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Springboard: Mode Analytics: Analytics Training

Case Study: Investigating a Drop in User Engagement (Yammer)
(report available at <https://modeanalytics.com/chengjohnr/reports/00502fbef557>)

Hypotheses

1. Growth in newly activated users has stalled.
2. A particular type of user engagement activity (e.g. search run) has declined.
3. A particular type of email event activity (e.g. email clickthrough) has declined.
4. A device-specific (e.g. mobile) glitch has rendered the platform inaccessible to a portion of users.

Ordering criteria: Scale (macro to micro) and anticipated issue-resolution turnaround time (long to short).

Hypothesis Validation

1. Tracked daily counts of newly activated users (“Users” table) over time. Day-to-day fluctuations aside, Yammer has activated new users at a steady and growing pace since January 1, 2013. Moreover, fluctuations in the number of newly activated users per day during the month after July 28, 2014, approximate such fluctuations during the month prior to July 28, 2014. See Query 1A and Query 1B.
2. Tracked weekly counts of engagement event types (“Events” table) over time. Engagement events declined across categories in the immediate two weeks after the July 28, 2014, snapshot. For several categories (like_message, view_inbox, search_autocomplete, search_run, and search_click_result_x), the event frequency experienced either a temporary or ongoing rebound. See Query 2.
3. Tracked weekly counts of email event types (“Email Events” table). The drop-off in email clickthroughs was the sharpest among email event types in the week after July 28, 2014. See Query 3.
4. Tracked weekly counts of device-specific engagement (“Events” table) over time. The drop-off in phone-based activity was the sharpest among devices in the weeks after July 28, 2014. See Query 4.

Recommendations

Yammer needs to further investigate the declines in email clickthroughs and phone-based activity.