**Case study on Drop in user engagement in yammer using Mode Analytics**

Working on this case study helped me understanding analytics a bit more by focusing on patterns in data. There could be more factors that influence patterns in data. But focusing on one aspect helped me understand the other part of data. For example i was looking at users login activity then i realised there could be chances of people in different countries have different work or holiday schedule that can influence the login activity into yammer. That’s when i realized to draw reports on country bases.

This is the report to portray the user’s weekly engagement by activity

<https://modeanalytics.com/editor/springboardmodeanalytics/reports/93887fdb6d63>

This is the report to portray the user base by their country

<https://modeanalytics.com/editor/springboardmodeanalytics/reports/14cd0c254af2>

This is the report to portray users logged in yammer by their country and cutting short the investigation to united states as the number of users drop in engagement is seen from united states. Percentage of drop is significantly higher in united states when compared to other countries. At the same time it cannot be concluded as united states the more number of users activated in yammer.

<https://modeanalytics.com/editor/springboardmodeanalytics/reports/b80e0210124e>