Kik Assignment

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Kik Messenger, commonly called Kik, is an instant messaging mobile app originated from Canada, available free of charge on iOS and Android operating systems. As of May 2016, Kik Messenger had approximately 300 million registered users, and was used by approximately 40% of United States teenagers.

The core use of Kik is to enable instant communication among users through private chats, private group chats, and public group chats. Aside from sending text messages, emoji, memes, and sketches, users can also share photos/videos or initiate video chats. These functionalities enhance the connection and interaction between users.

The secondary uses of Kik include creating or joining community (a.k.a. the themed public groups) to meet new friends with similar interests. Apart from that, Kik also offers teens opportunities to get connected with various brand partners via bots.

Currently Kik does not seem to have a viable profit-generating model, and they rely heavily on funding. One potential source of income is through bots. We observed that there are brand-specific bots that send recommendation/promotion messages to users based on user preferences. We suspected that the creators of these brand-specific bots split their revenue with Kik.

Compared to applications such as Viber, snapchats, and whatsapp, Kik has a competitive advantage by allowing users to join specific groups that they are interested in and offering a wide variety of bots tailored for different users.

We have created two separate taxonomies for tracking retention and monetization respectively.

In the taxonomy for retention analysis, we selected 10 key events that helped us track the usage of the app. These events can help us understand how (by directly clicking the app icon or through push notification) and when do users open the app, how they make new friends within the app, the frequency they communicate with each other and their favorite content, how important the bots are in users' interaction, and if there is any annoying user that harm the user experience.

As for monetization analysis, we also included 10 events in the taxonomy. Since Kik generates revenue mainly from the sponsored bots, we focused on the performances of these bots. These events can help us track the impressions of the bots, the frequency the users directly chat with bots or mention bots with friends, and the ratings of the bots.

Below are the queries for monitoring RETENTION on a daily basis:

1. Get the number of new users by each day:

```
Select date_part('date', Timestamp) as date, count(distinct UserID) as new_user
From raw_event
Where Action = 'Create' and Item = 'User'
Group by 1;
```

2. Get number of retention on day 7 by device type.

```
Select Device_type, Case when date_part( 'date', Login_ts) - date_part('date', First_Login_ts) =
7 Then count(distinct UserID)  Else None End as retention
From raw_event
Group by Device_type;
```

3. Get daily active user by country.

```
Select Country, date_part( 'date', Login_ts) as Date, count(distinct UserID) as Active_User
From raw_event
Group by 1,2;
```

Below are the queries for monitoring MONETIZATION on a daily basis:
1. Get daily bot profile page conversion rate (from viewing a bot's profile to chatting with the bot) of each bot, round the rate to 2 decimal place.

```
Select Item_Detail, round( (add / view)::numeric, 2) as conversion_rate
From
(select Item_Detail, count(Item_Detail) as add from raw_event where (Action = 'add' and Item =
'bot') Group by Item_Detail) as raw_event2
Left join
(Select Item_Detail, count(Item_Detail) as view From raw_event Where  (Action in ('Direct
Click', 'Discover', 'Search') and Item = 'bot') Group by Item_Detail) as raw_event3
Using(Item_Detail);
```

2. Get the number of unique users who have interacted with a bot by date, assuming that the length of botID is fixed - 16 digits.

```
Select date_part( 'date', Login_ts) as Date, Substring(Item_Detail, 2, 16) as bot, Count
Distinct(UserID) as ct
From raw_event
Where Action = 'Click' and (Item = 'message_button' or Item = 'link')
Group by 1,2;
```

3. Get the ratio of users who have interacted with bots by clicking a link to the total users who have interacted with bots by country, round the ratio to 2 decimal place.

```
Select Country, round((count_cl / count_total)::numeric, 2) as ratio
From raw_event
Left join
(select Country, count(distinct UserID) as count_total from raw_event group by Country ) as raw_event2
using(Country)
Left join
(select Country, count(distinct UserID) as count_cl from raw_event where (Action = 'Click' and Item = 'link') group by Country ) as raw_event3
using(Country)
Group by Country;
```

We used SWOT Analysis to help decide if Angelos should be leaving Kik and joining SnapChat.