses Calendly with the most intensity?

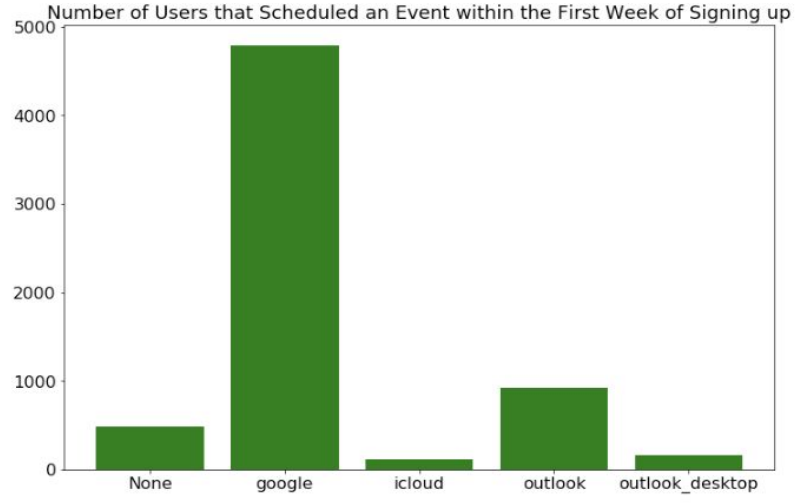
We quantified intensity by:

1. number of users
2. number of events scheduled
3. number of events scheduled within the first week of signing up
4. average events scheduled.


Number of Events Scheduled per Calendar Type
80000
70000
60000
50000
40000
30000
20000
10000
0
None
google
icloud
outlook
outlook_desktop


Number of Registered Users Per Calendar Type
6000
5000
4000
3000
2000
1000
0
None
google
icloud
outlook
outlook_desktop


Avg. Event Scheduled Per User Per Calendar Type
8
7
6
5
4
3
2
1
0
None
google
icloud
outlook
outlook_desktop


Number of Users that Scheduled an Event within the First Week of Signing up
5000
4000
3000
2000
1000
0
None
google
icloud
outlook
outlook_desktop

# Observations

1. Calendar type = google, has the most:
   - registered users
   - events scheduled
   - users that scheduled an event within the first week of signing up
   - highest percentage of total active users

2. Calendar type = None (i.e. users without a calendar), has the highest average event scheduled per user.

**Based on our findings, we concluded calendar type google uses Calendly with the most intensity.**

| calendar_type | active_user | scheduled_event | avg_scheduled | total_user_id_count | %_breakdown | %_active_user | total_%_active_user | total_%_user |
|---|---|---|---|---|---|---|---|---|
| None | 560 | 7183.0 | 7.80 | 42519 | 39.38 | 1.32 | 7.09 | 0.52 |
| google | 5922 | 85562.0 | 6.92 | 51457 | 47.65 | 11.51 | 75.00 | 5.48 |
| icloud | 139 | 2414.0 | 5.76 | 615 | 0.57 | 22.60 | 1.76 | 0.13 |
| outlook | 1094 | 17404.0 | 6.29 | 11239 | 10.41 | 9.73 | 13.86 | 1.01 |
| outlook_desktop | 181 | 3283.0 | 5.51 | 2153 | 1.99 | 8.41 | 2.29 | 0.17 |

# Recommendations

1. **Service accounts/users that uses Google calendar to increase conversion rate from free users to paid users:**
   a. provide excellent customer service - people, process, products.
   b. provide add-ons (i.e. integration), that magnify Calendly's ability to execute better than competitors.

2. **Increase marketing and/or friendly widgets for all calendar type except Google, in order to desaturate/increase calendar type diversity**

3. **Recommend users w/o calendars to use their calendar**
   *(provide benefits on why they should use a calendar)*

# Further Analysis

1) What is something that you would like to spend more time digging into?

**A: We'd like to see what the month to month scheduled event breakdown based on calendar type**

**B: Provided the data, we'd be curious to see:**
- **how many users are: Basic, Premium, and Pro**
- **how many users utilize the features provided & which category they fall under (paid vs. unpaid)**
- **Which features are used the most**

2) What do you expect to find upon further exploration?

**A: Based on our current findings, we expect google calendar to have the most month to month scheduled events.**

**B: Based on the data provided, we'd expect calendar type google to have the most quantity of paid accounts.**

| Question | Answer |
| --- | --- |
| **How many events have been scheduled in 2019?** | 115,846 events were scheduled<br>as of July 1, 2019 |
| **Which registered user has completed the most events?** | User_id = 4257478<br>Completed events: 732<br>Cancelled events: 203 |
| **How many registered users had their first event within a week of signing up?** | 6,443 or 5.96% |
| **What is the percentage breakout of Calendar types by registered users? (how many don't have a calendar?)** | None: 39.38%<br>Google: 47.65%<br>icloud: 0.57%<br>Outlook: 10.41%<br>Outlook_desktop: 1.99% |
| **What is the average WoW Change in signups for 2019?** | -0.0029% or 0.00% |

https://github.com/MyNameisBram/calendly/blob/master/Calendly.ipynb