**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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| photo |  | **Anish Mahapatra** Lead Data Scientist, Mu Sigma   |  |  |  | | --- | --- | --- | | [https://cdn.gifo.wisestamp.com/social/linkedin/0077b5/32/circle/background.png](https://www.linkedin.com/in/anishmahapatra/) | [https://cdn.gifo.wisestamp.com/social/github/4183c4/32/circle/background.png](https://github.com/anishmahapatra) | [https://cdn.gifo.wisestamp.com/social/medium/e0393e/32/circle/background.png](https://anishmahapatra.medium.com/) | |

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