App and Website User Engagement Analysis

1. The Problem that is to be solved:

To drive more user engagement for app and website.

1. The KPI factors
   1. Positive KPI factor:
      1. Highest engagement rates for organic Search (81%), Direct (57%) channels.
      2. High engagement for shoppers, media enthusiasts
      3. Strong engagement for 18–24-year-olds, females
      4. Higher engagement for English speakers
      5. More engaged sessions via paid search
   2. Negative KPI factor:
      1. Lower engagement rates in India
      2. High drop off after initial sessions
      3. Low engagement rates for Paid Search (47%) and Display (54%) channels in Traffic Acquisition tab
      4. Low engaged sessions per user for Display (1.2) and Paid Search (1.46)
      5. 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.