Assignment Title: "Data Analysis and Insights for different page Optimization & How to get more user install & Engagement from the App & Website"

1. Introduction:
In this report, I analyze a provided dataset to optimize user engagement and performance for XYZ Inc. My objective was to identify factors influencing page optimization, user installation, and engagement from the app and website.

2.Data Analysis
I familiarized with the dataset and identified key variables. The dataset includes user data from various demographics, marketing campaign details,Users interest ,age and language.

3 . Key Findings:

Event report View: This is the most used feature, shows users interaction pattern, behaviou and engagment. Improving this feature will improve overall user experience.

User by Interests: Says Shoppers,Media and Technology are the areas of interest among the user. Creating marketing campaigns that matches with these interests can help attract a larger audience.

User by Gender: This feature says male users are more than female users. This indicates that it's important to create marketing plans specifically designed to attract female users and achieve a better balance between male and female .

User by language : Most users prefer using the app in English.

User Count : The report indicates that there is a large number of users, especially in Bangalore, India.

App users : like the Flutter activity on app more than other options and it keeps them more engaged with the app.

4. Recommendations:
Based on analysis, I propose recommendations to a strategic plan on specific areas to focus like Users area of interest ,gender and there age and offer language Options.

5. Conclusion:

In conclusion, the Power BI report summarizes key findings, insights, and recommendations for optimizing user engagement at XYZ Inc.It is important to continuously monitor user behaviour to come up with strategies .