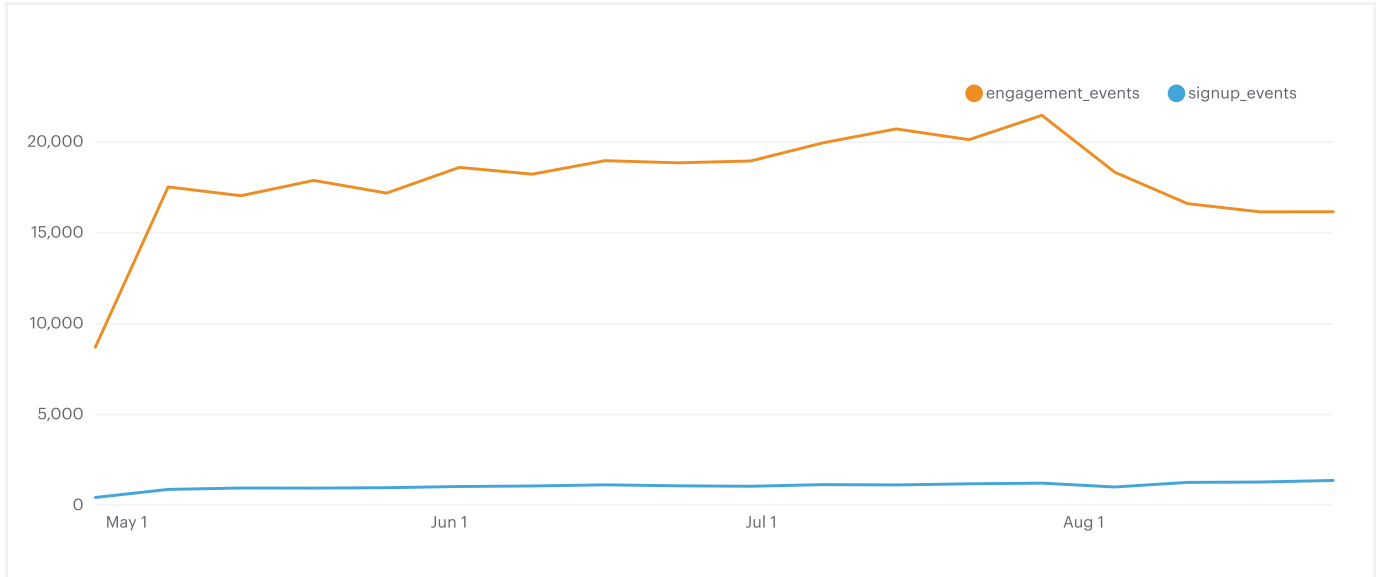


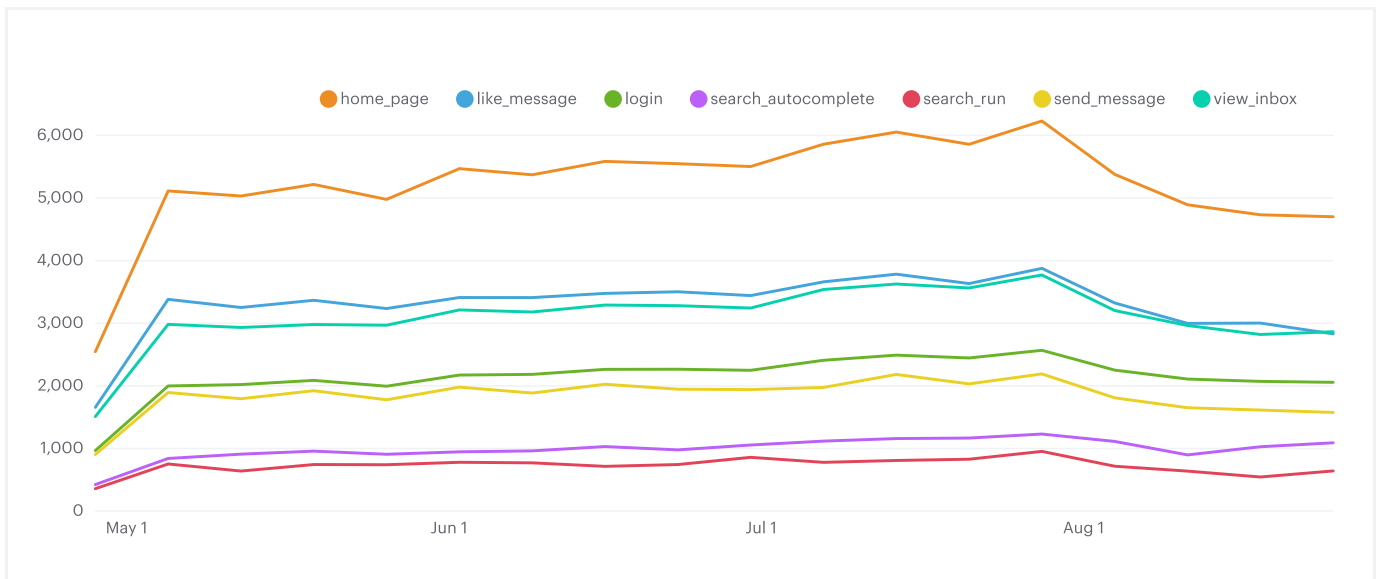
Case Study 1

The first thing I checked was if there was a change in signup activity rate, which might point to the cause being in marketing, competitor activity, or a problem in the signup process.



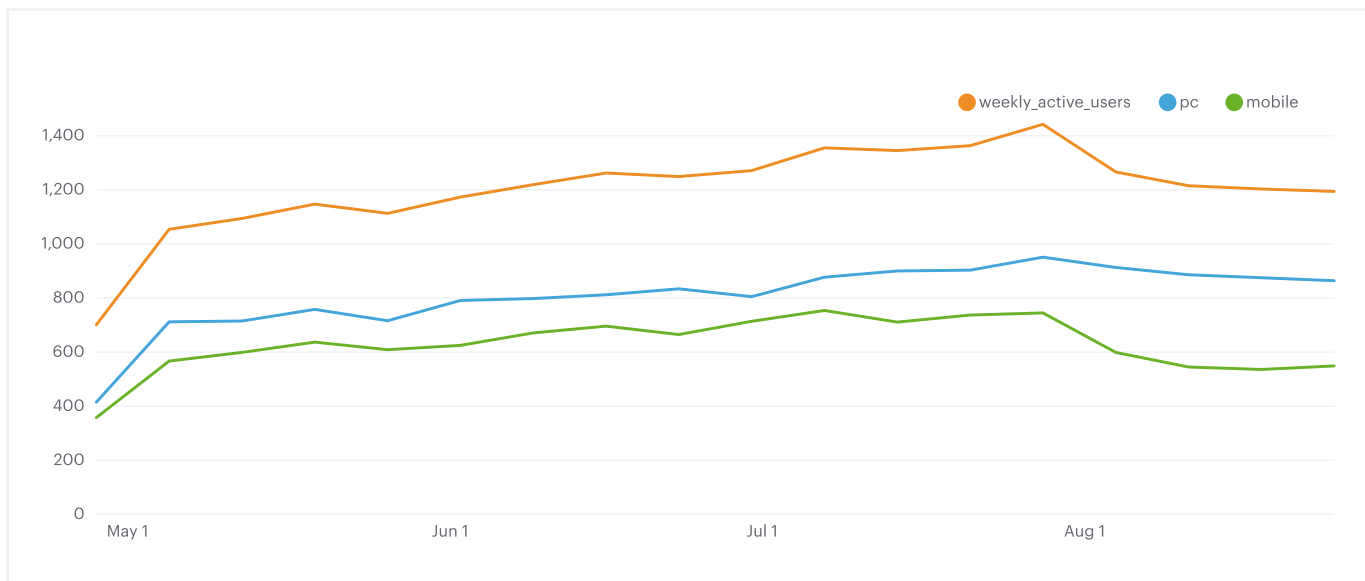
Signups have a one week anomaly, but otherwise grow at a relatively consistent rate, while engagement events are dropping. The problem does not seem to lie in attracting new users.

I then checked specific engagement event types. A significant drop in one compared to the others would point to that particular function having a problem (ie: a broken search function)



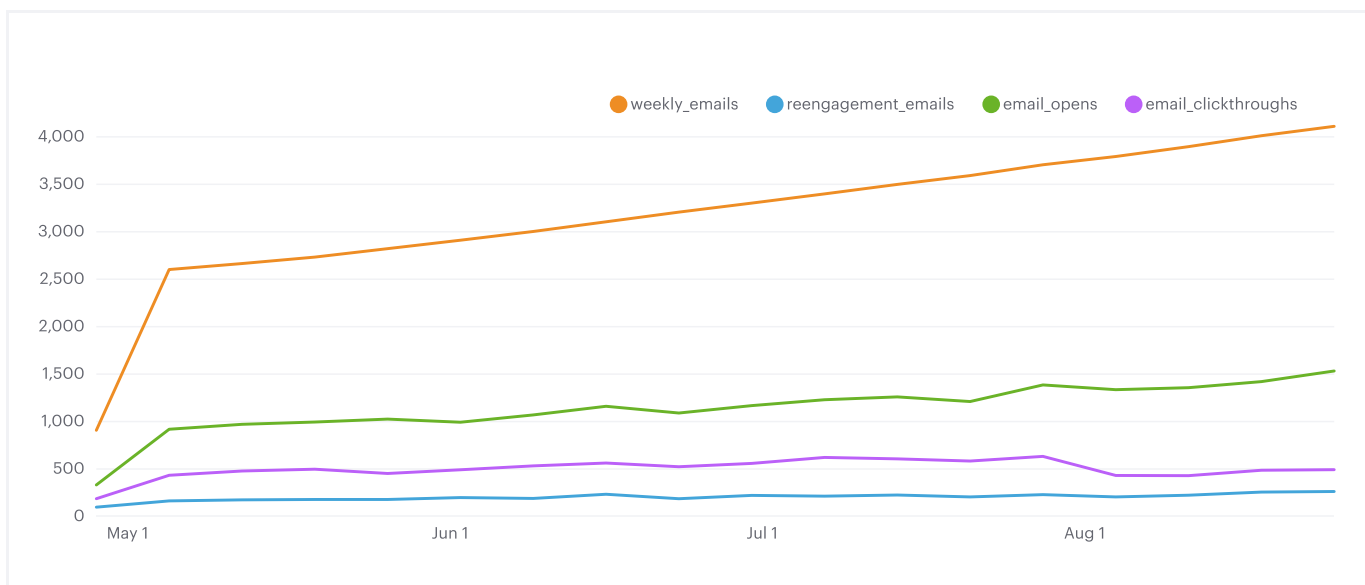
Activities by category seem to drop uniformly. This indicates a problem with getting already signed up users to return, not with site functionality itself.

I looked at the device used to log in, to see if people were having errors trying to access the site



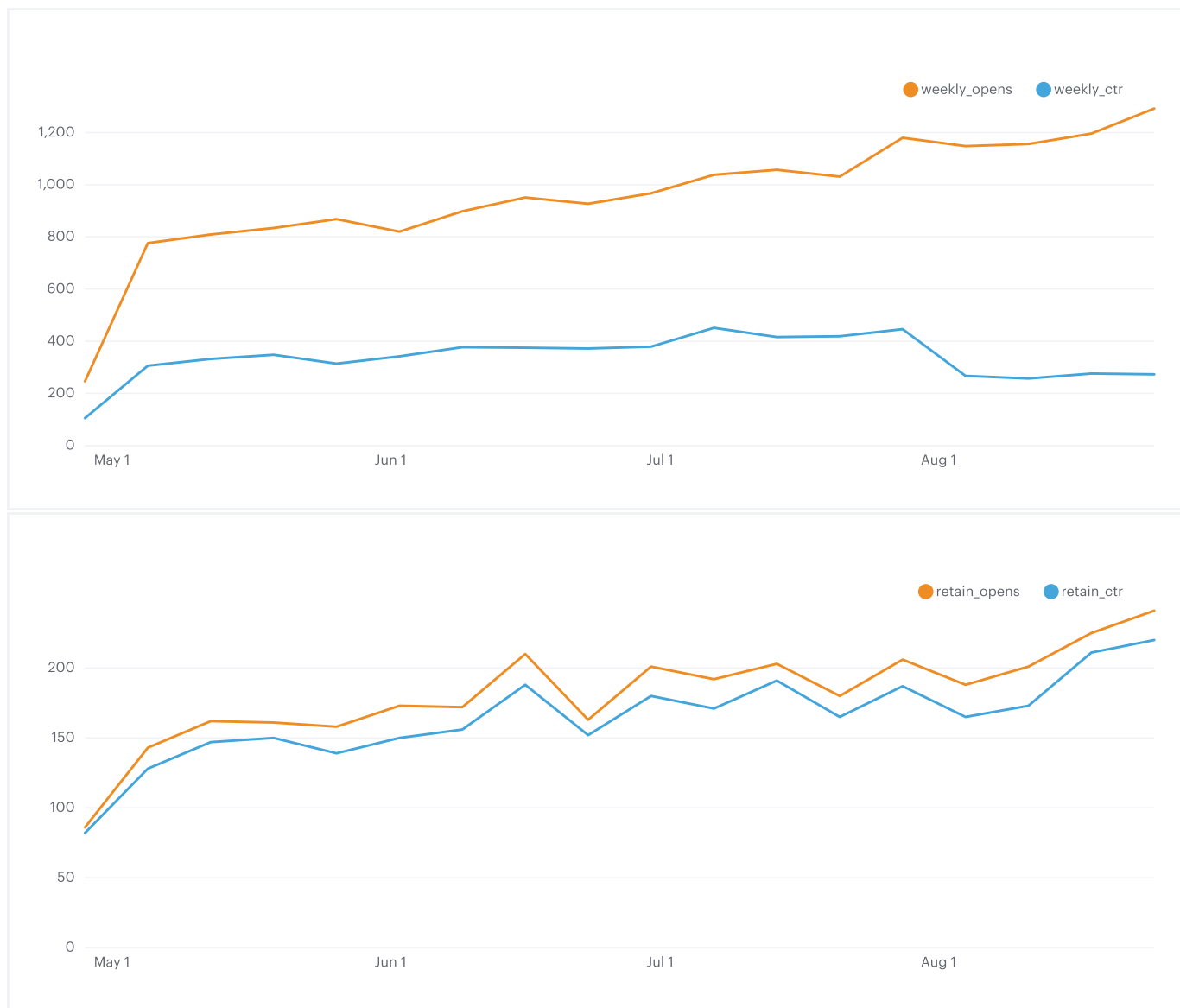
There is a pretty sharp dropoff in mobile users that corresponds with the decline in weekly active users. Mobile users were still able use the site, but were not logging in at the same rates as before the drop. This could be a technical problem with the mobile app or m.yammer, such as running slowly or with errors, causing people to return to the site less frequently.

Since one of the primary ways social media companies retain users is through email alerts and updates, we should look to make sure people are receiving and reading them.



Emails are being sent and opened at a steady rate of growth, but clickthroughs drop off at the end of July, at the same time as the reduction in site traffic. Paired with the above dropoff in mobile users, this indicates to me that something changed at the end of July, either in our mobile app or in android/IOS in general, that broke the links for some users that lead them back to yammer.

For further clarity, we can look at clickthroughs for the weekly update emails compared to retention emails.



The clickthroughs on retention emails keep consistent pace with the rate that people open those emails, but the clickthrough rate on the weekly activity updates tanks. We probably have a scripting error in generating those links that works on PC but not on mobile devices.