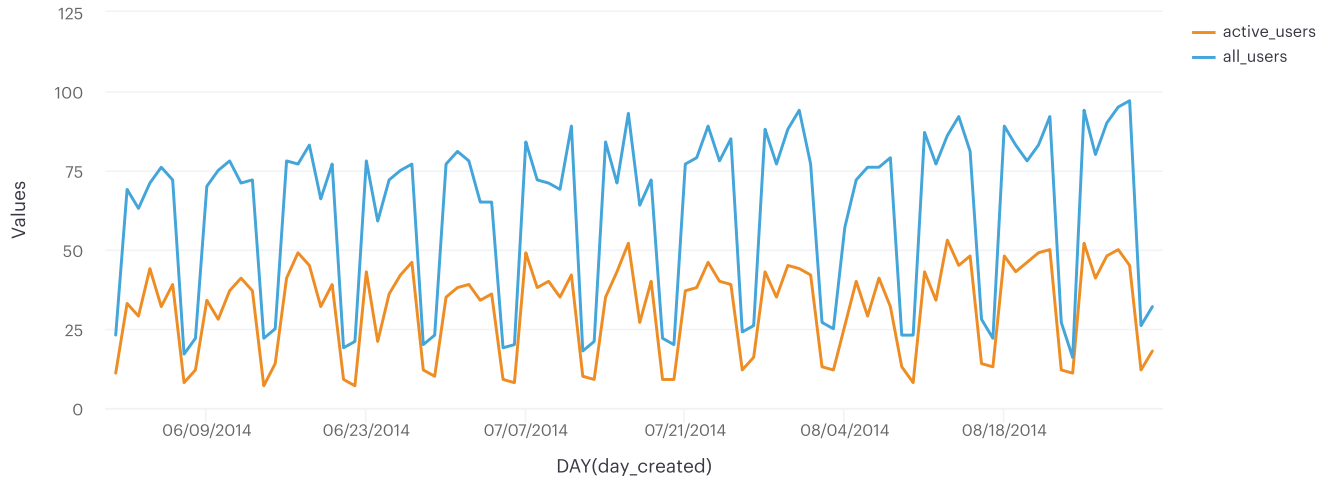


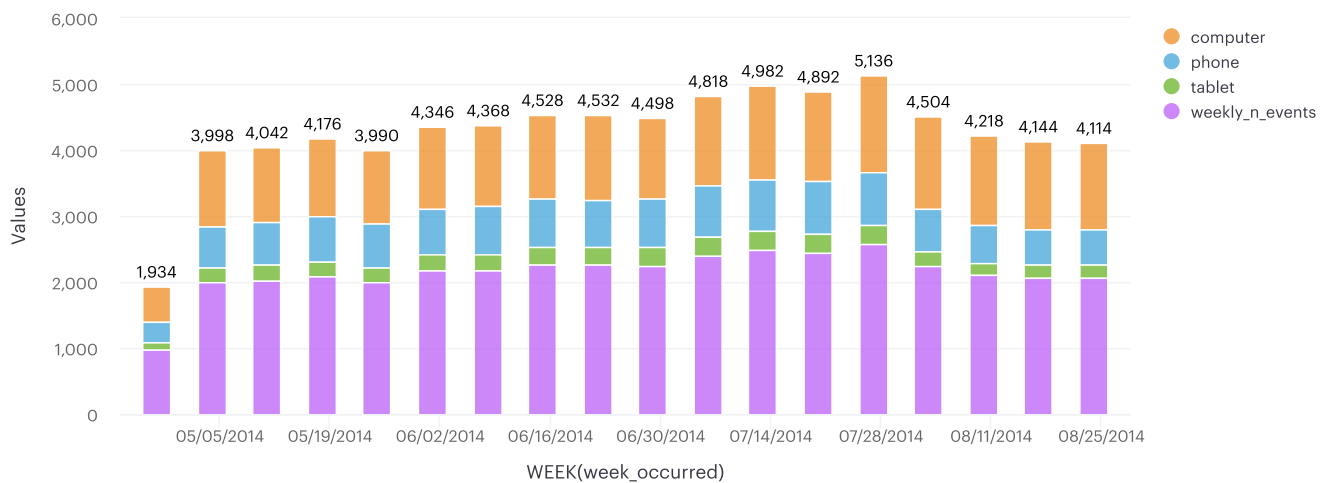
# Investigating a Drop in User Engagement

Investigating a Drop in User Engagement, by device type and email actions.

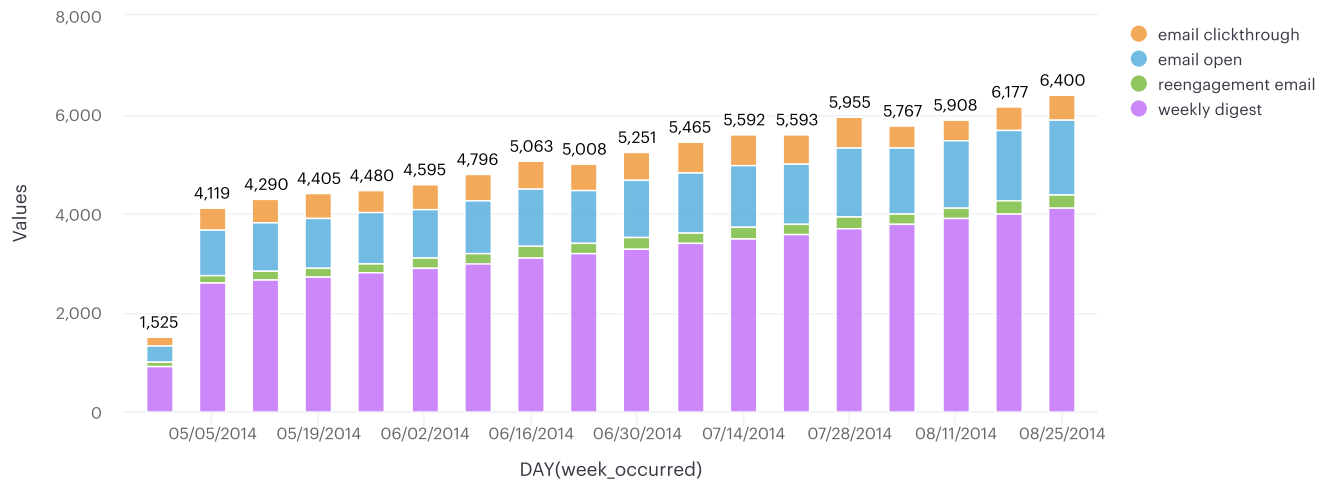
Active users between 6/1 - 9/1



Weekly engagements by device



## Email actions by week



## All users vs activated users

	day_created	all_users	active_users
1	2014-06-29 00:00:00	23	10
2	2014-07-01 00:00:00	81	38
3	2014-08-10 00:00:00	23	8
4	2014-06-28 00:00:00	20	12
5	2014-06-30 00:00:00	77	35
6	2014-07-21 00:00:00	77	37
7	2014-08-24 00:00:00	16	11
8	2014-07-30 00:00:00	88	45
9	2014-08-16 00:00:00	28	14
10	2014-07-11 00:00:00	89	42
11	2014-08-14 00:00:00	92	45
12	2014-07-08 00:00:00	72	38
13	2014-07-05 00:00:00	19	9
14	2014-08-05 00:00:00	72	40
15	2014-08-27 00:00:00	90	48
16	2014-07-31 00:00:00	94	44
17	2014-06-20 00:00:00	77	39
18	2014-08-02 00:00:00	27	13
19	2014-06-15 00:00:00	25	14
20	2014-06-26 00:00:00	75	42
21	2014-06-10 00:00:00	75	28
22	2014-06-19 00:00:00	66	32
23	2014-06-22 00:00:00	21	7
24	2014-06-27 00:00:00	77	46
25	2014-06-18 00:00:00	83	45
26	2014-07-02 00:00:00	78	39
27	2014-08-21 00:00:00	83	49
28	2014-06-23 00:00:00	78	43

29	2014-07-15 00:00:00	71	43
30	2014-06-02 00:00:00	69	33
31	2014-06-03 00:00:00	63	29
32	2014-07-14 00:00:00	84	35
33	2014-08-08 00:00:00	79	32
34	2014-06-01 00:00:00	23	11
35	2014-06-06 00:00:00	72	39
36	2014-07-10 00:00:00	69	35
37	2014-07-18 00:00:00	72	40
38	2014-08-30 00:00:00	26	12
39	2014-06-14 00:00:00	22	7
40	2014-06-21 00:00:00	19	9
41	2014-06-11 00:00:00	78	37
42	2014-08-18 00:00:00	89	48
43	2014-06-25 00:00:00	72	36
44	2014-07-12 00:00:00	18	10
45	2014-08-03 00:00:00	25	12
46	2014-08-28 00:00:00	95	50
47	2014-07-20 00:00:00	20	9
48	2014-08-20 00:00:00	78	46
49	2014-06-17 00:00:00	77	49
50	2014-07-04 00:00:00	65	36
51	2014-08-11 00:00:00	87	43
52	2014-08-25 00:00:00	94	52
53	2014-08-01 00:00:00	77	42
54	2014-08-09 00:00:00	23	13
55	2014-06-09 00:00:00	70	34
56	2014-06-16 00:00:00	78	41
57	2014-06-05 00:00:00	76	32
58	2014-07-16 00:00:00	93	52
59	2014-07-17 00:00:00	64	27
60	2014-06-04 00:00:00	71	44
61	2014-07-25 00:00:00	85	39
62	2014-08-06 00:00:00	76	29
63	2014-07-29 00:00:00	77	35
64	2014-06-07 00:00:00	17	8
65	2014-07-24 00:00:00	78	40
66	2014-07-03 00:00:00	65	34
67	2014-06-24 00:00:00	59	21
68	2014-07-27 00:00:00	26	16
69	2014-08-07 00:00:00	76	41
70	2014-06-08 00:00:00	22	12
71	2014-08-15 00:00:00	81	48
72	2014-08-23 00:00:00	27	12
73	2014-06-13 00:00:00	72	37
74	2014-07-26 00:00:00	24	12

75	2014-07-23 00:00:00	89	46
76	2014-07-06 00:00:00	20	8
77	2014-08-22 00:00:00	92	50
78	2014-07-19 00:00:00	22	9
79	2014-06-12 00:00:00	71	41
80	2014-07-07 00:00:00	84	49
81	2014-08-13 00:00:00	86	53
82	2014-07-09 00:00:00	71	40
83	2014-08-17 00:00:00	22	13
84	2014-08-19 00:00:00	83	43
85	2014-08-12 00:00:00	77	34
86	2014-08-29 00:00:00	97	45
87	2014-07-22 00:00:00	79	38
88	2014-07-28 00:00:00	88	43
89	2014-08-04 00:00:00	57	26
90	2014-07-13 00:00:00	21	9
91	2014-08-26 00:00:00	80	41
92	2014-08-31 00:00:00	32	18

### Weekly Engagements by device

	week_occurred	weekly_n_events	computer	phone	tablet
1	2014-06-23 00:00:00	2266	1285	707	274
2	2014-06-02 00:00:00	2173	1227	692	254
3	2014-07-14 00:00:00	2491	1436	775	280
4	2014-05-05 00:00:00	1999	1146	627	226
5	2014-05-12 00:00:00	2021	1128	652	241
6	2014-06-30 00:00:00	2249	1232	740	277
7	2014-07-28 00:00:00	2568	1466	797	305
8	2014-08-04 00:00:00	2252	1395	643	214
9	2014-08-18 00:00:00	2072	1343	536	193
10	2014-04-28 00:00:00	967	525	318	124
11	2014-05-26 00:00:00	1995	1106	668	221
12	2014-07-21 00:00:00	2446	1363	802	281
13	2014-08-11 00:00:00	2109	1358	561	190
14	2014-08-25 00:00:00	2057	1306	550	201
15	2014-05-19 00:00:00	2088	1166	703	219
16	2014-06-09 00:00:00	2184	1213	724	247
17	2014-06-16 00:00:00	2264	1261	724	279
18	2014-07-07 00:00:00	2409	1345	780	284

## E-mail events

	week_occurred	weekly digest	email open	email clickthrough	reengagement email
1	2014-05-12 00:00:00	2665	971	479	175
2	2014-06-30 00:00:00	3302	1168	559	222
3	2014-06-02 00:00:00	2911	993	492	199
4	2014-06-16 00:00:00	3105	1161	563	234
5	2014-05-05 00:00:00	2602	919	434	164
6	2014-08-04 00:00:00	3793	1336	432	206
7	2014-06-23 00:00:00	3207	1090	524	187
8	2014-05-19 00:00:00	2733	995	498	179
9	2014-07-21 00:00:00	3592	1211	584	206
10	2014-08-18 00:00:00	4012	1421	487	257
11	2014-08-25 00:00:00	4111	1533	493	263
12	2014-06-09 00:00:00	3003	1070	533	190
13	2014-07-07 00:00:00	3399	1230	622	214
14	2014-07-28 00:00:00	3706	1386	633	230
15	2014-04-28 00:00:00	908	332	187	98
16	2014-07-14 00:00:00	3499	1260	607	226
17	2014-08-11 00:00:00	3897	1357	430	224
18	2014-05-26 00:00:00	2822	1026	453	179