

# Feature Adoption Dashboard - Summary Report

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Tools Used: Python, Plotly Dash, Pandas

## Objective

Measure and visualize adoption metrics for a new feature rollout, segmented by user behavior and device type.

## Data Overview

- User Attributes: Segment (New, Returning, Power), Device
- Engagement: Sessions, Avg Time, Feature Adoption (Binary)
- Derived: Adoption Rate = Adopted / Total by Segment

## Key Analyses & Insights

- Power users had the highest adoption rate (~60%).
- New users lagged significantly, likely due to unfamiliarity.
- Returning users responded to targeted nudges and prompts.

## Recommendations

- Improve onboarding tutorials for new users.
- Use prompts for Returning users to rediscover feature.
- Track cohort behavior over time for drop-off patterns.

## Deliverables

- Cohort analysis dashboard with filters
- Plotly Dash app with KPI tracking
- GitHub repo and case study files