Aim of session

The session aims to provide insights into User Behaviour Analytics (UBA) and how it can be leveraged to track and increase user engagement

Audience

This session will be conducted for an internal Microsoft Learning Day, where the audience will comprise folks from multiple disciplines

Session Details

The session will explain how to leverage user behaviour analytics via technical, analytical, and strategic tasks. It will help the participants understand the following:

- How to select achievement metrics, KPIs and Goals
- How to define the most desirable user journey and how it can benefit the business
- How to track events based on user flow, highlight relevant events through a tracking plan
- How to begin behavioural analytics and build a minimum viable product (MVP) while consistently updating the tracking plan to remain relevant
- How to perform cross-platform behaviour analytics (concept)

How to apply and leverage the results of behavioural analytics. It can be done via the following:

- Segmentation
- Funnels

There will be relevant examples for Microsoft use-cases, such as designing Windows 11 elements and how to understand users with the help of verifiable data.

The session will consist of concepts that can be leveraged by a wider audience. It will be delivered with the help of a deck and showcase of a case study (if necessary).

Deliverables

- 60 minutes session on the agreed-upon date
- Deck consisting of images, examples and showcase
- Code (if required) and relevant use-cases leveraged in the session

About the Speaker

Lead Data Scientist with experience from over 50+ webinars delivered with an average rating of 4.9/5. Experienced in providing end to end machine learning solutions to Fortune 500 clients.

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