Assignment For Growth Intern position

Submitted By-

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Section 1: Product Analytics

Question 1: I have considered two competitors for this analysis which are - PersistIQ, Dripify,

	BlazeAI:	**PersistIQ:**	**Dripify:**
Features:	• Targets web3 users with AI-powered automation. • Community building tools, DM campaigns, ads, rewards programs. • Insights for the decentralised world with analytics. • Segmentation and targeting based on social and on-chain signals.	• Sales engagement platform for small teams. • Prospect list building with Chrome Extension. • Automated personalised outreach via email, calls, and tasks. • CRM integrations (Copper, PersistIQ, Salesforce).	• LinkedIn automation tool for lead generation. • Drip campaigns, team management, analytics. • Real-time event tracking and segmentation. • Integration with 1000+ software via Zapier.
Pricing:	• Base Plan: $79/month (individuals). • Plus Plan: $298/month (small teams). • Premium Plan: $999/month (startups).	• Essentials: $59/user/month • Premium: $99/user/month	• Basic: $39/month. • Pro: $59/month. • Advanced: $79/month.
Pros:	Tailored for web3 and crypto communities. Advanced analytics and insights. Multi-platform targeting (Telegram, Discord, Twitter).	Comprehensive sales engagement features. AI Email Replies and CRM integrations. Chrome/Gmail extension and social selling extension.	Complete automation for LinkedIn. Advanced analytics and segmentation. Integration with various third-party tools.
Cons:	Pricing may be relatively high for smaller businesses. Limited information on specific features and use cases.	Pricing involves various components, potentially complex. Learning curve for users new to sales engagement platforms.	Pricing can be expensive for large-scale usage. Some users find the learning curve steep.

Comparative Analysis:

1. Target Audience:
   - BlazeAI focuses on web3 and crypto communities.
   - PersistIQ targets small teams in sales engagement.
   - Dripify is geared towards LinkedIn lead generation.

2. Pricing:
   - BlazeAI has a tiered pricing structure.
   - PersistIQ has two fixed plans.
   - Dripify offers three plans.
   - The pricing models cater to different business sizes and needs.

3. Features:
   - BlazeAI and PersistIQ offer comprehensive sales automation features.
   - Dripify specialises in LinkedIn automation and analytics.

4. Integration:
   - All three platforms offer integration capabilities, with BlazeAI emphasising multi-platform support.

5. Analytics:
   - PersistIQ and Dripify provide detailed analytics for performance evaluation.
   - BlazeAI offers advanced analytics with insights for the decentralised world.

6. Automation:
   - PersistIQ and Dripify focus on sales and LinkedIn automation, respectively.
   - BlazeAI provides automation for web3 community building and engagement.

Question 2: Analyse the product and list down five metrics and the right representation (table/bar graph) that have to be tracked to understand the product usage.

Answer: To analyse the product usage the following metrics can be used:

1. Active Users:

- Keep track of how many people actively use BlazeAI over a specific time frame. This not only helps us understand when BlazeAI is utilised the most but also provides insights into the market share it captures.
- This data is crucial for identifying peak usage periods and understanding the overall popularity of BlazeAI within its market. Representing this data using a Line Graph makes it easy to visualise trends over time.

2. Feature Utilisation Rates:

- Understand how much people engage with different features of BlazeAI. This information is essential for identifying which features are popular and which ones may need updates or changes.
- By examining feature utilisation rates, we can prioritise improvements based on user preferences, ensuring that BlazeAI evolves to meet user needs effectively. A Bar Graph is a suitable representation for visualising these usage patterns.

3. Interaction Frequency:

- Explore how often users interact with BlazeAI, including actions like logging in or other activities. Analysing interaction frequency unveils usage patterns and helps us better understand users' regular needs.
- This insight into user behaviour is valuable for tailoring BlazeAI to meet users' expectations. Representing this data through a Bar or Histogram graph provides a clear visualisation of user engagement patterns.

4. Response Time:

- Assess how quickly BlazeAI responds to user actions. A fast response time is crucial for delivering a positive user experience. This metric aids in identifying areas for improvement, bug fixes, and enhancing overall performance.
- Monitoring response time allows us to proactively address performance issues, ensuring that BlazeAI operates smoothly. The use of a Box-and-Whisker Plot effectively communicates the distribution and variability in response times.

5. Conversion Rates for Key Actions:

- Track the number of users completing important actions such as signing up or using specific features. This metric reveals potential bottlenecks and points where users may face challenges.
- Understanding conversion rates is vital for optimising user journeys and improving the overall user experience. A Funnel Chart visually represents the conversion process, making it easy to identify areas of improvement and enhancement.

Section 2: Content & Marketing

Question 2: One-line marketing phrase for three features within Blaze

- Shape the market with Web3. Segment, automate, and attribute possibilities.
- Your preferences become our priority. Unlock the features of targeted campaigns, constant growth monitoring, and cross-platform analytics that adapt to your needs.
- Stay tuned to experience the Blaze Loyalty Program and win exciting rewards.

Question 3: Social media post detailing a new feature launch

Canva Document:
https://canva.com/design/DAF2gLgLDP8/KyEq-VbK4dawg1GvmCiLCw/view?utm_content=DAF2gLgLDP8&utm_campaign=designshare&utm_medium=link&utm_source=editor

Section 3 Market Research

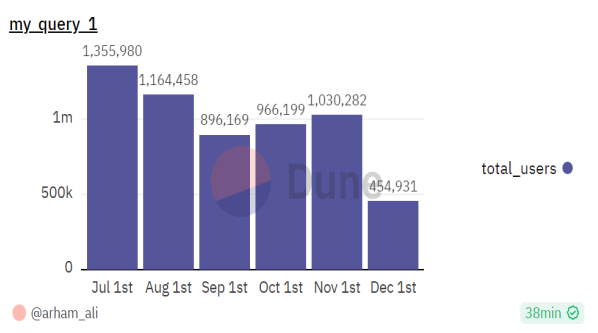
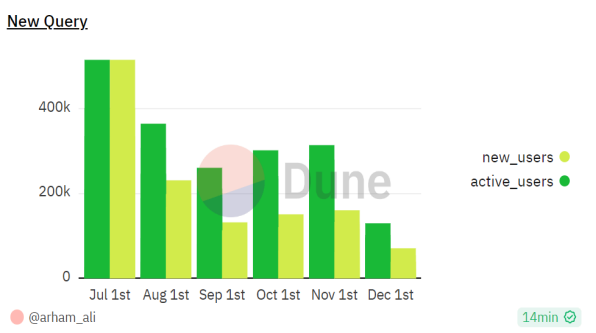
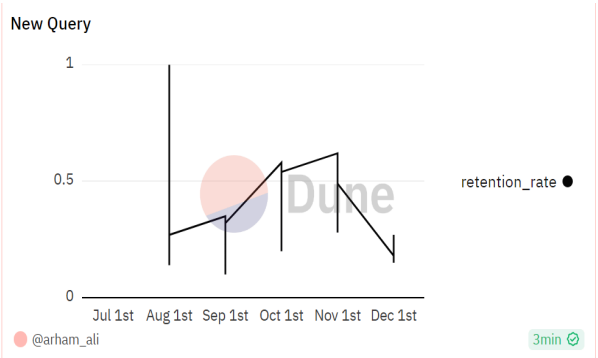
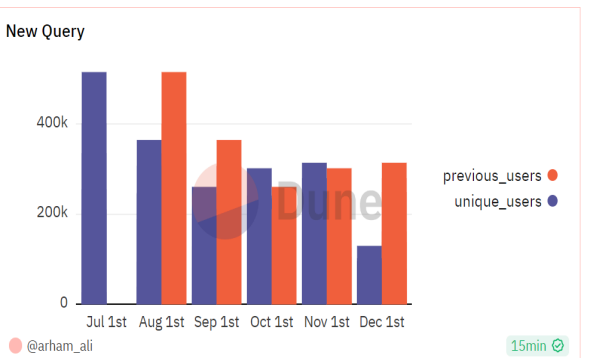
Canva PPT Link:
https://www.canva.com/design/DAF2gp-0qM8/XpyLHP78leRYxhBdNwSExA/view?utm_content=DAF2gp-0qM8&utm_campaign=designshare&utm_medium=link&utm_source=editor

Section 4: Web3 Analytics

- **How many unique wallets are engaged with Uniswap V3 each month from August 2023 to November 2023?**

- For the month of august no. of unique users is found to be 364k.
- For september month it is 260k and for next consecutive months are 301k and 313k resp.

- **What is the overall trend in the number of new users joining Uniswap v3 each month during this period?**
  - New users joining uniswap was 230K which decreased for the month of september to 131K for the next two months it increased to 150k and 126 k new users joined uniswap.
- **For each monthly cohort, what percentage of wallets continued to engage with Uniswap v3 in the subsequent months?**
  - For August month the retaining percentage was 26% and it was 35%, 52% and 68% for September, October and November respectively.
- **How does the retention rate vary between the different cohorts over time?**
  - The retention rate increases from august to september and it keeps on increasing for further months till november, which is the highest in the last 6 months.

- **Are there specific patterns in terms of peak engagement periods or lulls in activity?**
  - Observing the patterns of active users, we infer that it was lowest in the month of September due to new securities rules imposed by the SEC. However, we observe a gradual increase as we near the end of the year 2023. This upward trend could be attributed to the upcoming bitcoin rewards halving scheduled for the year 2024.
- **How many wallets have consistently engaged with Uniswap v3 across all months in the analysis period?**
  - Constantly engaging users for the month of analysis are 44.4K,39.3K,45.2K and 45.3K for the months of august, september , october and november respectively.
- **What percentage of users are one-time users, and how many are consistently active?**

- For the month of august consistently active users was 364K and 12.2% were one time users.
- For the month of September consistently active users was 260K and 15.1% were one time users.
- For the month of October consistently active users was 301K and 15.0% were one time users.
- For the month of November consistently active users was 313K and 14.5% were one time users.
  - **Can you identify any spikes or dips in user engagement coinciding with specific events, updates, or changes in Uniswap v3?**
- September 19th: A significant spike in Trade Volume and Unique Active Users coincides with the launch of Uniswap Auto Router. This peak lasted for approximately two weeks.
- November 3rd: A moderate increase in Trade Volume and Unique Active Users occurred after Grayscale listed UNI in its GDLC.
- Post-November 3rd: Despite the increase in Trade Volume and Unique Active Users following the Grayscale listing, a gradual decline began shortly after, continuing into December.