

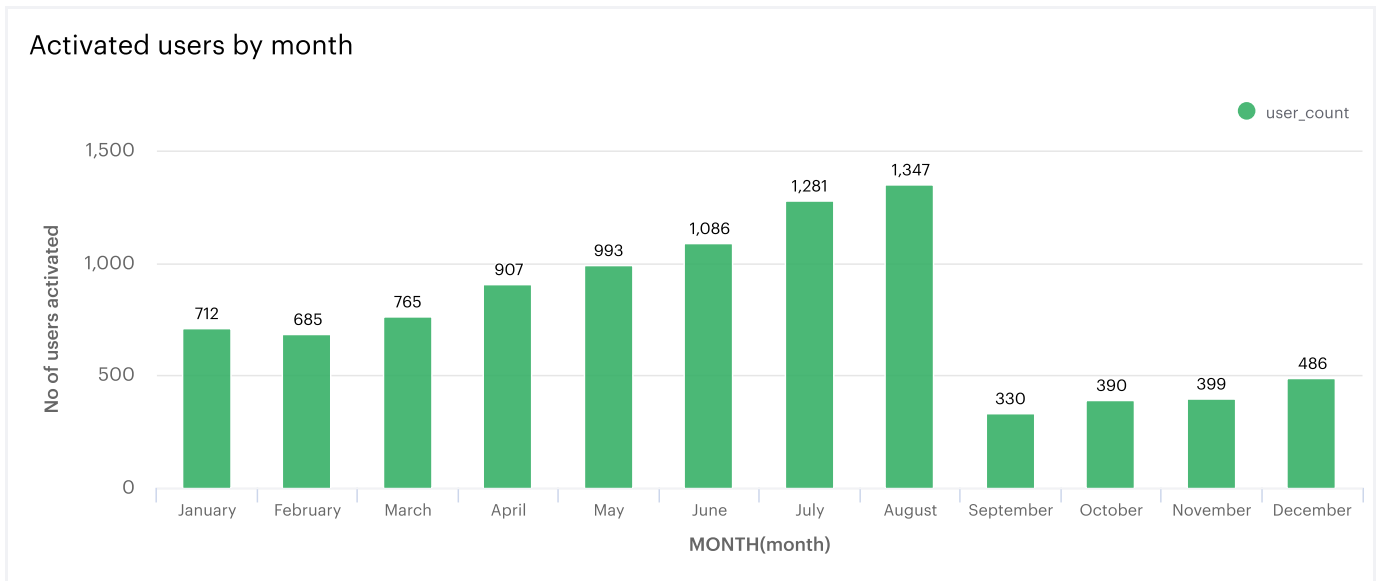
Drop in User Engagement

Approach

Yammer saw a significant drop in the number of users precisely from the last week of July. There could be several reasons for this. But I chose to start my investigation by testing possible reasons which are:

1. Sudden increase in user enrollment
2. Broken application (this might be due to some changes made to existing one)
3. Lack of user engagement.

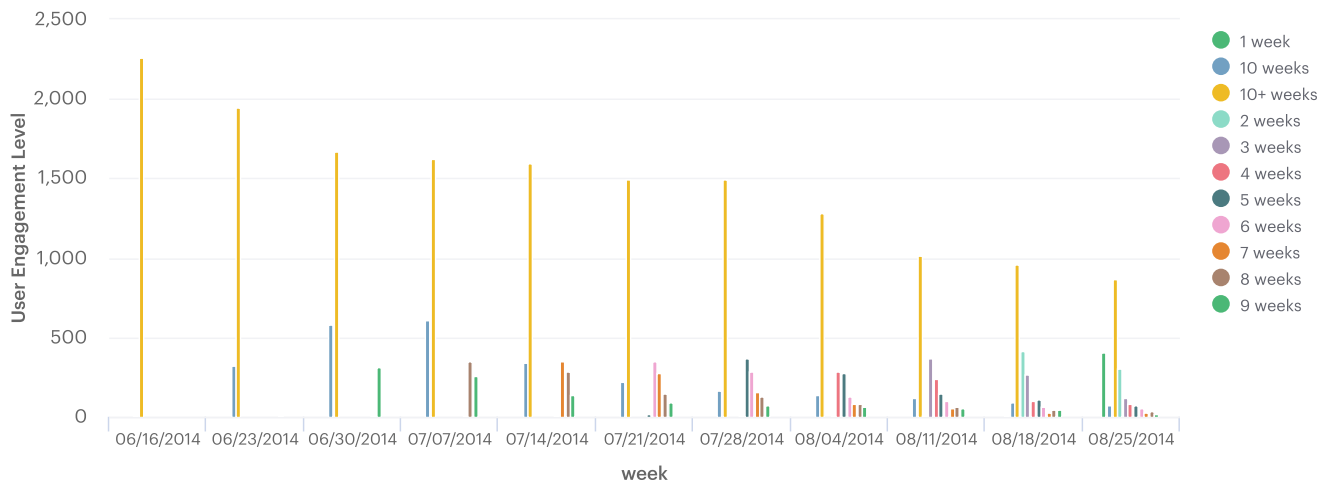
Let us investigate every aspect in detail.



From the chart above we can clearly see that there has been a steady increase in enrollments from January to August. Therefore we can rule out the possibility of spike in enrollment.

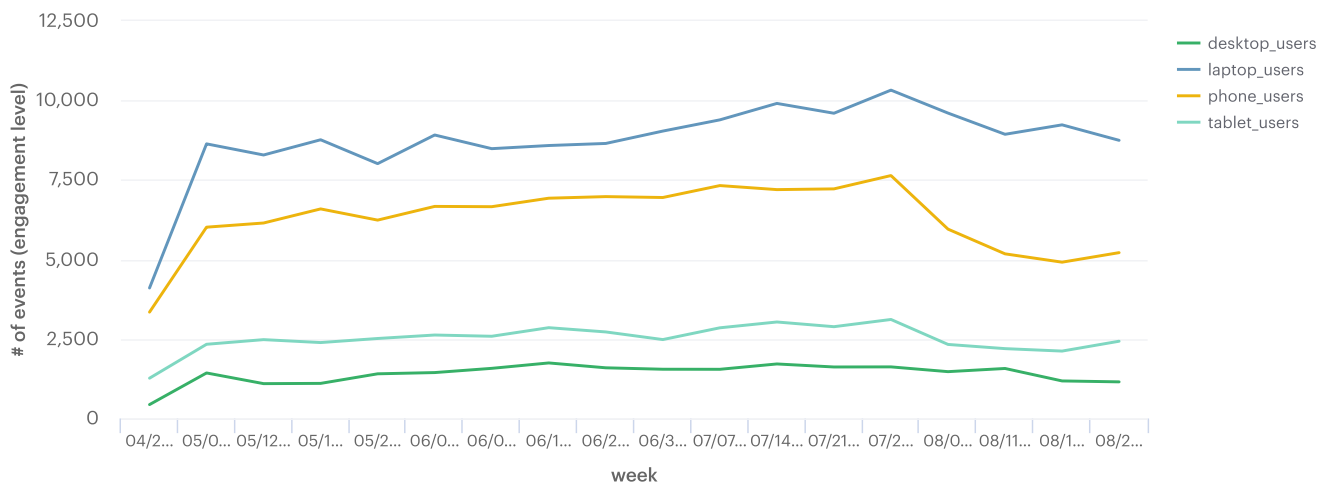
Since the enrollments seem to be pretty normal, let us explore about the users. There might be a chance of dip coming from the existing vs new users.

Engagement Level by User Account Age

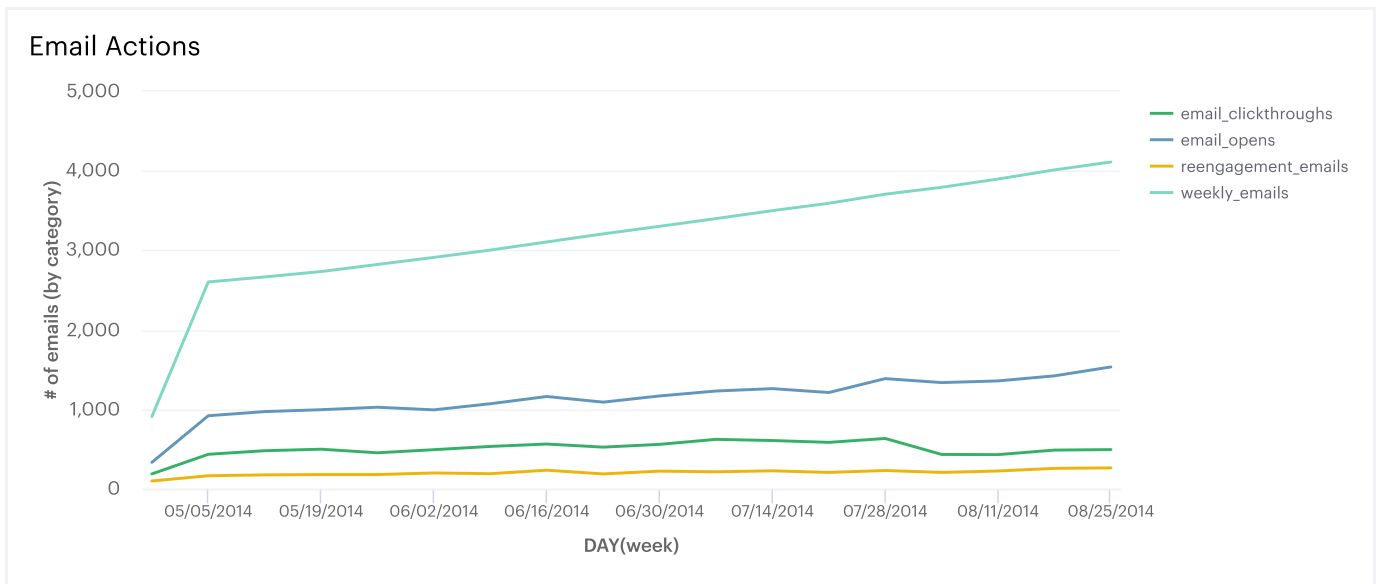


From the chart above there is a dip in the old users (more than 10 weeks). This takes us to exploring a different level device type.

Event by Device Type



From the chart above we can infer that, starting 7/28, the drop in user engagement levels for phone and tablet users are much more than desktop users. So, it is a possibility that enhancements / bug fixes for mobile users were deployed during that time.



Since this application's important feature appears to be email let us explore that area. Clearly the issues here is with mobile use and digest emails. The solution is to notify the higher management about the the problem and let the respective department figure out where glitch is.