



MIXPANEL

Mixpanel is a powerful analytics tool designed to help businesses track user interactions with their applications.

PURPOSE

To gain insights into user behaviour, improve user experience, and drive data-driven decisions.

BENEFITS OF MIXPANE

- In-depth Analytics
Track user actions and events in real time.
- User Segmentation
Segment users based on behaviour and characteristics.
- Funnel Analysis
Understand user journey and conversion paths.
- A/B Testing
Test different features or UI changes to see what works best.
- Retention Analysis
Track user retention and identify factors that keep users engaged.

EXAMPLE EVENTS

- Quotation
Creation, Viewing, Editing,..
- Projects
Creation, Viewing Details, Updating Status,..
- Surveys
Creation, Viewing, Completion,...
- Invitations
Sending, Opening,..
- Campaigns
Creation, Viewing, Sending,..

DEMO

