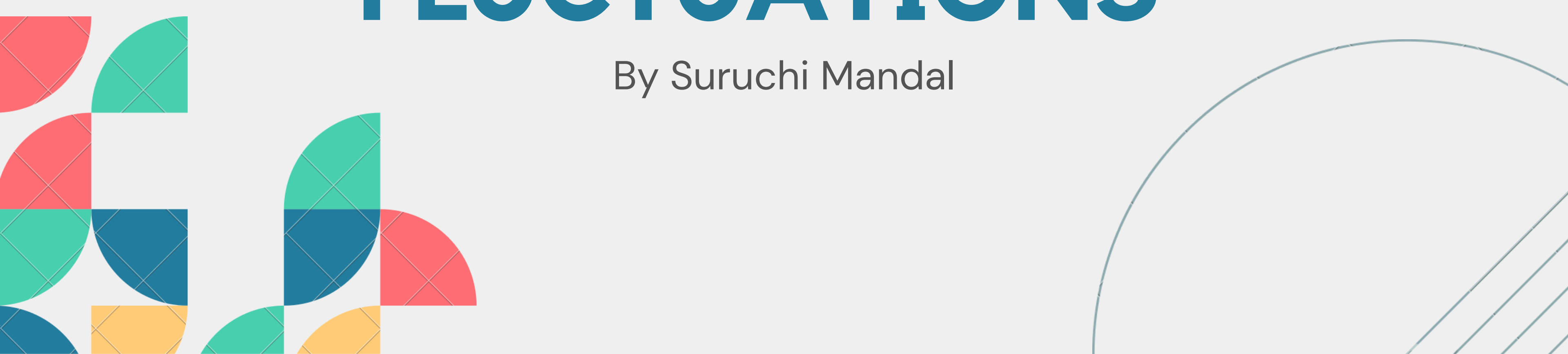


OPERATIONAL ANALYSIS & METRIC FLUCTUATIONS



By Suruchi Mandal



PROJECT INTRODUCTION

The project aims to provide data-driven insights to improve company operations and understand user engagement and sales metrics. It consists of two case studies: **Operation Analytics** and **Metric Spike Investigation**.



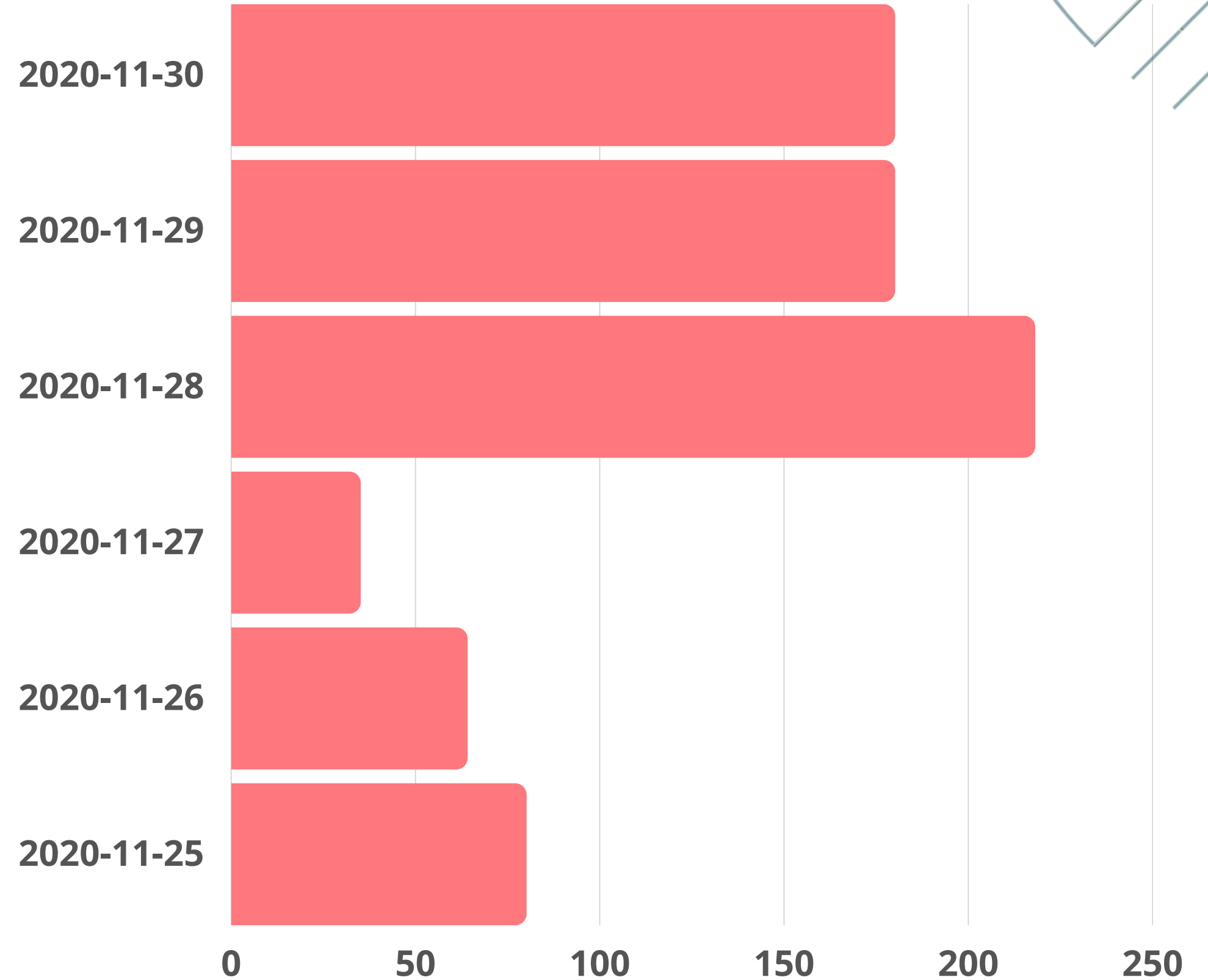
CASE STUDY-1

Operational Analytics



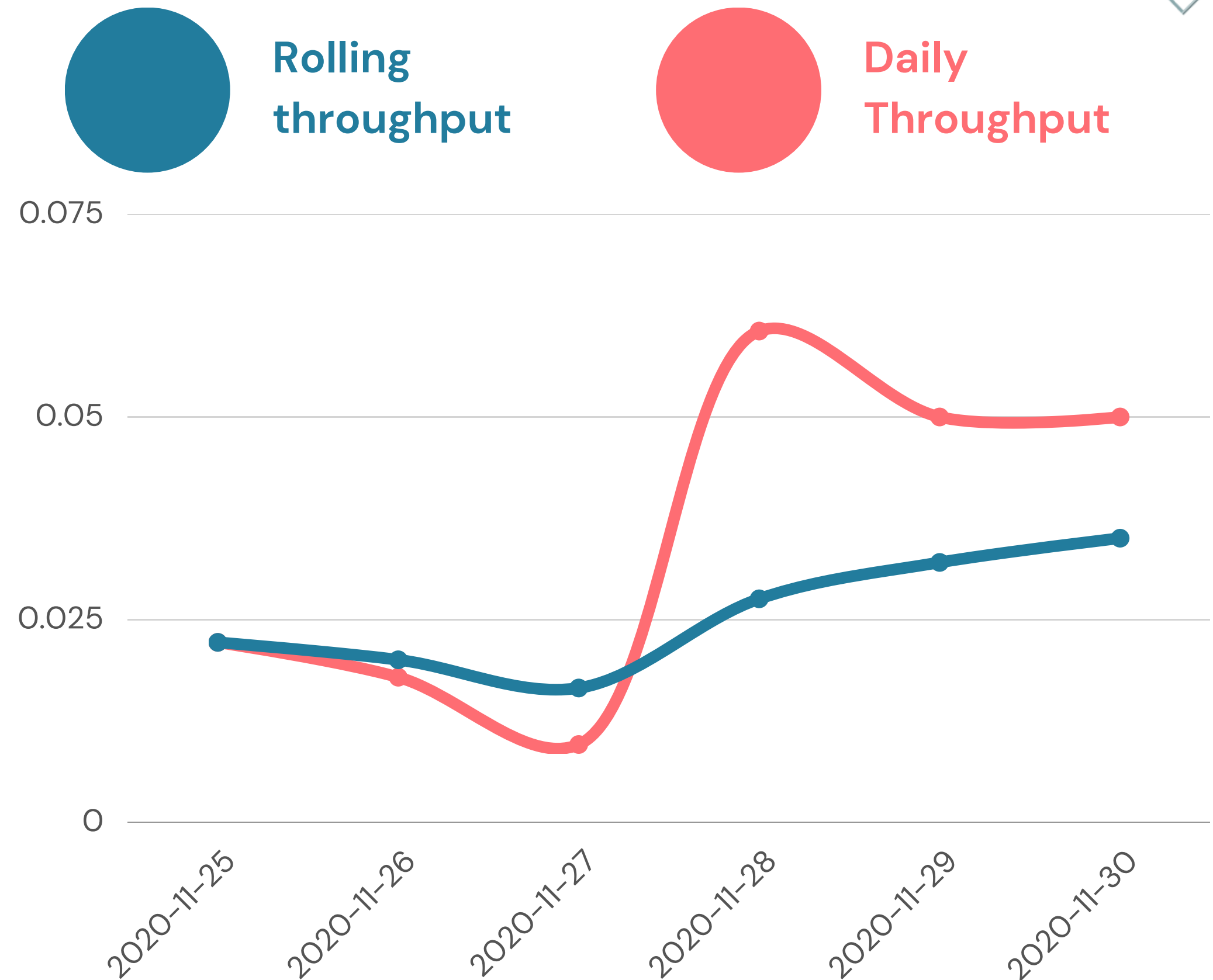
NUMBER OF JOBS REVIEWED

- Most number of jobs reviewed per hour was recorded for **28th Nov. 2020– 218 jobs.**
- Least for **27th Nov. 2020– 35 jobs.**

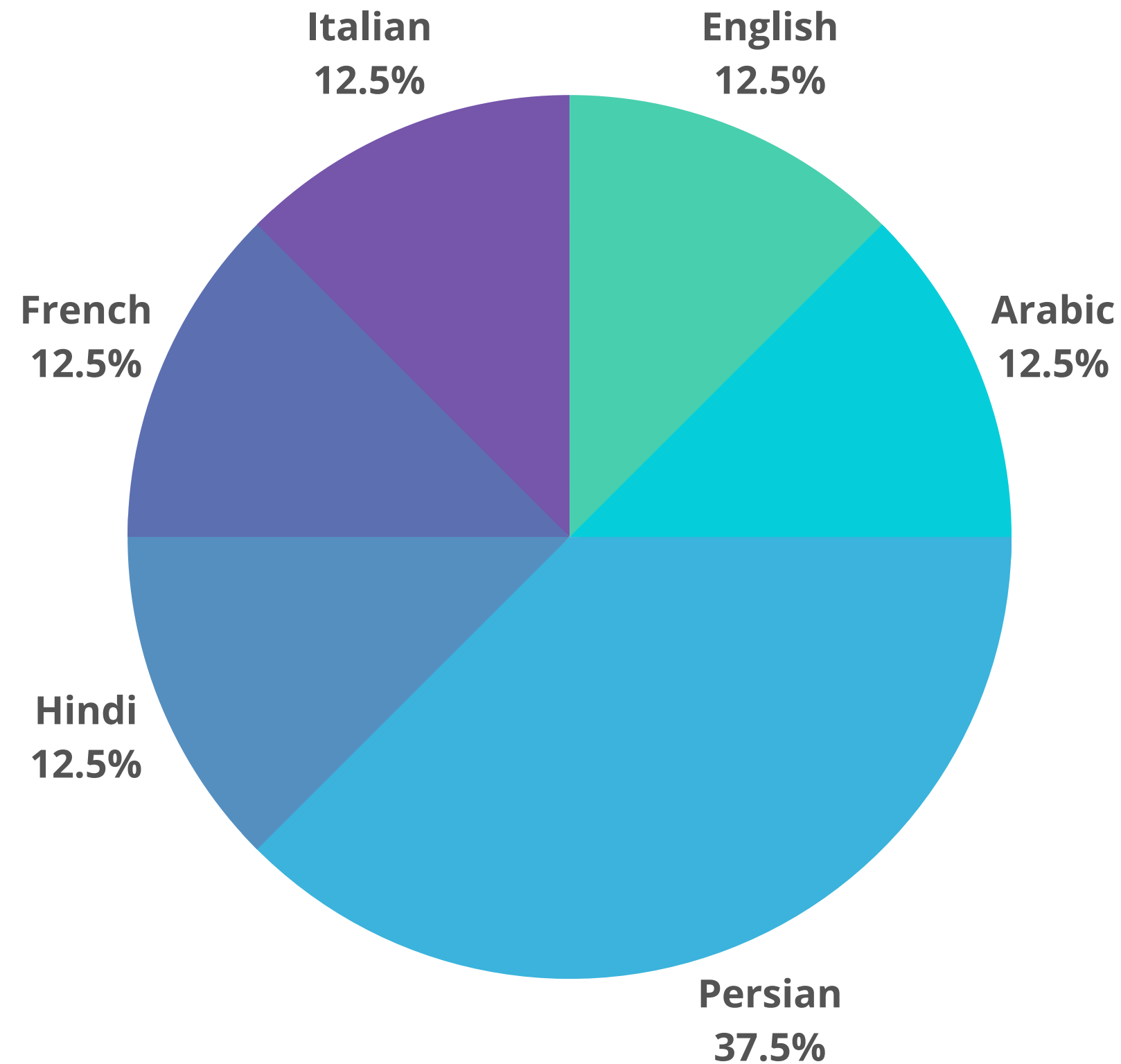


THROUGHPUT

- Daily throughput shows the highest activity on 28th Nov which decreased after that.
- According to the Rolling throughput, there has been a steady increase in activity after 27th Nov.



LANGUAGE DISTRIBUTION FOR CONTENTS



Persian was the most preferred language with 37.5% share among all the languages

All the other languages had the same share of 12.5%.



CASE STUDY-2

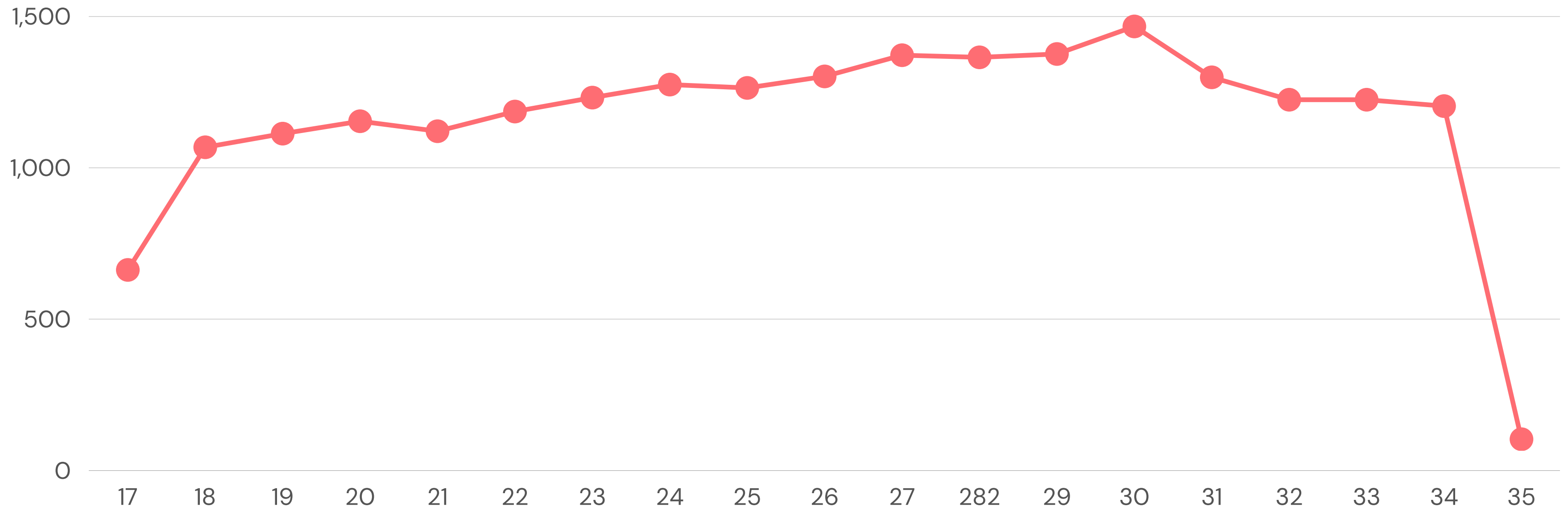
Metric – Spike Analysis



WEEKLY USER ENGAGEMENT

- The user engagement exhibited a positive trend, showing a steady increase until week 30 followed by a decline.
-

The data for week 35 was available for only one day, and not the whole week, and thus, it should be excluded from the overall conclusion.



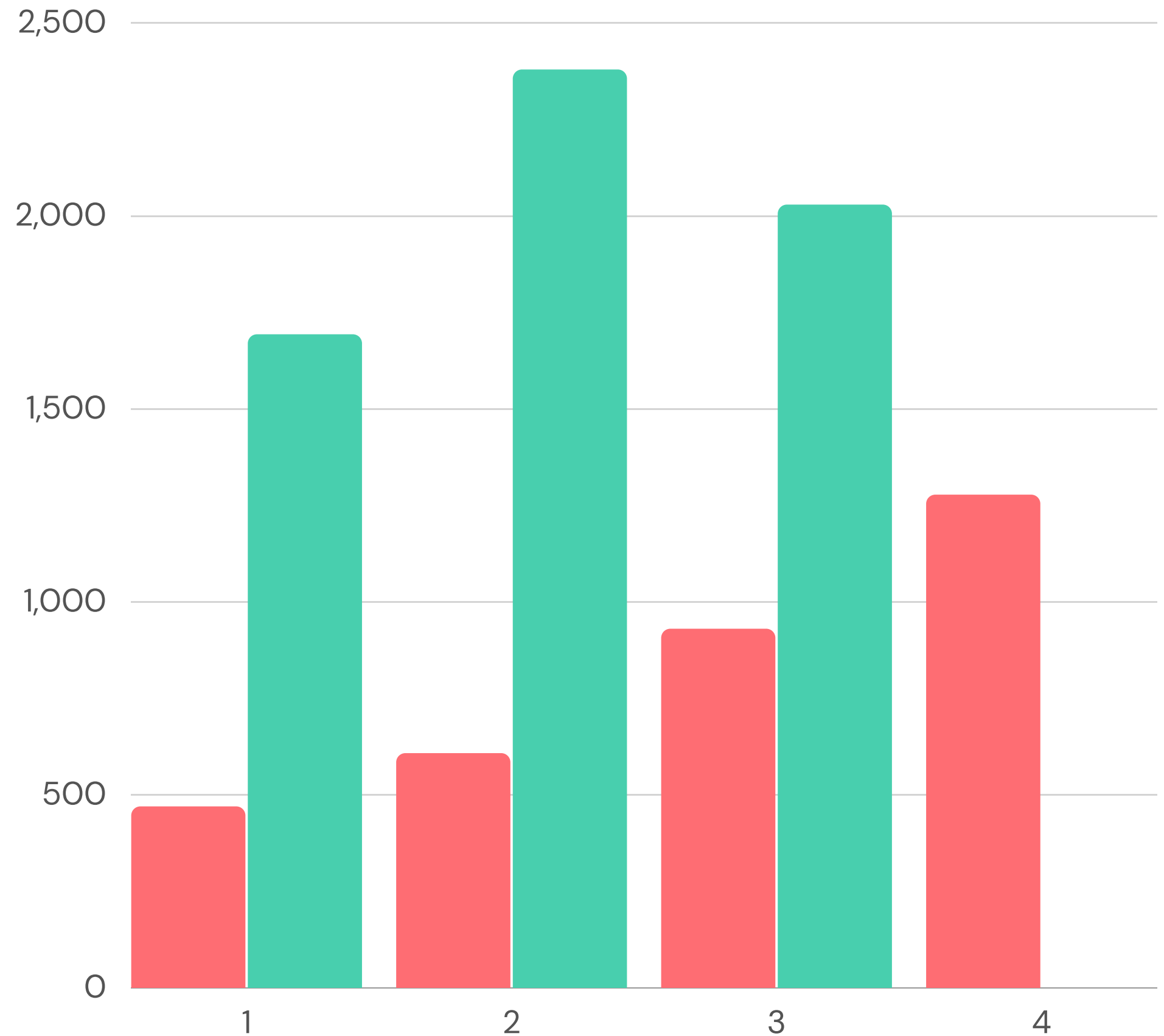
QUARTERLY USER GROWTH

2013

- There is a steady increase in users in 2013 every quarter.

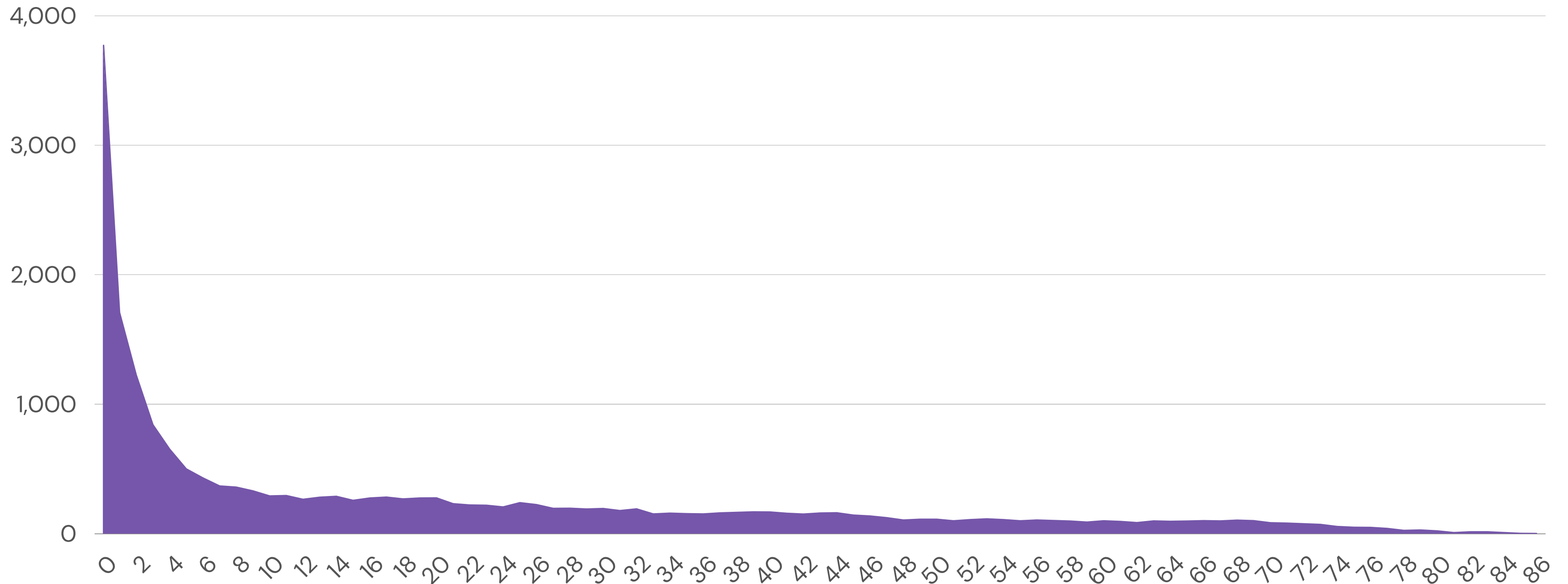
2014

- The active user count for 2014 is much greater than 2013.
- The active user count is maximum in 2nd quarter but decreases after that.
- There is no record of the 4th quarter.



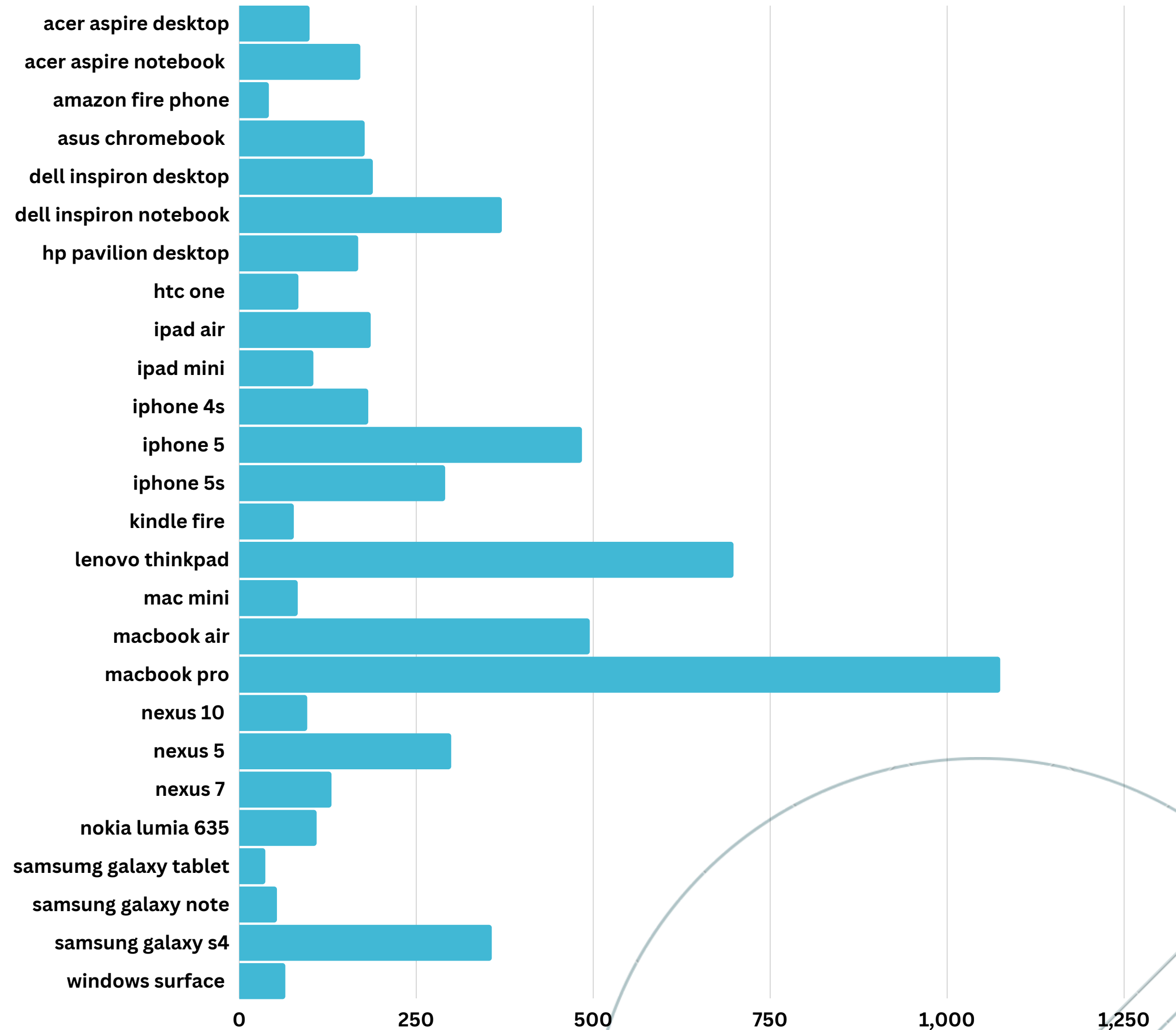
WEEKLY RETENTION

- There is a significant drop in retention of users sign-up cohort in the initial 2 weeks which keeps decreasing overtime such that by end of 86 weeks only 2 users are retained.

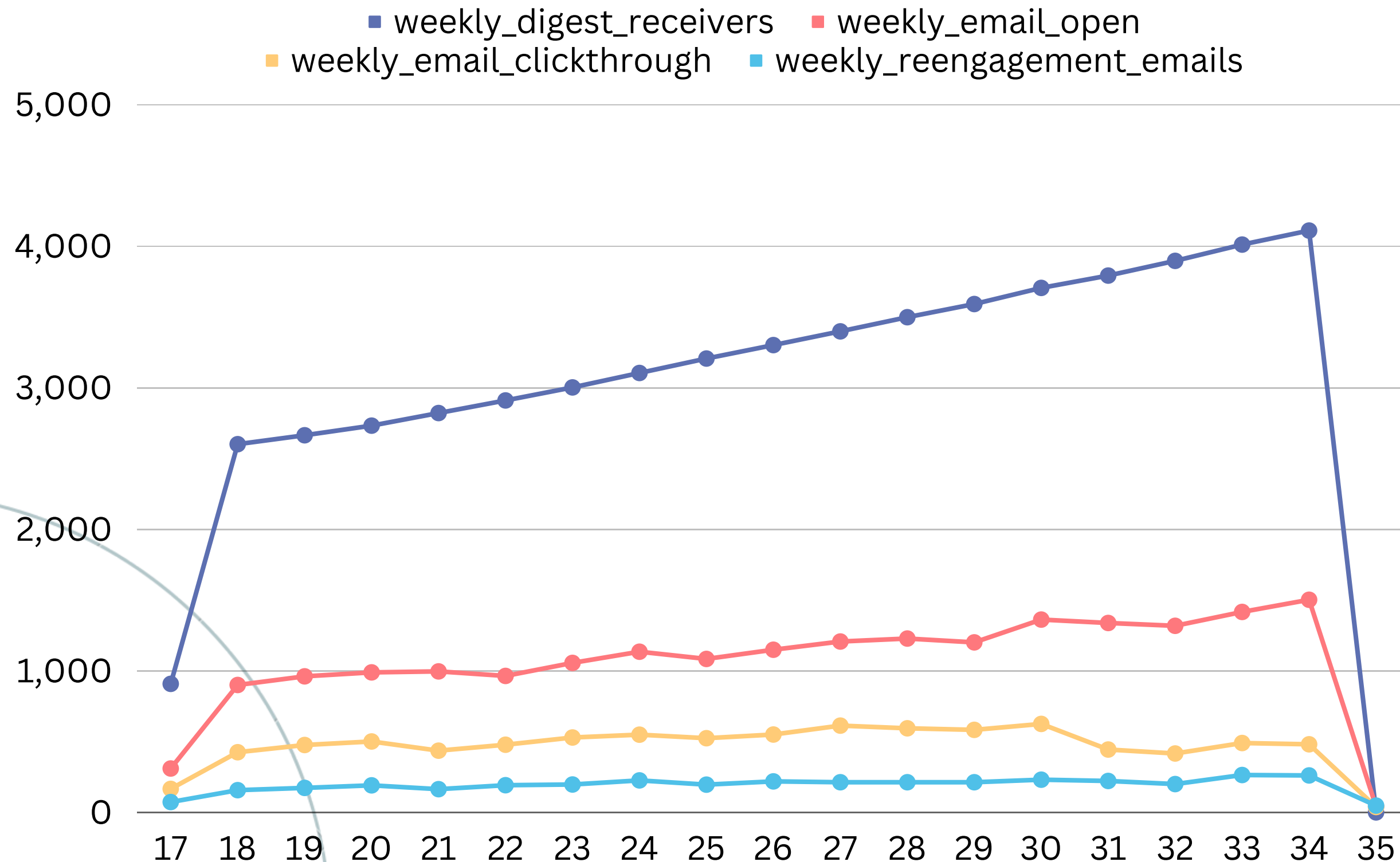


WEEKLY USER ENGAGEMENT PER DEVICE

- **MacBook Pro** seems to be the most used device.
- Next in line is **Lenovo thinkpad**.
- **Samsung galaxy tablet** and **Amazon fire phone** are among the least used.



EMAIL ENGAGEMENT METRICS



- Overall positive trend in email engagement with increase in weekly digest receivers and email openings.
- Clickthrough rate declines, after week 30, indicating need for improved content or calls to action.
- Weekly reengagement emails show a steady trend, suggesting successful efforts to reengage users.
- Despite the increasing engagement, the response rate compared to the number of emails sent is significantly low, highlighting the need for optimization.

The background features several decorative geometric patterns. In the top-left corner, there are thin, parallel diagonal lines. In the top-right corner, there is a cluster of overlapping semi-circles in blue, teal, red, and yellow. In the bottom-left corner, there is another cluster of overlapping semi-circles in blue, teal, yellow, and red, with a small blue semi-circle containing a white script 'v' at the top. In the bottom-right corner, there is a large, faint, light-blue circular arc and some thin diagonal lines.

THANK YOU