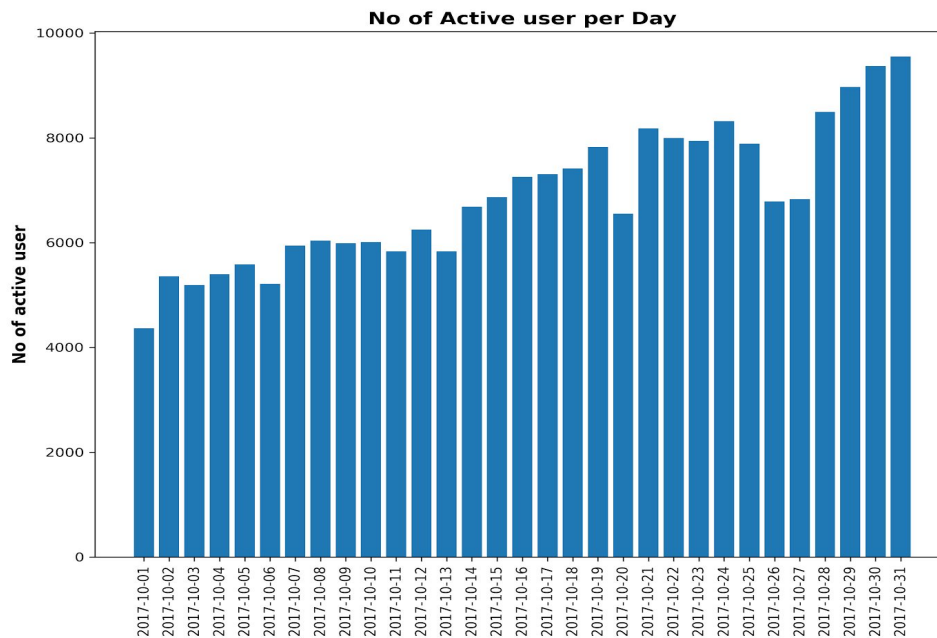


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What is a Power User?

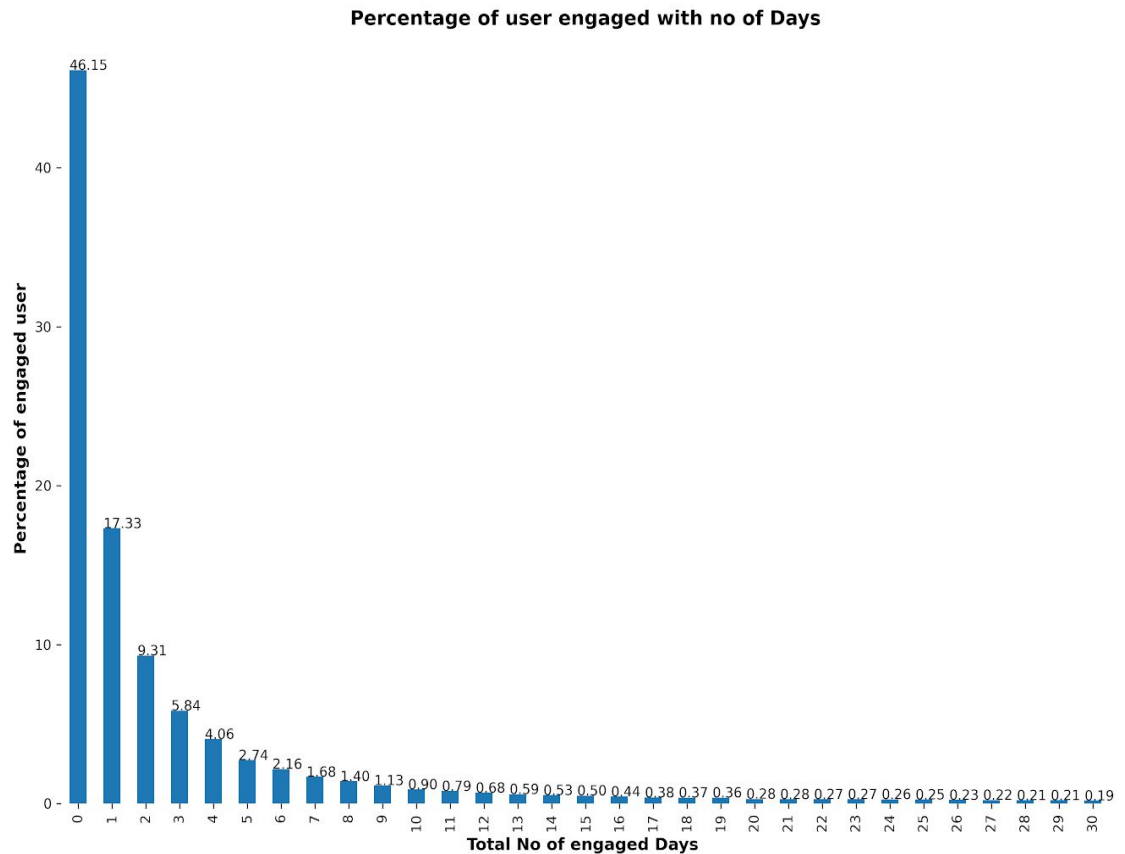
Power users are the all-star customers of a company's success. they're the most engaged, the most likely to give great feedback, the most profitable in terms of customer lifetime value, and they contribute invaluable data to your business. A Power User Curve is your go-to tool for understanding your monthly active users (MAUs). It's a histogram that tracks user engagement by the number of days users actively engage in a given month. It gives you a better look at your customer engagement. you can analyze day-by-day statistics, customer variability (i.e. who's a power user and who's not), short- and long-term trends, and variations among different user actions.

Daily Active User Of MYLO



We can analyze from the graph the number of user activity increases in the last week of the month.

Power User Curve OF MYLO



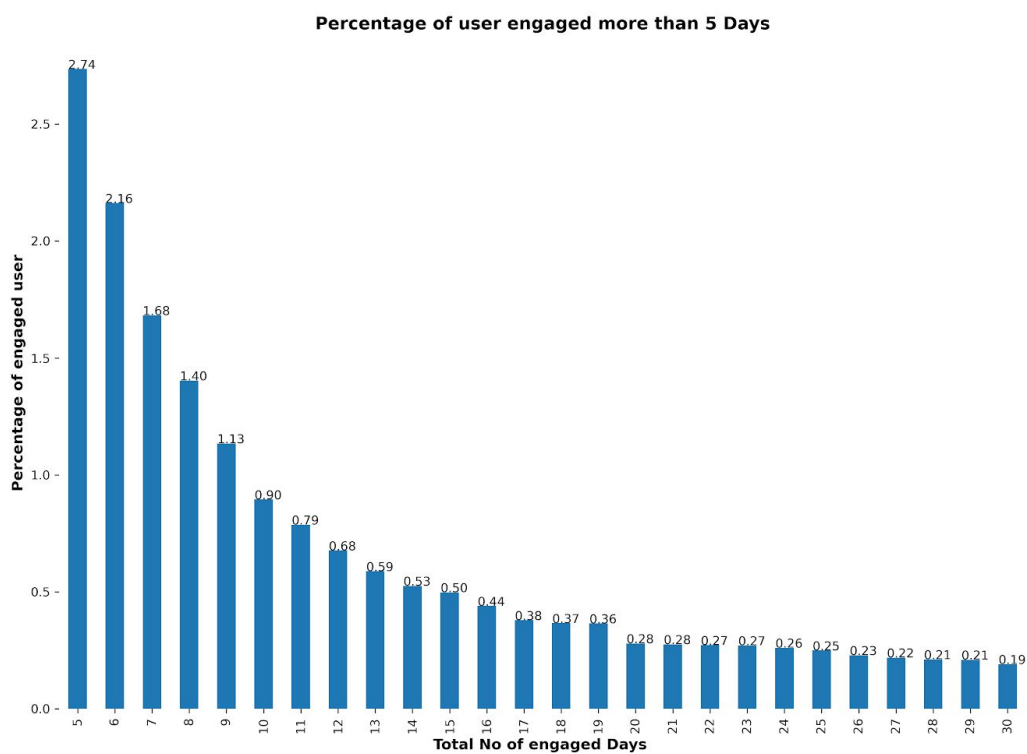
A LEFT-WEIGHTED CURVE

When the curve is left-weighted, most users only have activity one day a month. Users are not getting good value at the start. By this activity metric, the product has very few power users. That means a high number of single-day users .

Single-day users are pretty common even with the stickiest products, and even though they don't qualify as power users, they're still an important part of your business.

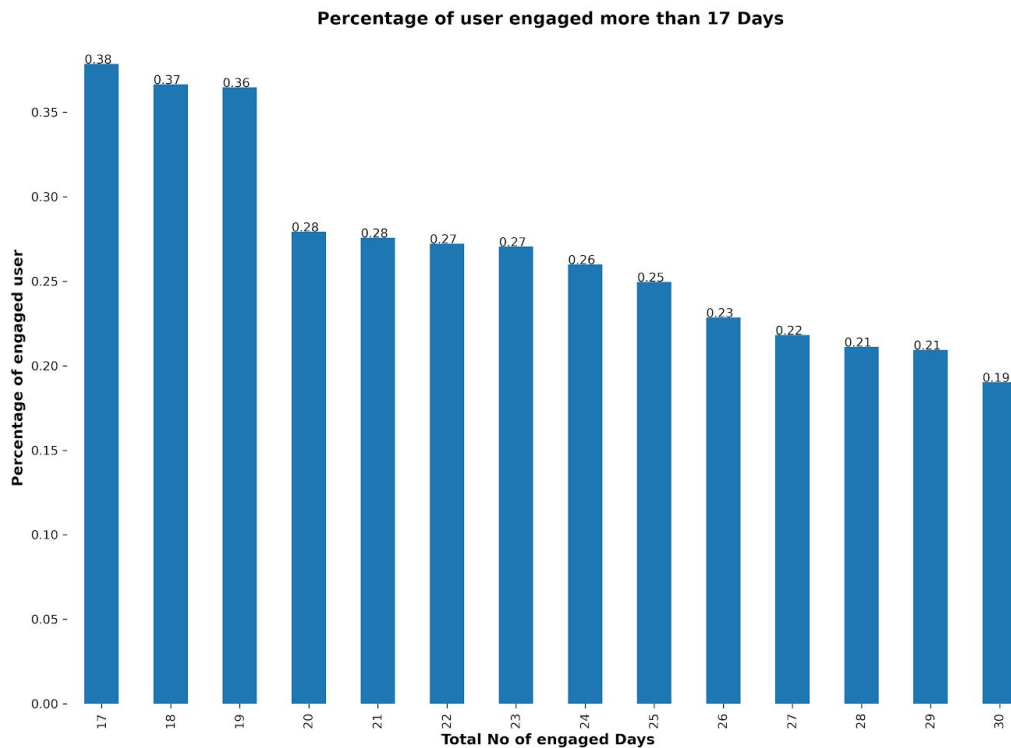
More Closer Look to Curve

User Active For More Than Five Days



We can analyze from graphs less than 20 pcnt users use five or more than five days of MyLo services.

User Active For More Than Seventeen Days



Mylo has less than 1 percent power user. We should keep in mind that power users are the ones that will keep coming back and bringing friends and family. Understanding what keeps them coming back will help you craft your business as you change and grow to accommodate their needs as users.

Tips for Targeting Your Power Users

1. The best way to achieve that crooked smile(weighted left and right of curve) is to increase engagement for the long term. Utilizing tools like social media marketing, email marketing, and other tactics like referral campaigns helps this lean over time.
2. Low engagement simply means the company must extract more value from each engagement and create revenue with a business model that isn't tied to daily usage.
3. Keeping your users close and your power users closer is imperative to the success and longevity of your company.
4. Don't be afraid to get closer to your users, it may be the key to your long-term customer engagement success.
5. Learn about your users and figure out what would make them come back.
6. Understanding why they are not hyperactive users allows you to optimize your business in a way that isn't dependent upon daily usage.