App and Website User Engagement Analysis

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

1. The KPI factors
   1. Positive KPI factor:
      1. Highest engagement rates for organic Search (81%), Direct (57%) channels.
      2. High engagement for beauty, food and investment enthusiasts
      3. Strong engagement for 18–24-year-olds, females
      4. Higher engagement for English speakers
      5. More engaged sessions via Organic search and in Display.
   2. Negative KPI factor:
      1. More sessions on shopper and media with low average engagement time.
      2. Low engagement rates for Paid Search (47%) and Display (54%) channels in Traffic Acquisition tab
      3. Low engaged sessions per user for Display (1.2) and Paid Search (1.46)
      4. Dropping engagement for Facebook campaigns over time in Google Ads report.
2. Important Trends:
   1. Lower engagement rates in India (Country)
   2. High drop off after initial sessions (Events)
   3. Engaged sessions per user by channel
3. What drives Trends:
   1. Effectiveness of targeting and creatives for acquisition channels
   2. Quality of onboarding experience
   3. Core product experience driving engagement
4. If Trend is negative, we can consider following steps:
   1. Localize content and creatives for Indian market
   2. Optimize onboarding flows for initial retention
   3. 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.