

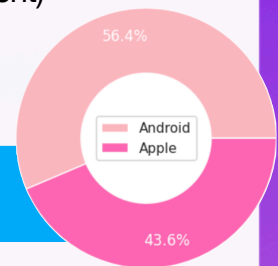
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Goal

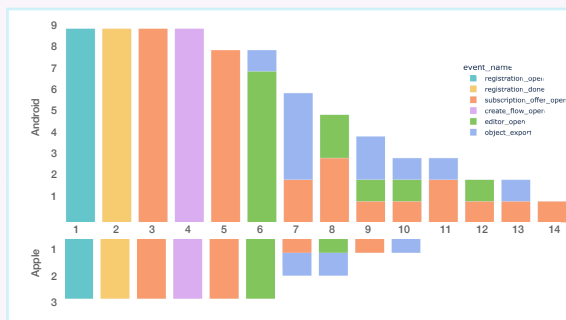
A recent analysis of the user funnel and retention has revealed several key insights. This memo summarizes these findings and proposes actionable steps to enhance our app's user experience and engagement. - Detailed report [here](#)

First Session Funnel Analysis

- Over 2 weeks, approximately **4k new sessions** were initiated (first app open event) 31% from Apple, 69% from Android.
- All users** who started the registration process successfully **completed it**.



This demonstrates a positive user interface that doesn't deter users from finishing their registrations.



- Slight decrease in conversion rate from creating workflow to viewing subscription offer among Android users.
- After viewing the subscription offer, users are directed to the "create_flow_open" step, but some users fail to follow through.
- It's recommended to investigate the possibility of app-related issues, such as crashes, that might be preventing users from reaching this crucial step.

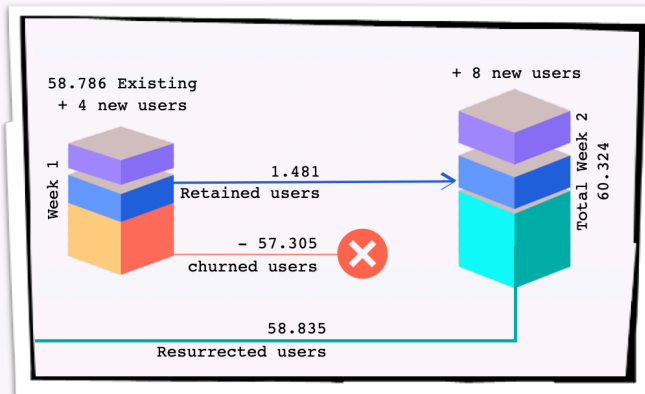
Add subscription events to the funnel to understand whether users are subscribing after viewing the offer could be more indicative of the success of the funnel.

The frequent occurrence of 'subscription_offer_open' event suggests that it might be popping up too often, which could result in negative user experience.

Understanding the reasons behind users not reaching the 'create_flow_open' can help improve user experience and in turn funnel conversion rates. This could be detailed from usage logs, surveys or user interviews.

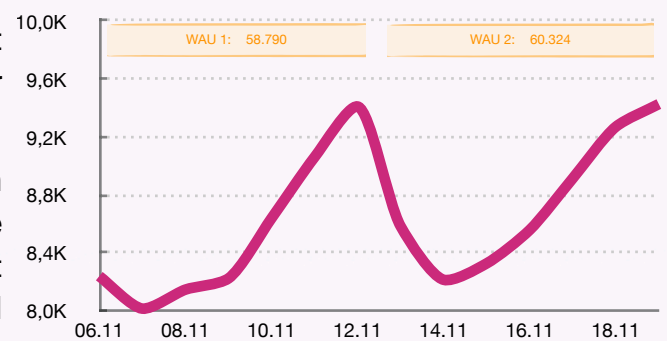
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WAU - Weekly Active User and retention



- The resurrection and churn data highlight irregular app usage, emphasizing the importance of understanding why users initially left and returned.
- This volatility is also reflected in the cohort analysis - In the dataset, all new users only have events on the same day they register, making a daily cohort analysis of no help

- Considering the sticky factor, which stands at 14.5%, a relatively low daily/weekly user engagement can be confirmed.
- The small date range makes any assumption around trends a risk, but from the observed, the app is more used during the weekends, what might indicate a personal use rather than a professional one.
- There is a marginal increase in the WAU from the first week to the second week, indicating new user acquisition or resurrected users. The number of daily active users (DAU) has also increased from the first week to the second, but the growth seems proportional to the growth in WAU, hence the sticky factor remains nearly the same. Since the sticky factor has remained stable across the two weeks, this might suggest that the level of engagement of users with the app has remained steady within this period



Push notifications could be used to remind users to use the app. They could be prompted about new features, encouraged to continue a learning process, or notified about the pending flows created.

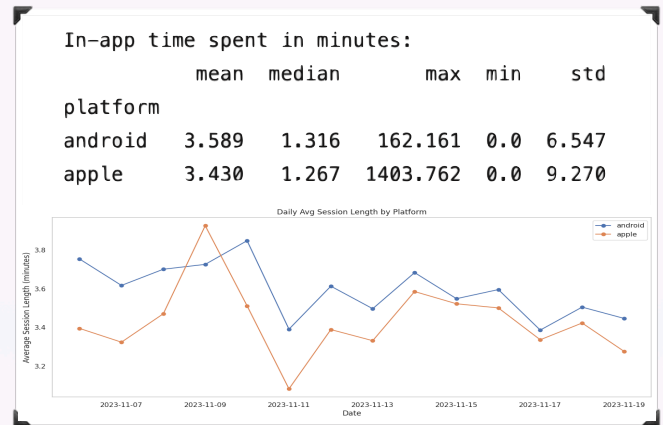
Surveys and user feedback can be used to gather more detailed information on why users churn or resurrect. Analyze user feedback and app reviews, and identifying the issues or lacks in the app to address churn.

Offering users a personalized learning experience can also considerably enhance user retention. Recommendations based on user's history and preferences may keep the user engaged in the app.

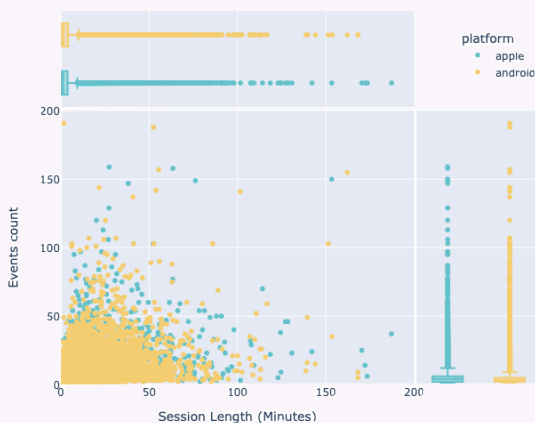
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Session length

- High session lengths with a low amount of events could represent users who leave the app open without interacting with it
- Low session lengths might indicate issues that cause users to leave the app early.
- A change in session length over time following changes to the app, could inform the impact and success of changes.



Scatter Plot of session length vs number of events per session



- If session lengths are consistently low for either platform, this suggests an issue that affects user experience.
- The majority of sessions for both Android and Apple users are quite short, with most sessions being considerably under 20 minutes.
- However, there are a significant number of outliers stretching as long as approximately 2900 minutes or about 48 hours.

A feature can be introduced to confirm if the user is still active, or the app could automatically close or pause after a certain period of inactivity to save resources

If there are users who consistently have low session lengths, this could indicate a problem with the user experience. User feedback or further analysis could help identify any potential issues or bugs that need to be addressed.

Offering users a personalized learning experience can also considerably enhance user retention. Recommendations based on user's history and preferences may keep the user engaged in the app.

Conclusion:

The analysis presents an opportunity for us to significantly improve user engagement and performance. The proposed action items aim to address identified issues and capitalize on the strengths. Your feedback and further suggestions are welcome to refine our approach!