

Feature Adoption Dashboard

Tracking cohort-based feature adoption after rollout

Objective

To understand how users adopt a newly released product feature across different engagement segments.

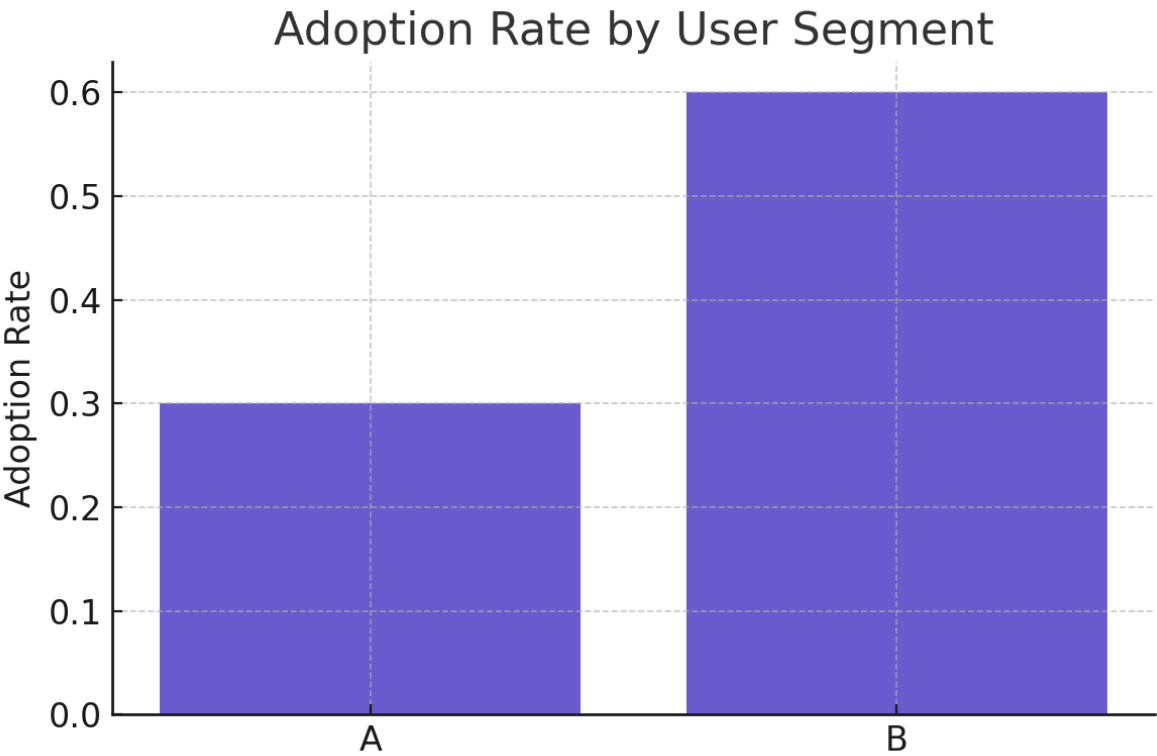
Methodology

Simulated data categorized users by segment (New, Returning, Power) and tracked feature adoption over time.

Key Insights

- Power users showed the strongest adoption.
- New users lagged behind.
- Adoption funnel tapered beyond initial use.

Visualization



Recommendations

- Improve onboarding flow to introduce new features.
- Use targeted prompts for returning users.
- Launch follow-up nudges post-signup.