



By Bram Tunggal

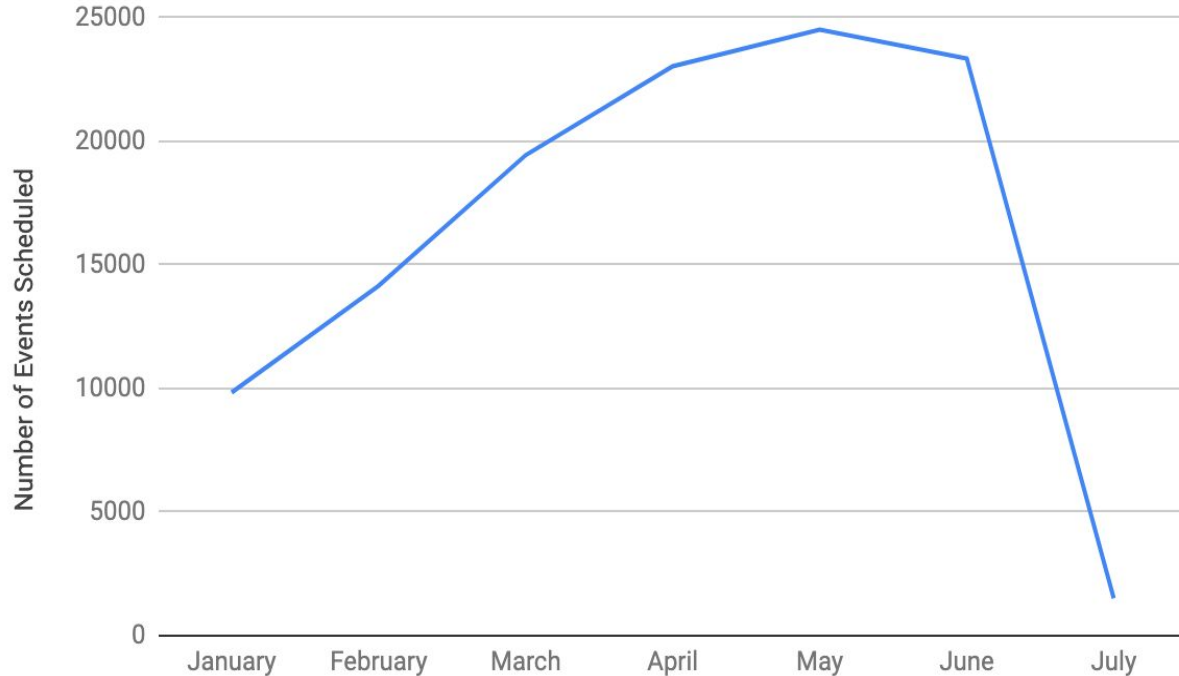
Data Navigation

- users: consist of 107,983 unique id
- calendar_types: consist of 65,464 unique user_id
- events: 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?

Number of Events Scheduled



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

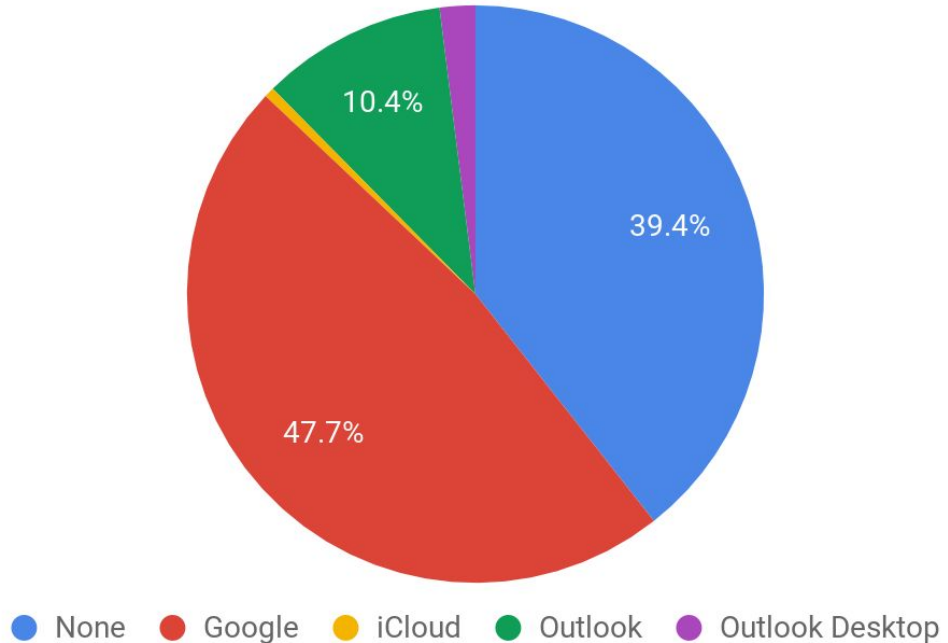
Note: Six registered users had more than 100 events scheduled within the first week of signing up.

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, uses Google calendar & 17% uses Outlook.

Percentage of Calendar Types



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

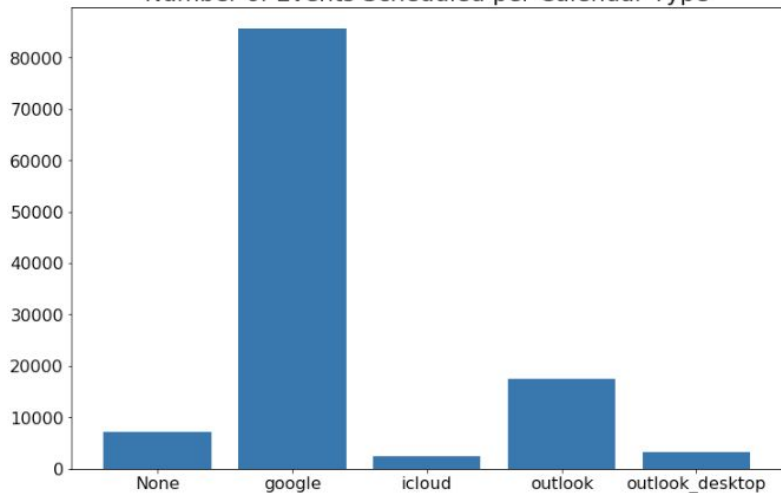
The week over week percent change in signups for 2019 is roughly
-0.0029% or basically 0%

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

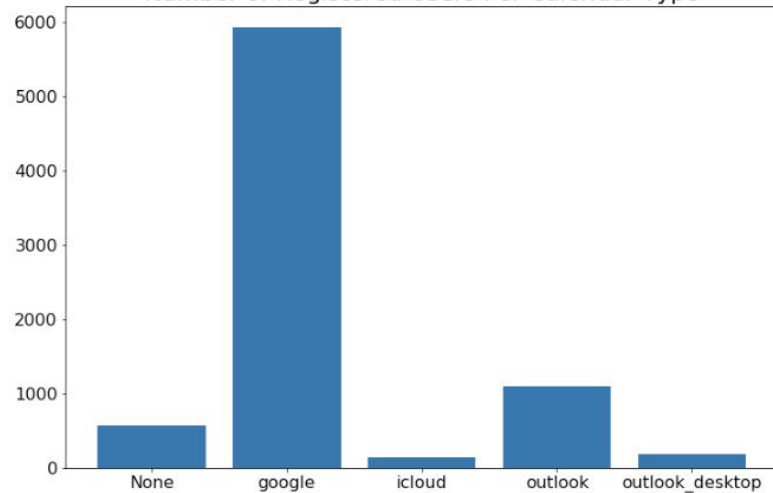
We quantified intensity by:

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.

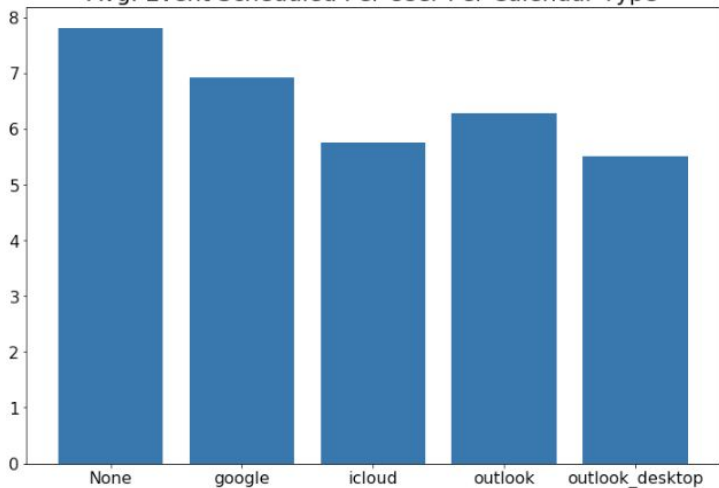
Number of Events Scheduled per Calendar Type



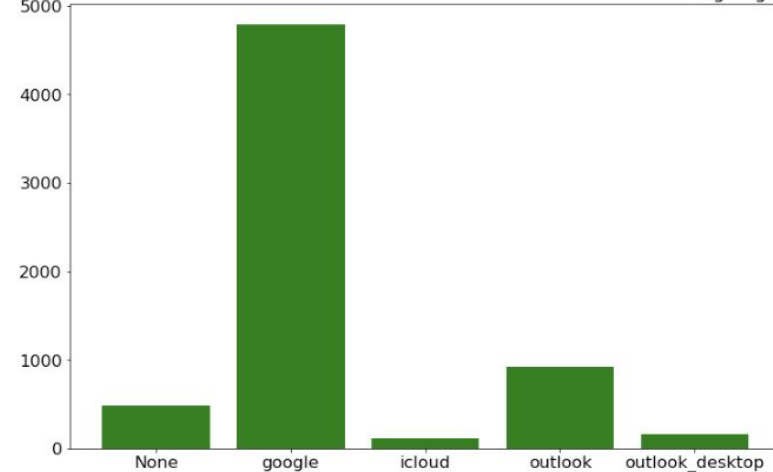
Number of Registered Users Per Calendar Type



Avg. Event Scheduled Per User Per Calendar Type



Number of Users that Scheduled an Event within the First Week of Signing up



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.

	active_user	scheduled_event	avg_scheduled	total_user_id_count	%_breakdown	%_active_user	total_%_active_user	total_%_user
calendar_type								
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:**
 - provide excellent customer service - through user friendly people, process, products.
 - provide add-ons (i.e. integration), that magnify Calendly's ability to execute better than competitors.
- 2. Increase useability for Outlook calendar in order to increase the amount of users**
- 3. Recommend users w/o calendars to use either google or outlook calendar**

Further Analysis

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

A: 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 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 as of July 1, 2019
Which registered user has completed the most events?	User_id = 4257478 Completed events: 732 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% Google: 47.65% icloud: 0.57% Outlook: 10.41% Outlook_desktop: 1.99%
What is the average WoW Change in signups for 2019?	-0.0029% or 0.00%



Thank you!