Bite-sized business analysis one

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Executive Summary

This report delves into the user engagement metrics of the online education platform. The focal point of this report is to understand our most engaged students and gain insights into how and why they engage with the platform, interpret their streak lengths as measures of commitment and consistency. This analysis concludes that personalized notifications and promotions on the platform service are recommended to boost user retention and engagement as it is evident in this analysis that there is still a substantial number of users who are inactive. Our report delves into recommending new ways to bring them onboard as well to increase the revenue for the platform.

Introduction

The time range of this data is between December 1st, 2022, to January 1st, 2023, and that is a total of 32 days on the platform. The highest streak length recorded was 31 days which means the highest streak users did not use the platform on the first day of the year 2023. Could it be because it was the New year's holiday? If we look closely at the time gaps these users used the platform around the clock. Their time patterns show that they did not use the platform at only a specific time hence they could have used the platform before stepping out to enjoy the holiday.

Business Problem

It is evident that per this analysis there is still a substantial number of users who are inactive, and we are tackling this problem by recommending new ways to bring them onboard as well as to increase the revenue for the platform.

Analysis User Engagement

These users appear as busy people who are not organized. They do not have a specific time for using the app because 181776 for example was active on the platform at times for going to work, lunch breaks, midnight, and dawn.

Longest Streak

The process began with calculating the longest streak for each user to show their commitment and engagement on the platform. The findings varied, with some users demonstrating extensive streaks, indicating high engagement, while others exhibited shorter or nonexistent streaks, suggesting limited interaction with the platform.

Insights and Findings

Most Engaged Students

A segment of users showed streaks extending over several days, signifying a strong, consistent engagement pattern. These users are likely deriving significant value from the platform, and their consistent activity suggests a deep integration of the platform into their daily routines.
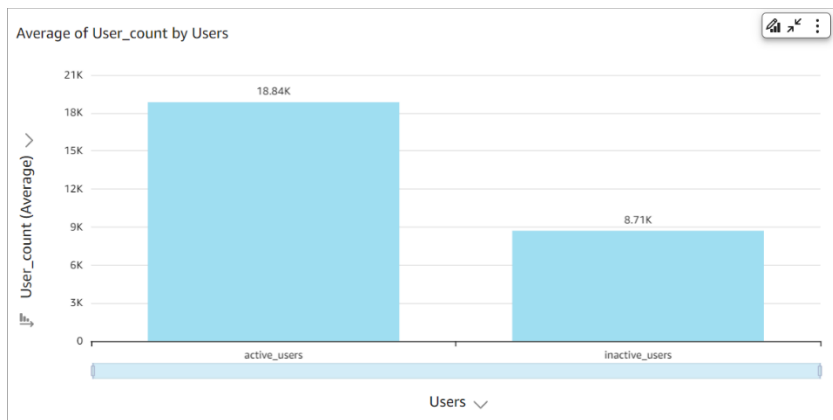
Less Engaged Students

Conversely, a considerable number of users had minimal to no streaks. This pattern could be indicative of challenges in user engagement, such as lack of motivation, insufficient content relevance, or suboptimal user experience.

Engagement Gaps

An interesting pattern observed was the presence of engagement gaps. Some users who initially showed long streaks had periods of inactivity, followed by a resumption of engagement. This behavior might reflect the challenges users face in maintaining consistency in learning, potentially due to external factors like academic or work pressures.

Exhibit A: This graph is a representation of active users and inactive users.

Recommendations

Most Engaged Students

 This group could be targeted for loyalty programs and advanced course recommendations and promotions like discounts on their subscriptions. Their feedback given is invaluable for understanding what works well on the platform.

Less Engaged Students

Now that we have targeted these students who barely engage with the platform, we can personalize notifications give motivational content, and perhaps introduce them to easier or more engaging content to help in increasing their engagement levels both for the benefit of the business and the students.

User Experience Improvement

We can simplify the platform's interface and enhance the overall user experience to potentially lead to longer streaks and higher user satisfaction.

Conclusion

The examination of the streak data from the online educational platform provides refined insights into the habits of user engagement. Comprehending the extent and character of these streaks is vital for devising methods to improve user retention and contentment. As the platform progresses, it is essential to concentrate on maintaining and amplifying these engagement patterns through deliberate interventions and ongoing product advancement to ensure its success in the competitive ed-tech market.