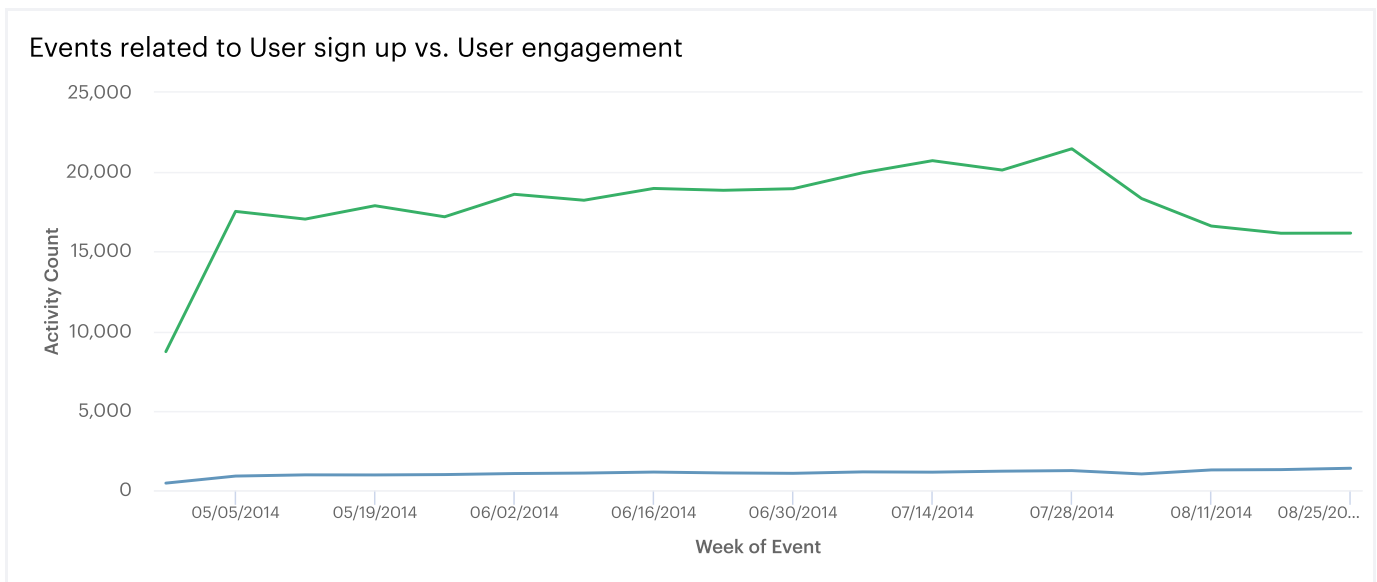


# Investigate drop in user engagement

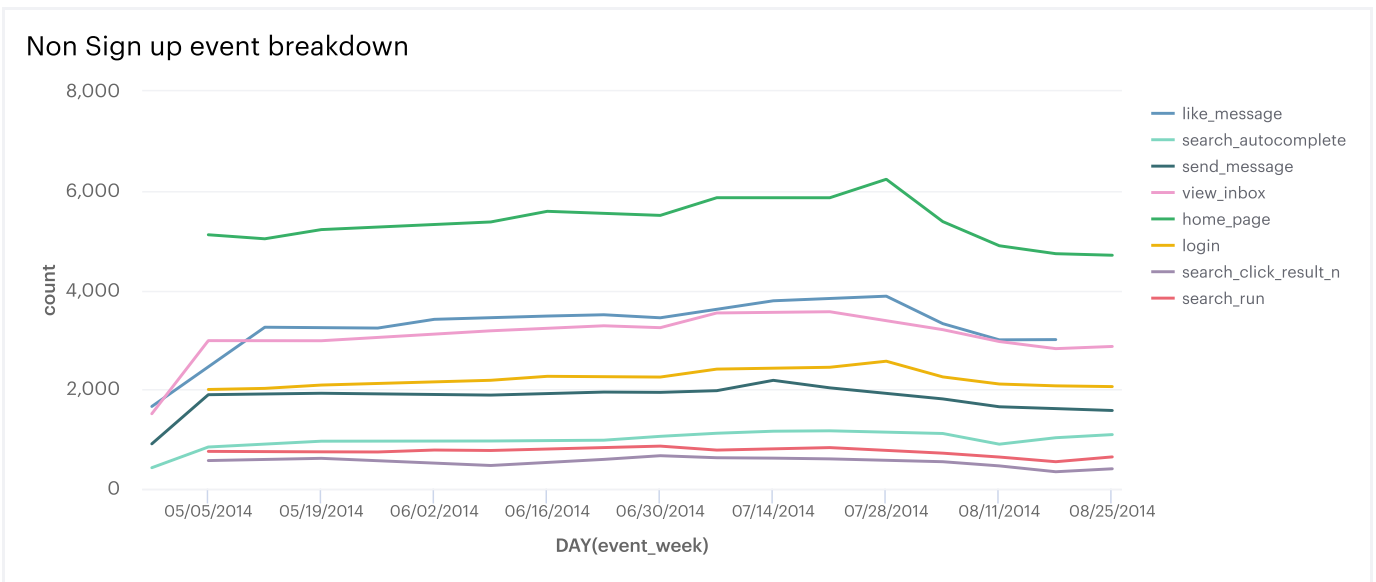
Number of users activated each week has been steadily increasing, there doesn't seem to be a problem with the quality and use of the product



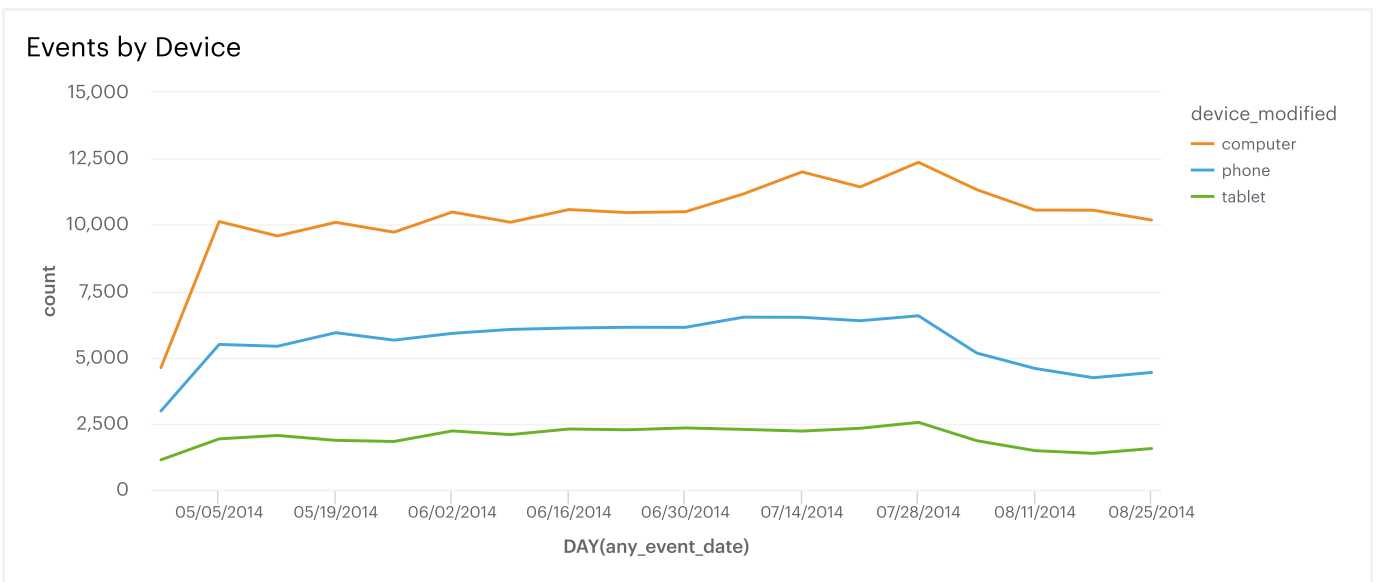
Events related to signing up have been constant, it is only the activities in which the user engaged with declined beginning week of 7/24. It is worth investigating what happened around that time period.



Digging deeper into the events that are not sign up related, similar declining pattern around 7/28/2014 emerges in all categories



If we breakdown the events by device type, there is no indication that the problem is related to one device type.



Users have been consistently receiving email digests and have been opening them, but there is a decline in the email clickthrough rate. It may be worth investigating at this point if there is a problem with the email digests and clicking through them.

Email Event Activity Breakdown

