Unacademy's daily active user count has decreased by 20% in Ahmedabad

Factors:

- **Product Changes**: Check if any recent updates or feature launches have occurred that could have caused this drop. This can be done by looking at the product update logs and cross-verification with the timeline of the drop.
- **Technical Issues**: Consult with the tech team to see if there have been any recent technical issues such as bugs, server downtime, or performance problems that could affect user experience specifically in Ahmedabad.
- Review the recent customer support interactions from Ahmedabad users. Increases in complaint volume or severity could indicate specific issues leading to user drop.
- **Market Trends**: Look for any shifts in education trends, user behaviour, preferences, or other environmental factors in the Ahmedabad region.
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Analyze the data based on student age, grade, courses enrolled, device used,

Examine other related metrics such as course completion rate, session length, number of courses enrolled, etc., to understand if the drop is due to lower engagement or dissatisfaction with the content.

Sit with Tech Leads to understand if something has broken in Production , Ui changes , support case then analyze and implement a fix . Watch the fix closely and monitor if a trend is continued