

App and Website User Engagement Analysis

1. Observation from Charts:

- a. More Engaged sessions and average engagement time is more than 60% in food, beauty and investment sessions.
- b. More active sessions on Organic search and in Display
- c. People of (18-24 age group) with a preference of English from India have more average engagement time in which female are on lead.

2. The KPI factors

a. Positive KPI factor:

- i. Highest engagement rates for organic Search (81%), Direct (57%) channels.
- ii. High engagement for beauty, food and investment enthusiasts
- iii. Strong engagement for 18–24-year-olds, females
- iv. Higher engagement for English speakers
- v. More engaged sessions via Organic search and in Display.

b. Negative KPI factor:

- i. More sessions on shopper and media with low average engagement time.
- ii. Low engagement rates for Paid Search (47%) and Display (54%) channels in Traffic Acquisition tab
- iii. Low engaged sessions per user for Display (1.2) and Paid Search (1.46)
- iv. Dropping engagement for Facebook campaigns over time in Google Ads report.

3. Important Trends:

- a. Lower engagement rates in India (Country)
- b. High drop off after initial sessions (Events)
- c. Engaged sessions per user by channel

4. What drives Trends:

- a. Effectiveness of targeting and creatives for acquisition channels

- b. Quality of onboarding experience
- c. Core product experience driving engagement

5. If Trend is negative, we can consider following steps:

- a. Localize content and creatives for Indian market
- b. Optimize onboarding flows for initial retention
- c. Tailor notifications and recommendations using behavioural data

In summary, optimizing acquisition, onboarding, and retention by tailoring experiences to high value segments will be key to driving engagement and conversions.