1. Definition of the metric what's the definition of daily active users under this scenario? Is the total number of users who have logged in? or the number of users who have made any interactions, like participated in a meeting? or initiated a call?
2. The magnitude and pattern of the change. Did this change happen gradually or suddenly? Did this happen before? What was DAU in the previous week/month? Is there any pattern?
3. Related Actions Did the company make any changes to this product during that time period? Launched any new features? new products? or a new campaign? Were there any moves from our competitors?

Analysis:

**Definition of the metric:** DAU(Logged-In Users) = The total number of unique users who have logged into the platform during a 24-hour period. Impact: If DAU is defined as logged-in users, a decrease in DAU could suggest decreased overall engagement with the platform. Interacting Users: DAU(Interacting Users) = The number of users who have taken a specific action, such as sending a message, participating in a meeting, or initiating a call, during a 24-hour period. Segmented Users: DAU(segmented user)=The number of users who meet specific criteria or belong to a certain segment, such as paying users, users from a particular region, or users who have achieved a certain level of usage.

**The magnitude and pattern of the change:** If the decrease was gradual, it might indicate a gradual shift in user behavior or preferences. Analyze user behavior patterns before and after the pandemic. Did the type of interactions change? For example, did users previously use Skype mainly for business meetings but later shift to other platforms due to changing work-from-home trends? If it was sudden, it could be related to a specific event or external factor. For example, government lockdowns or major work-from-home announcements could suggest a direct impact of those events.

**Related Actions:** Internal Investigate whether Microsoft made any significant changes to Skype during the pandemic period. Did they launch new features that users might not have liked? Did these changes require user adaptation? Check if Microsoft launched any new products or campaigns that might have influenced user behavior. For example, if they heavily promoted Microsoft Teams for remote work, it could have drawn users away from Skype. Related Actions=>External How are the products from competitors acting? any good? Analyze competitors' actions. Did competitors, such as Zoom or other video conferencing tools, launch new features or campaigns that attracted users? If so, it could have contributed to the decrease in Skype's DAU.

**Validation**: DAU(Interacting Users) =>Analyze the distribution of daily active users across different activities. To see if the decrease is consistent across all activities or more pronounced in a particular activity. If interactions have decreased significantly, it could indicate a decline in the active use of the platform's core features. DAU(segmented Users) =>Analyze the distribution of daily active users across different segments. To see if the decrease is consistent across all segments or more pronounced in a particular group. For example, If DAU decreases among paying users but not among free users, it may indicate specific issues with the value proposition for paying users.

The magnitude and pattern of the change=>Obtain historical data on Skype's daily active users, especially leading up to and during the initial stages of the Covid-19 pandemic. Plot the data over time to observe any patterns, trends, or sudden drops. Identify if the decrease occurred immediately when the pandemic started or if it was a gradual decline. Look for correlations with external events. Did the decrease coincide with lockdowns, the release of competitor products, or other significant industry changes?

Related Actions=> Internal: Product:

1. Consult with the product and engineering teams at Microsoft to understand any changes made to the Skype product during the pandemic period. Were there any updates, new features, or changes in the user interface?
2. Look for customer feedback and sentiment analysis. This could involve analyzing app store reviews, social media mentions, or customer support logs for any common complaints or praise during the pandemic period. Campaign: Review the marketing and communication strategies of Microsoft during the pandemic. Did they promote Skype actively, or did the focus shift to other products like Microsoft Teams? External: Competitors: Monitor industry news and analyze any moves made by competitors (e.g., Zoom, Microsoft Teams, Google Meet). Did they launch new features, offer promotions, or enhance their user experience?