Data Preparation & Strategy

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Interpretations

1 Daily Active Users: 170,000

It indicates a significant user base, especially for a newly set up platform, suggesting strong user inclination.
However, it is difficult to assess the performance as we are unaware of the Historic DAUs.

2 Monthly User Retention: 45%

45% retention suggests that a significant portion of users are not returning to the platform after their first month. Considering a newly setup platform it indicates a potential issue with user engagement or satisfaction.

3 Average Session Duration: 5.5 minutes vs 7.5 minutes on LinkedIN

Considering the platform is focused on building community-based network then the Average Session Duration is too low, suggesting users may not find the platform engaging enough to spend more time on it or are unable to find what they are looking for on the platform.

4 Conversion Rate (Free to Premium): 3% vs 39% on LinkedIN

This implies that most free users are not finding enough value in the platform to upgrade to a premium subscription.

Strategies to Address the Concerns:

Improve User Engagement

- Enhance job recommendations.
- Onboard industry experts to provide counseling and mentorship.
- Host interactive virtual events and encourage community interactions.
- Form strategic partnerships to introduce new learning modules and exclusive content.

Enhance Premium Conversion

- Provide premium features at competitive, low prices.
- Highlight the unique benefits of premium offerings through targeted marketing campaigns.

Boost Retention

- Collect user feedback to understand their needs and prioritize adding requested features.
- Use analytics tools like Google Analytics to track additional KPIs, including: Bounce rate, Average engagement time, Exit points, Views per user, Engagement rates.
- Offer trial periods or freemium features to let users experience premium benefits before upgrading.