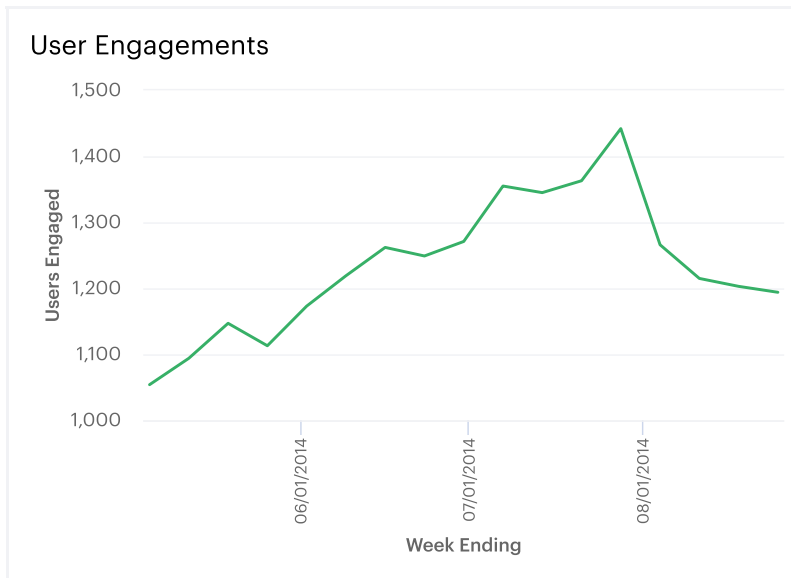


Yammer Case Study



User Engagement

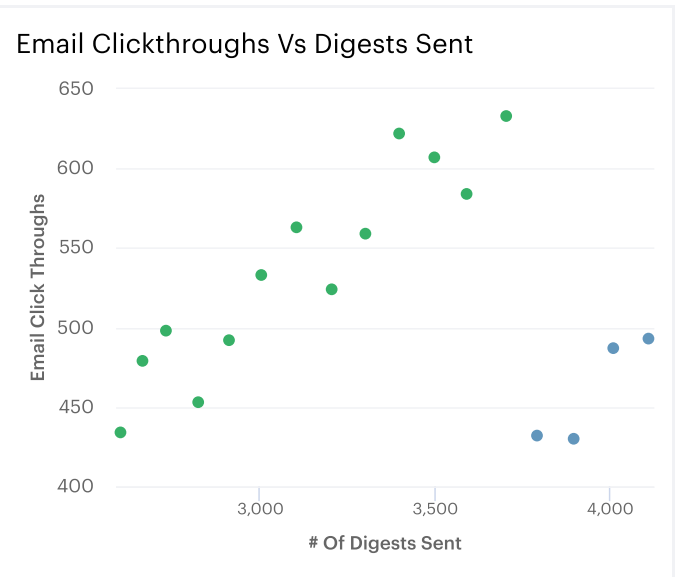
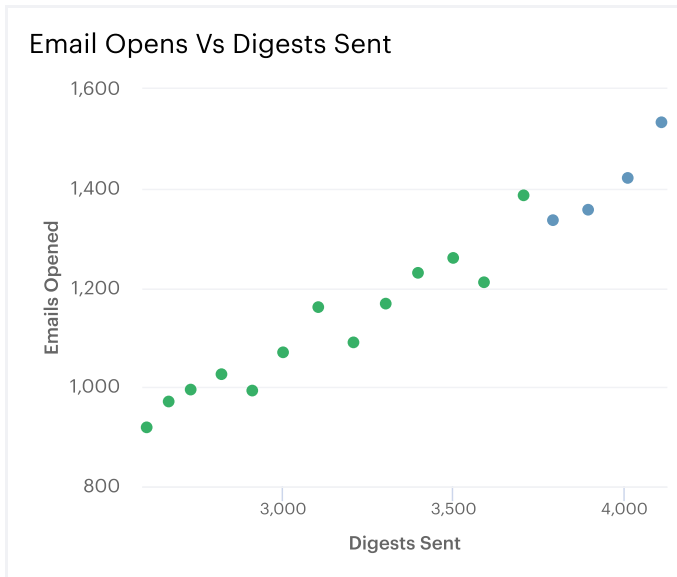
Over the four week period beginning 8/4/2014 and ending 8/25/2014, user engagement on the yammer service has fallen. The product team has come to us to figure out why this may be the case.

We'll walk through different KPIs in our business to see if any of their trends have changed at the same time as the user engagement trend.

First, we'll check to see if the number of digests sent per total accounts has changed. Looking at the data, they seem to be right in line with expectations. *Note: the blue points in all scatter plots represent the 4 weeks we're interested in.*

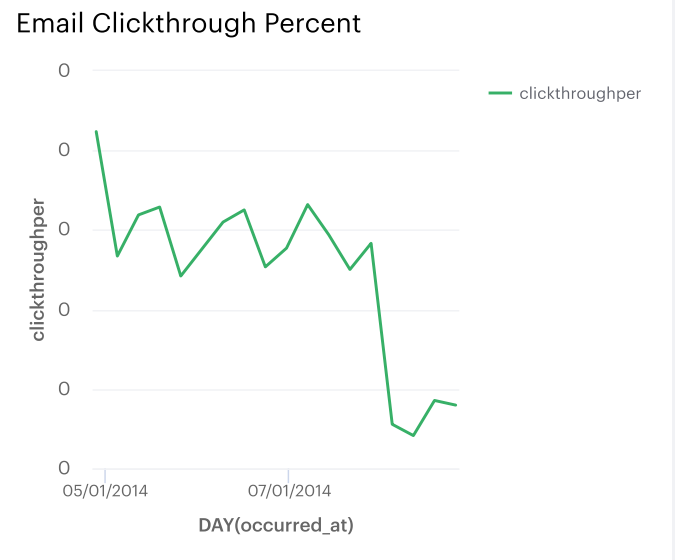


Next, we checked both email opens and email clickthroughs vs total number of digests sent. It looks like the number of emails opened per digests sent remained consistent but there is a trend change of email click throughs vs # of digests sent.



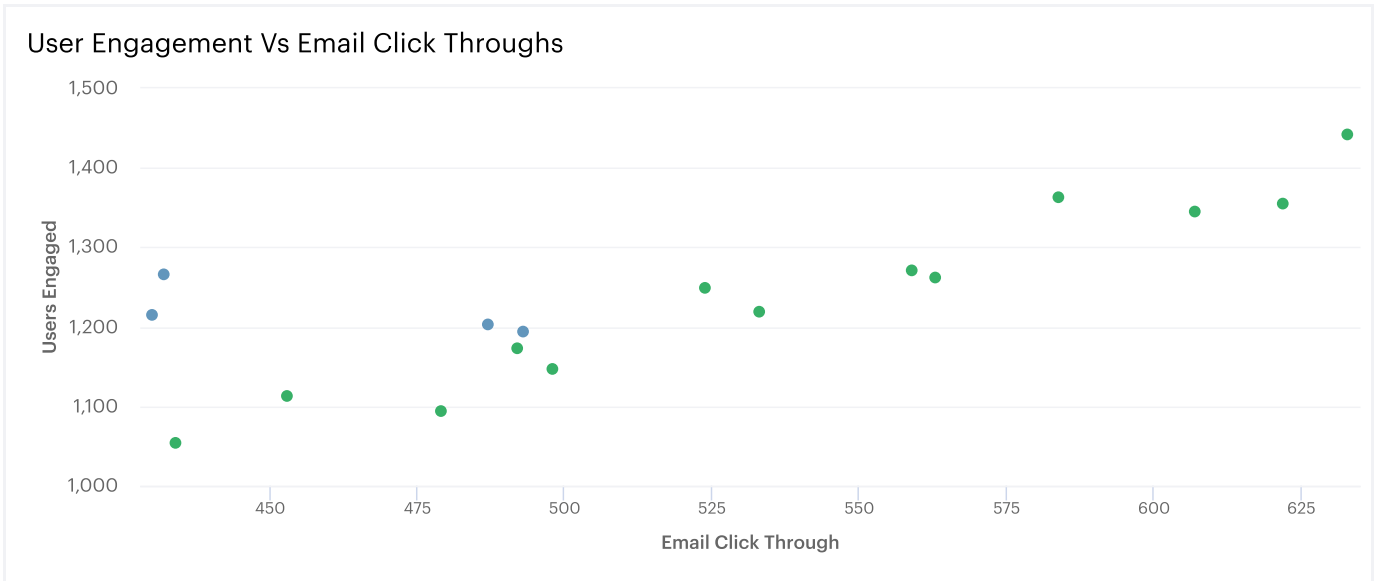
When looking at a time series of the email clickthrough percent, we see a stark drop off in click through rate.

We'll check to see whether or not this metric affects user engagement but regardless of the results, we should look into why email ctr has fallen off.



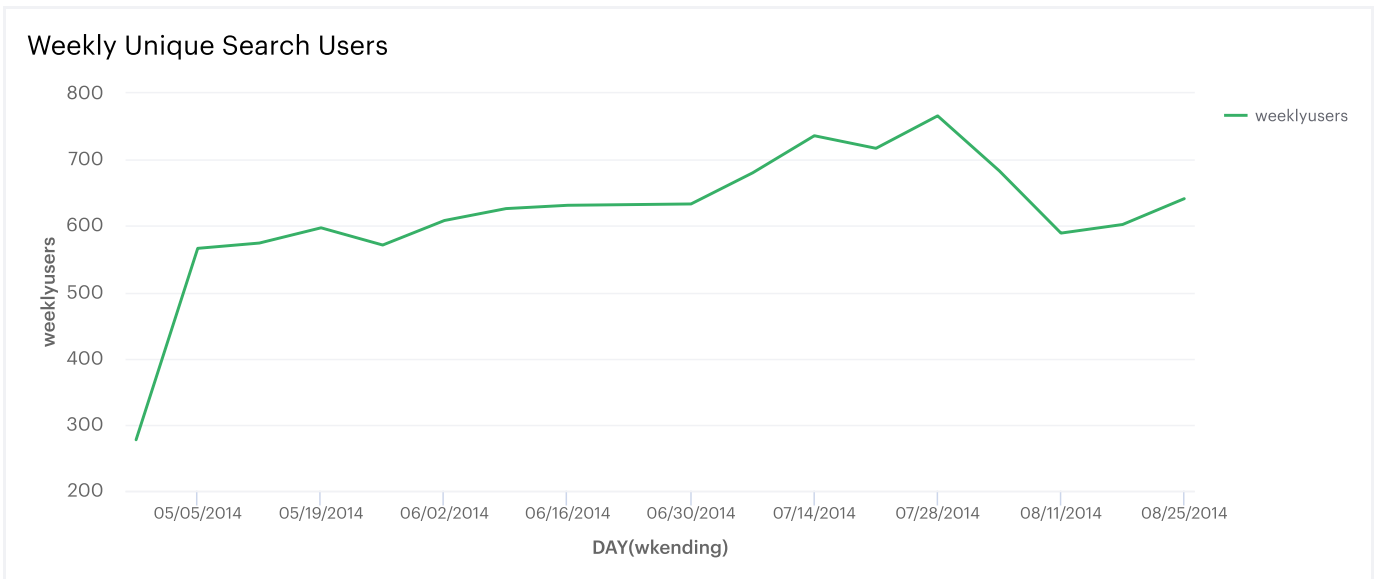
When plotting user engagement vs email click throughs, we typically see more engagement with more click throughs. The only two weeks that fall out of line include two of the four weeks in question. Perhaps users rely on the daily digest as a means to get to the yammer website and engage but over two of the four weeks in question, they had to manually log in.

Our official recommendations to fix user engagement is to examine any changes made to the content of the email digests as of week ending 8/4/2014. Is the call to action gone? Is the link readily visible? There seems to be something in the emails preventing the users clicking through and engaging with the service.



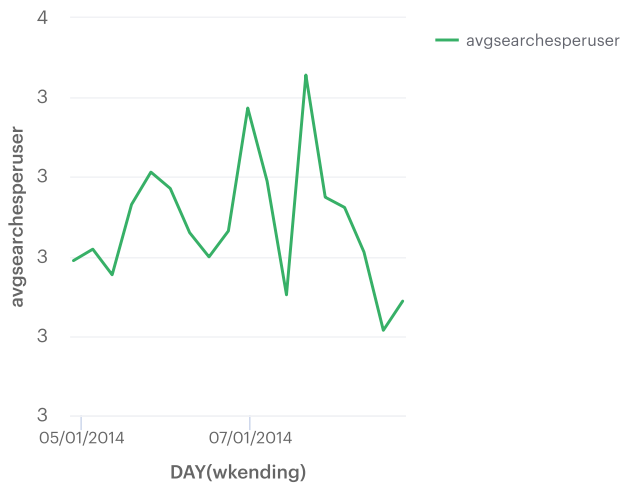
Search Functionality

Our next task is to find out how much the search function is being used and if we should invest more time and money into building this feature out. When looking at the number of unique users of the search functionality, we see its about 1/2 of users who engage on a weekly basis (comparing to chart above on engagement). Searching includes using the autocomplete feature and running the whole search. *(left chart)*

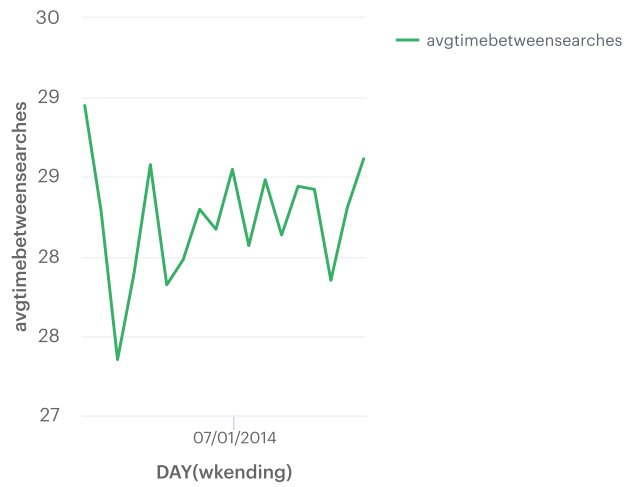


When users do search, they typically re-search 3 times and around 28 seconds between each search, again whether they're using autocomplete or running a full search. This could indicate they are not finding what they need quickly and rerunning their searches frequently and quickly.

Average Searches Per "Search Session"

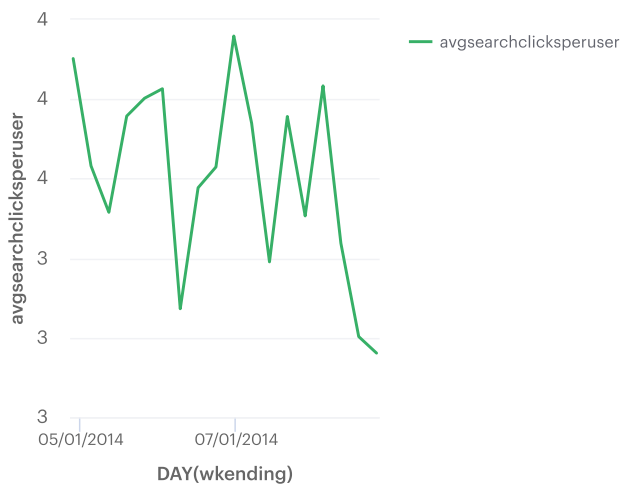


Average Time Between Searches



The average clicks and average times between clicks is very similar to average searches and average time between searches.

Average Search Clicks Per User



Average Time Between Search Clicks

