# User Retention Analysis

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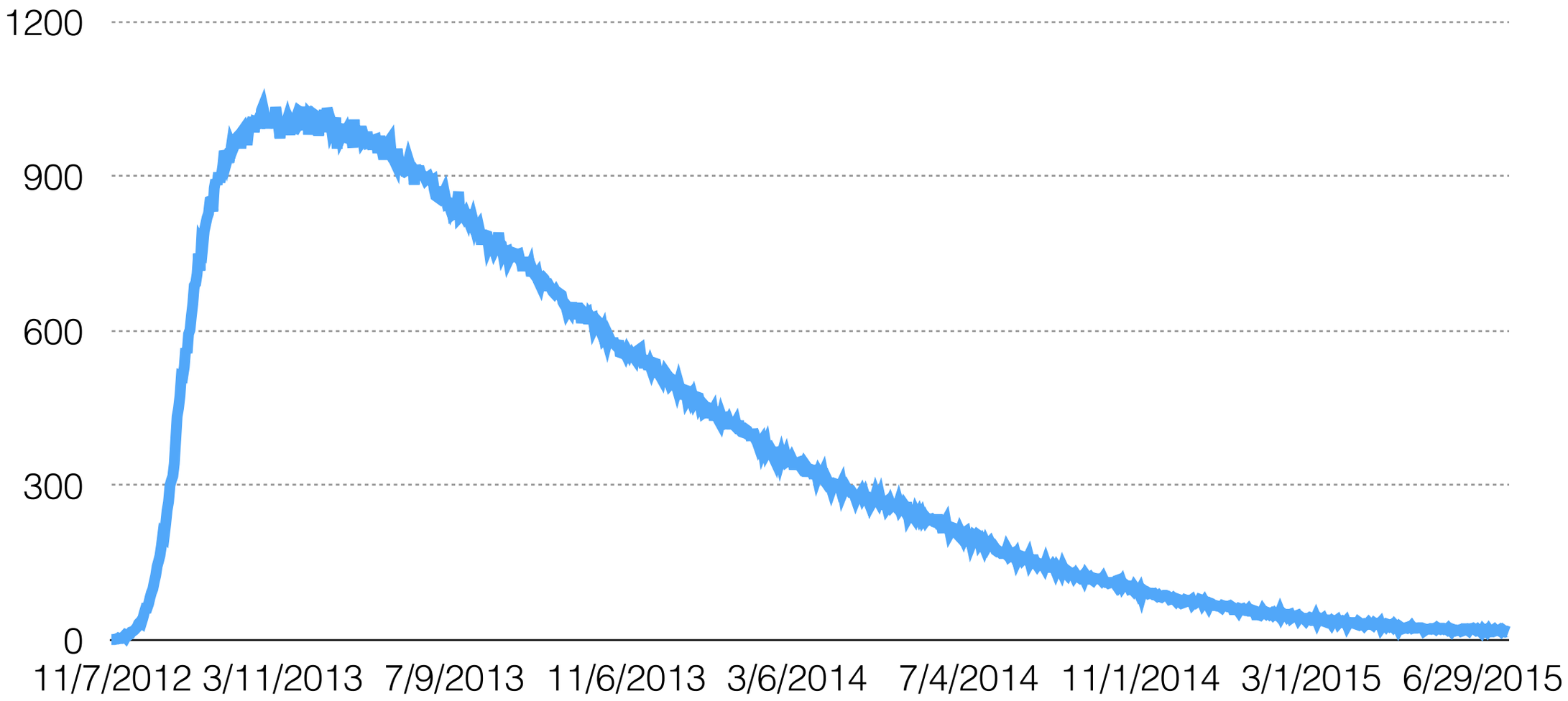
# Daily Active Users (DAU)

This graph depicts the number of users using there service on a daily basis.

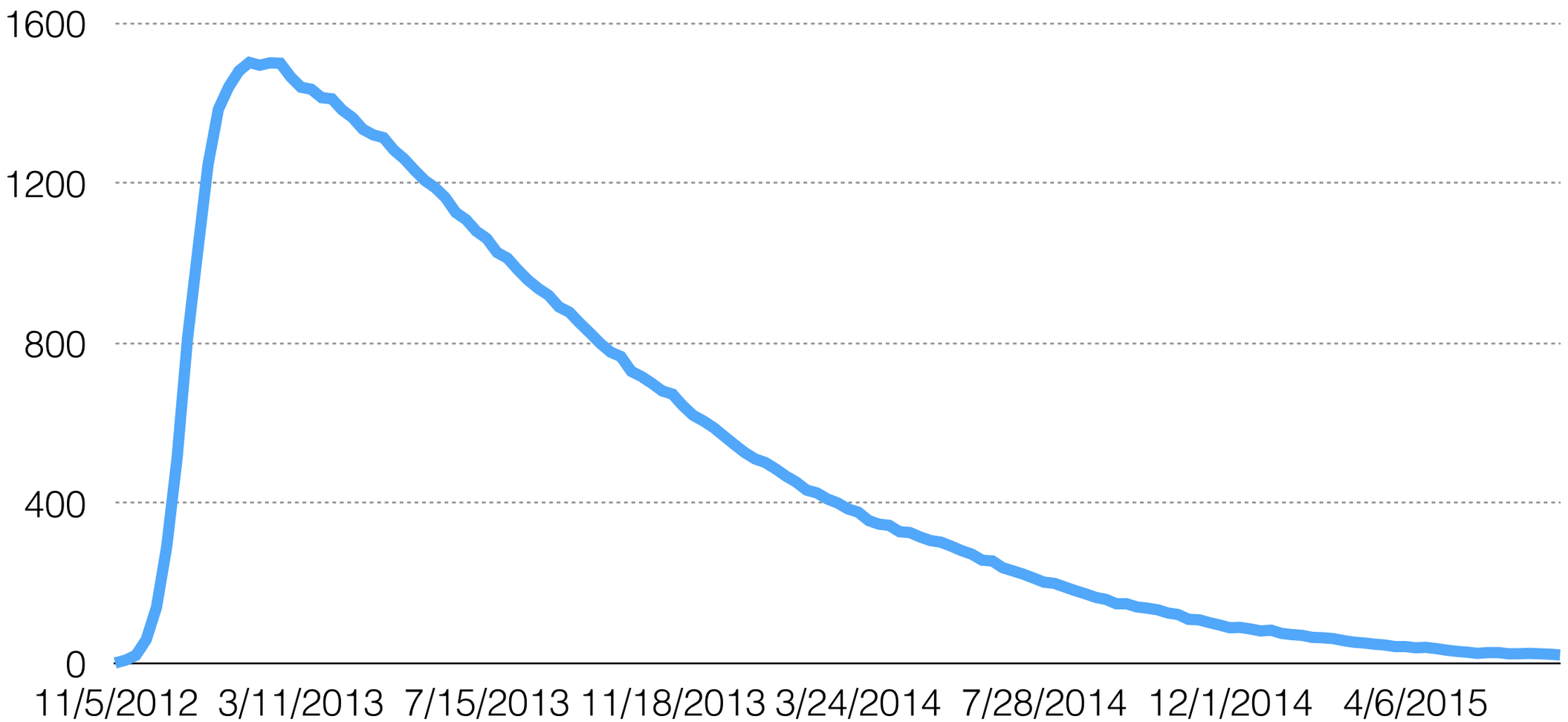
Number of active users grew quickly upon product launch. After about six months, user growth / engagement started to decline. Perhaps people are not using the product after initial few months due to product deficiency or due to users motivation to stay fit tapers off.



# Weekly Active Users (WAU)

This graph depicts the number of users using the service on a weekly basis.

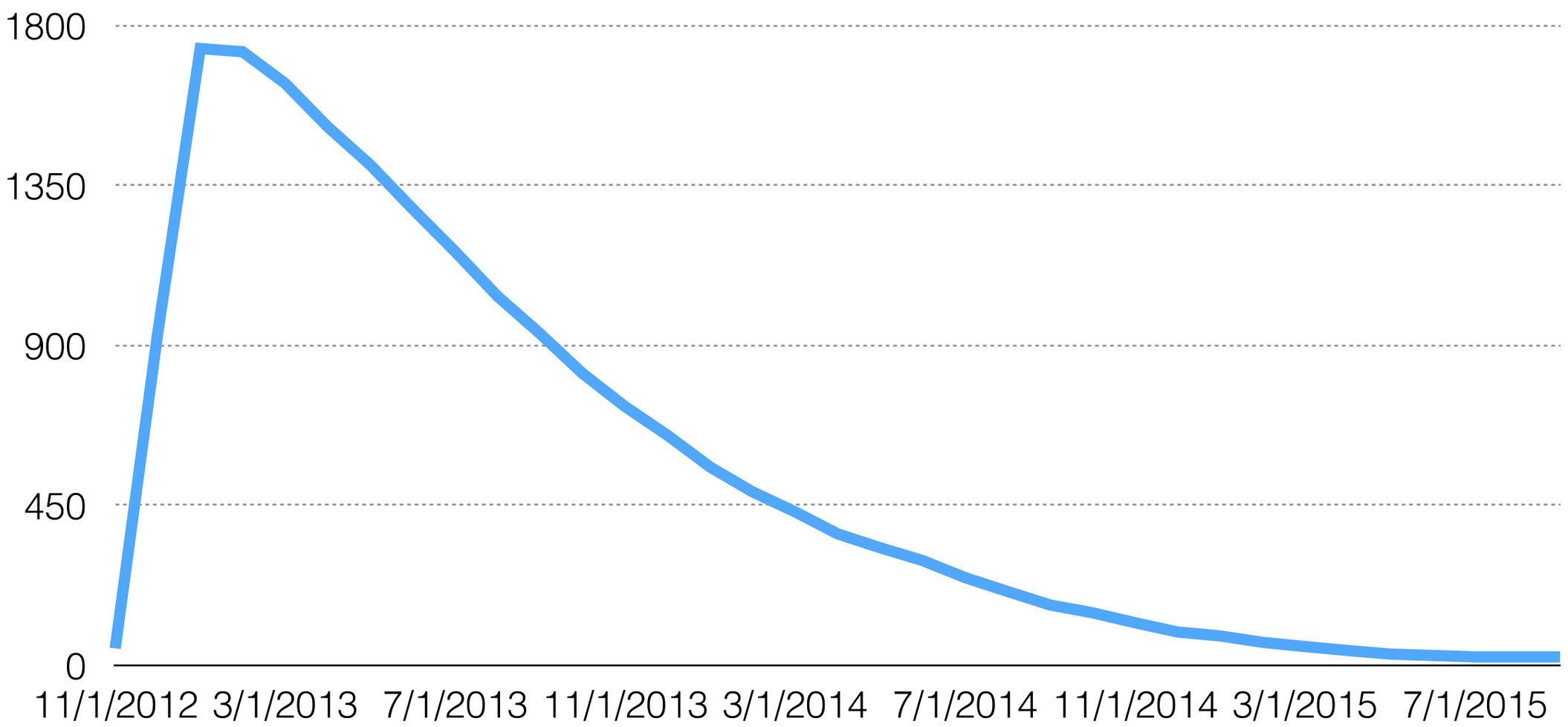
The trend here is similar to DAU.



# Monthly Active Users (MAU)

This graph depicts the number of users using the service on a monthly basis.

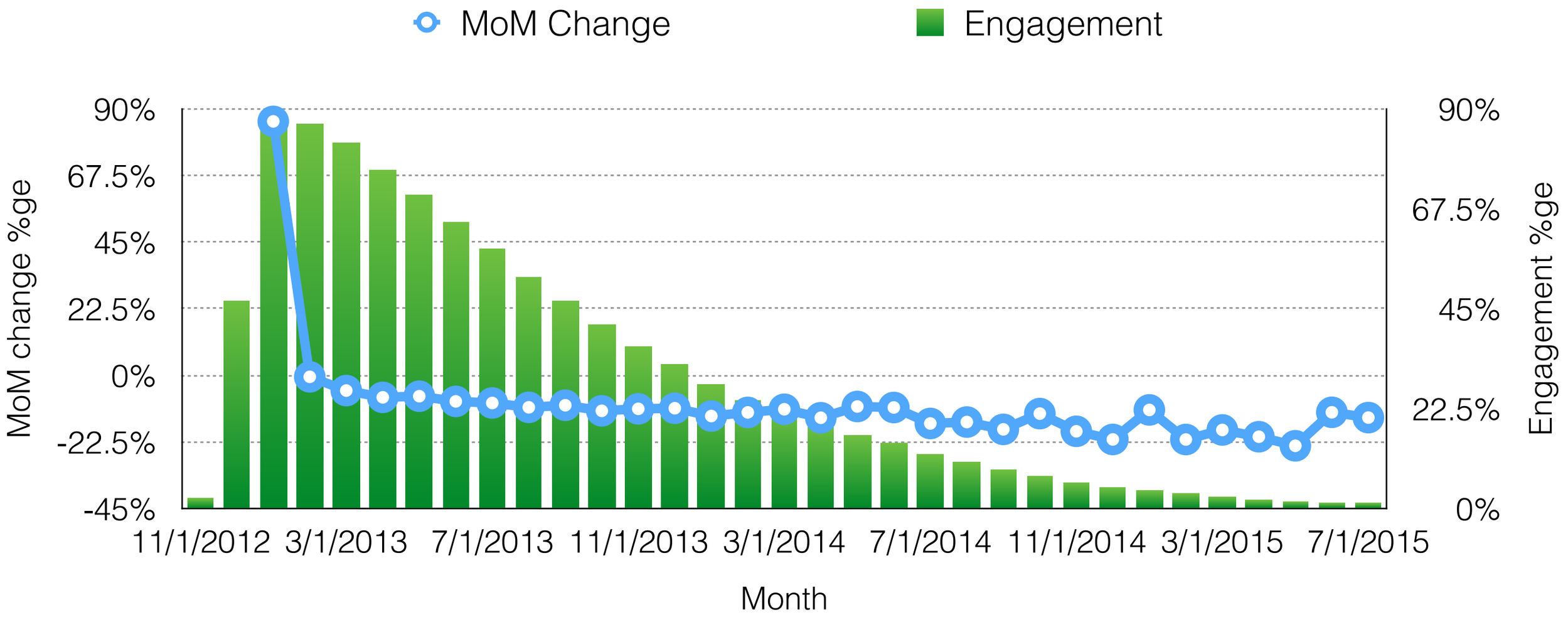
The trend here is similar to DAU.



# Engagement & MoM change

This graph depicts the engagement (active users / total users) by month (bars) with an overlay of engagement change month over month (MoM).

Over 80% of users were engaged in early 2013. After that engagement started to decline. Decline itself is gradual all of 2013 and early 2014. However the decline seems to stabilize in late 2014.

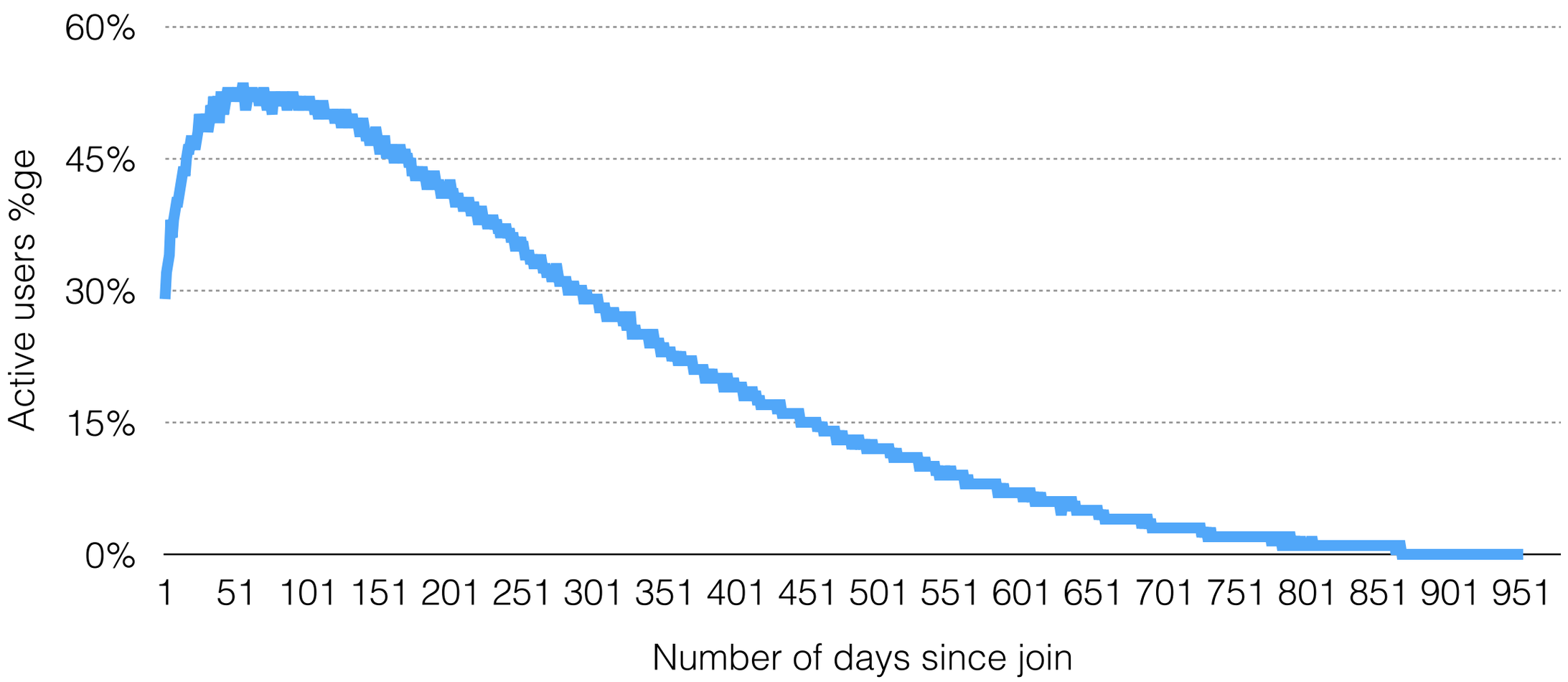


# Retention

This graph depicts the percentage of users using the product by number of days since joining.

Active user percentage is increasing in initial days but declines later. Users seem to like the product or they are conscious of fitness in the initial days after starting to use the product. However stickiness reduces after a few months. Perhaps they need to be sent reminders.

** Assuming that the first activity date is the joined date

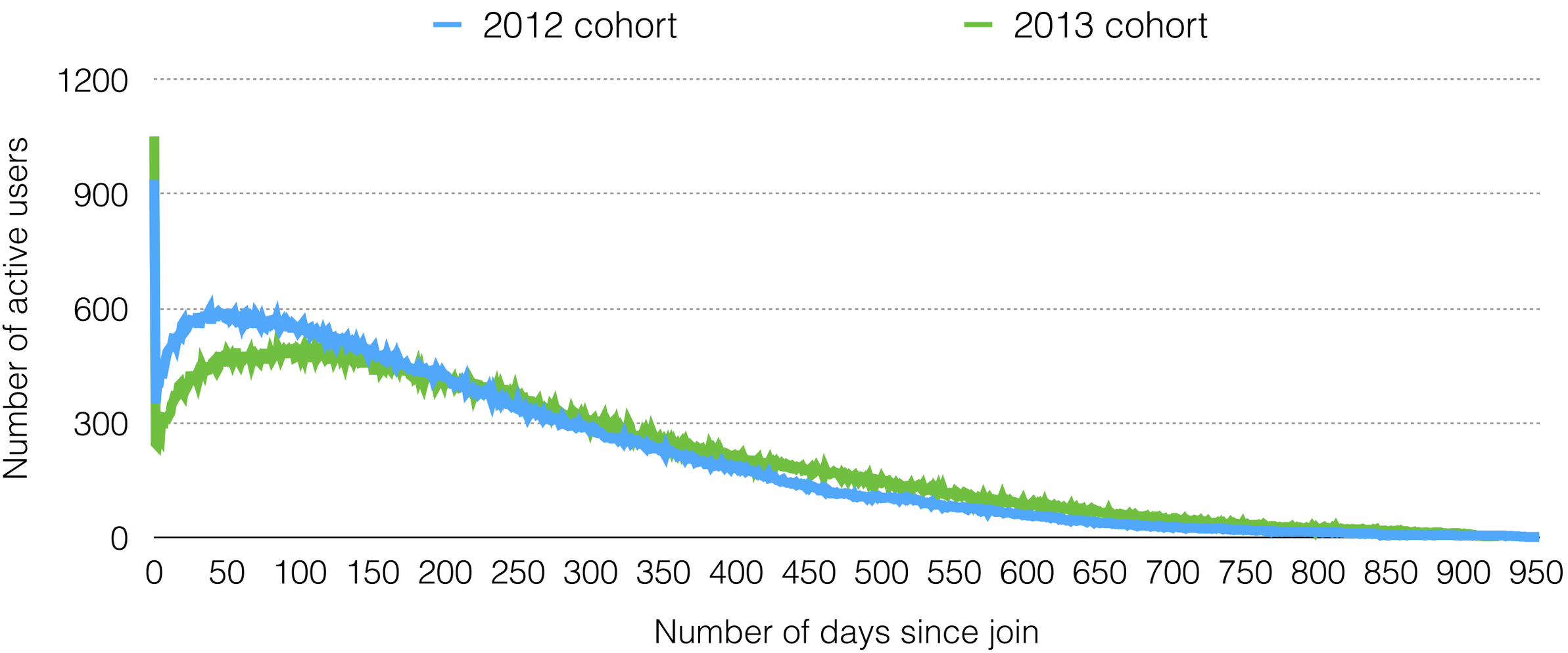


# Retention by cohorts

This graph depicts the percentage of users using the product by number of days since joining segmented by year of joining

2012 cohort is more active than 2013 cohort immediately after purchasing the product

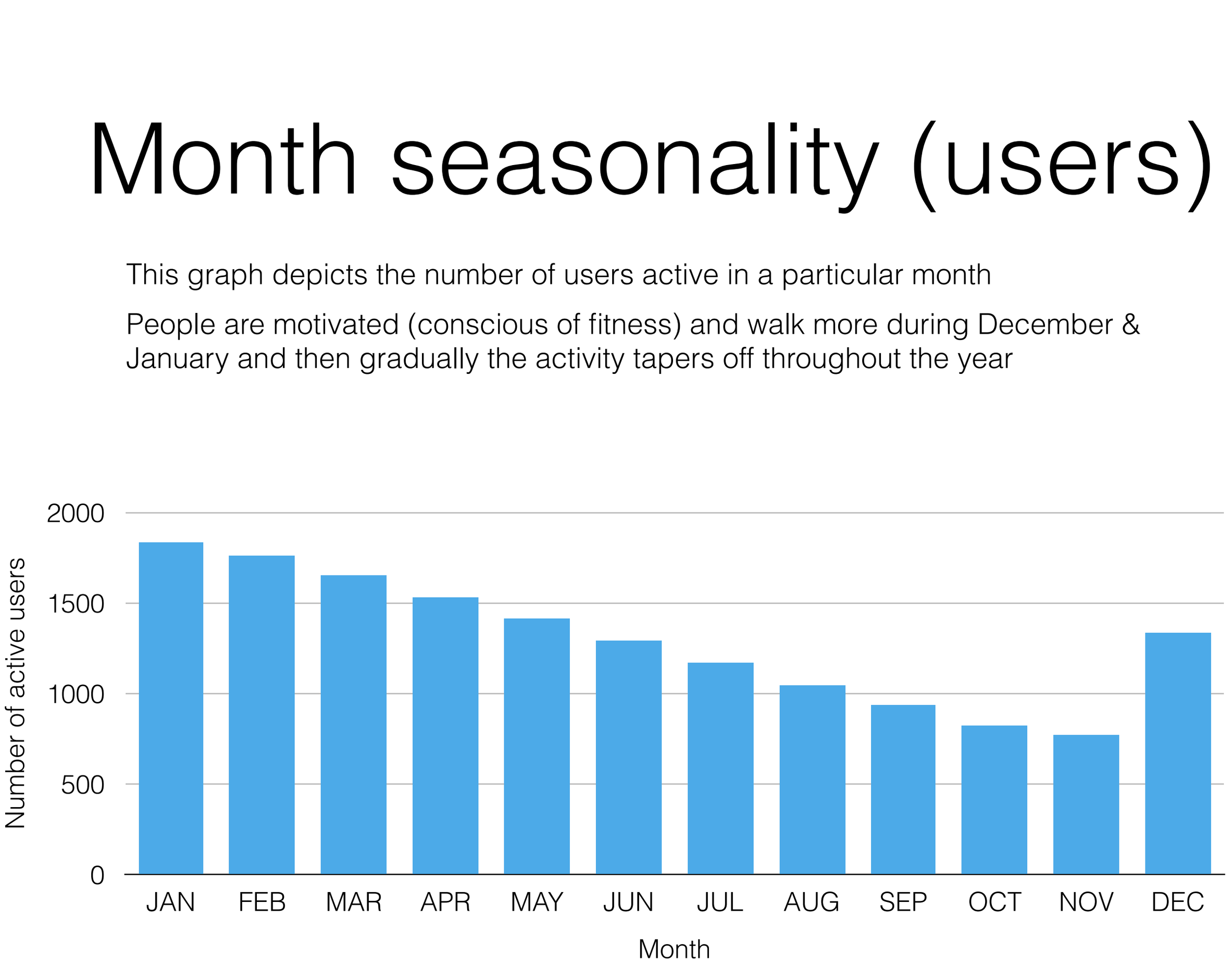
** Assuming that the first activity date is the joined date



# Month seasonality (users)

This graph depicts the number of users active in a particular month

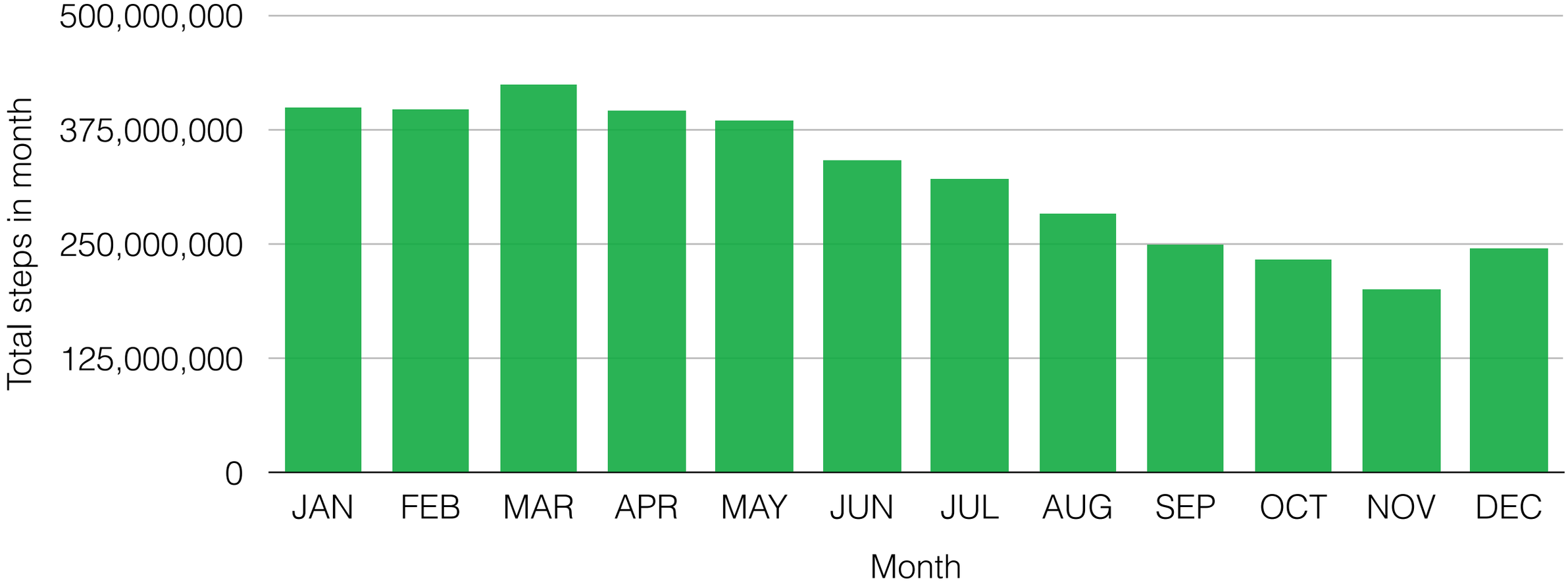
People are motivated (conscious of fitness) and walk more during December & January and then gradually the activity tapers off throughout the year



# Month seasonality (steps)

This graph depicts the total number of steps in a particular months

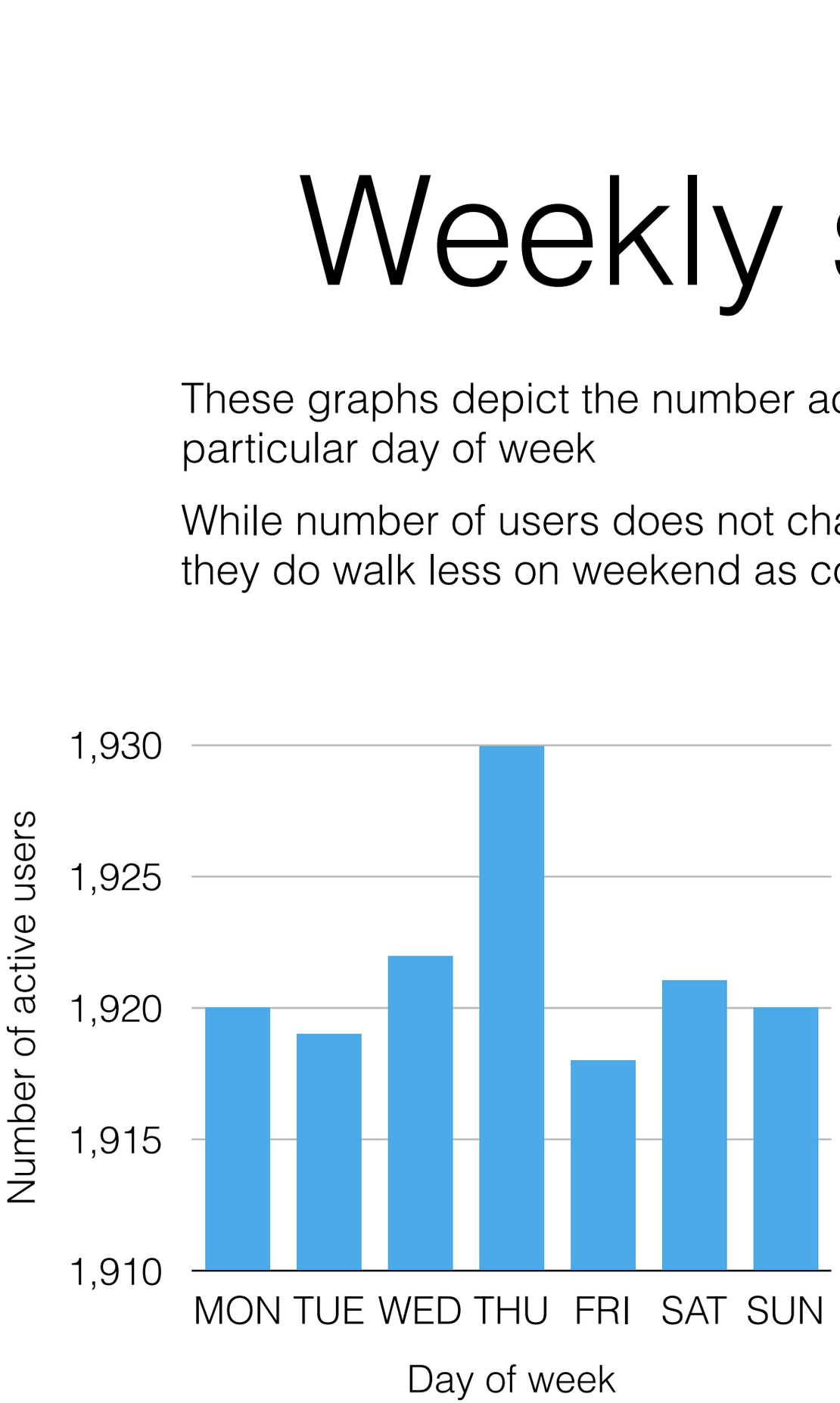
Similar to the number of active users, people tend to walk more in winter and spring seasons. Interestingly people walk the most in March (early spring).

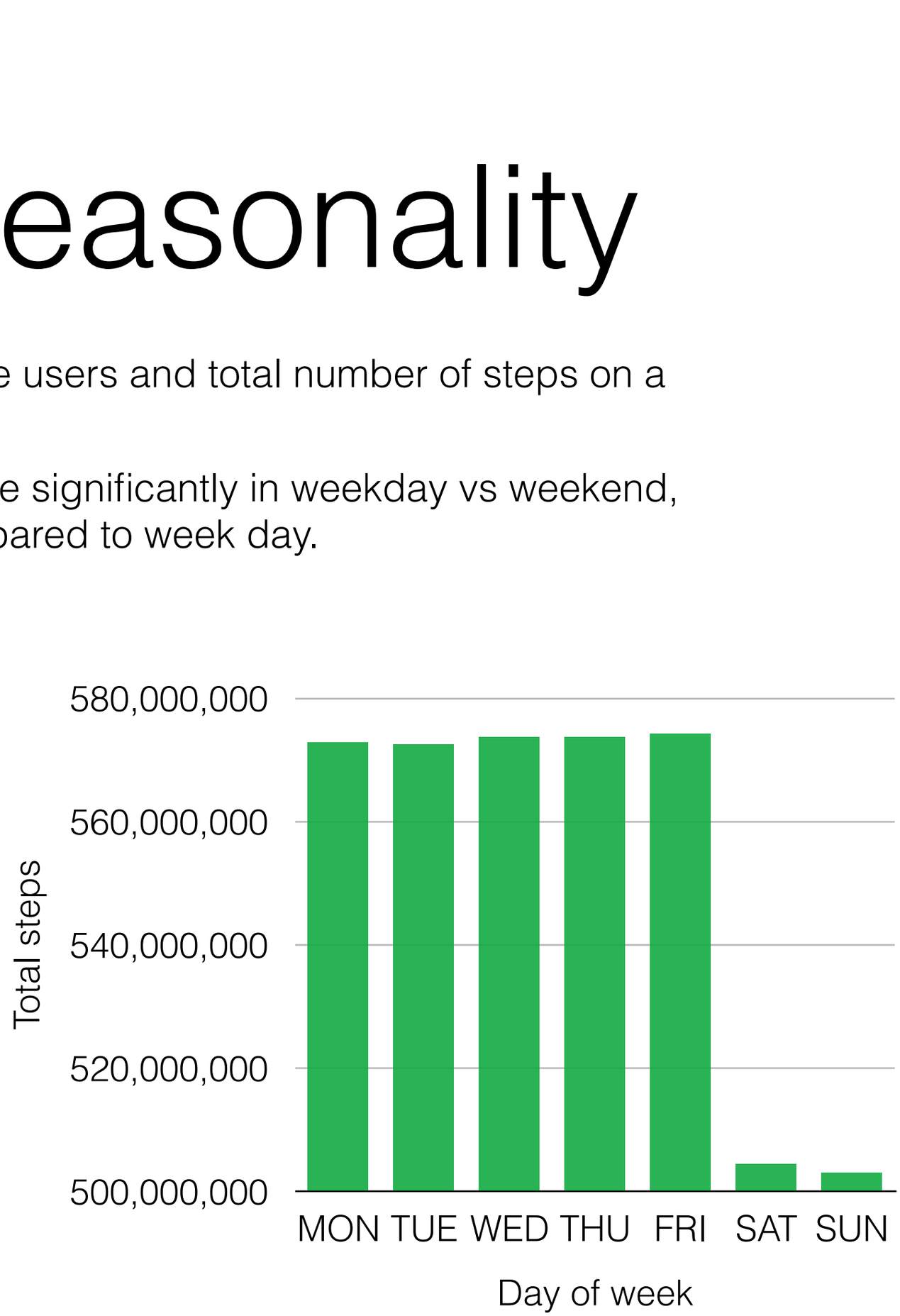


# Weekly seasonality

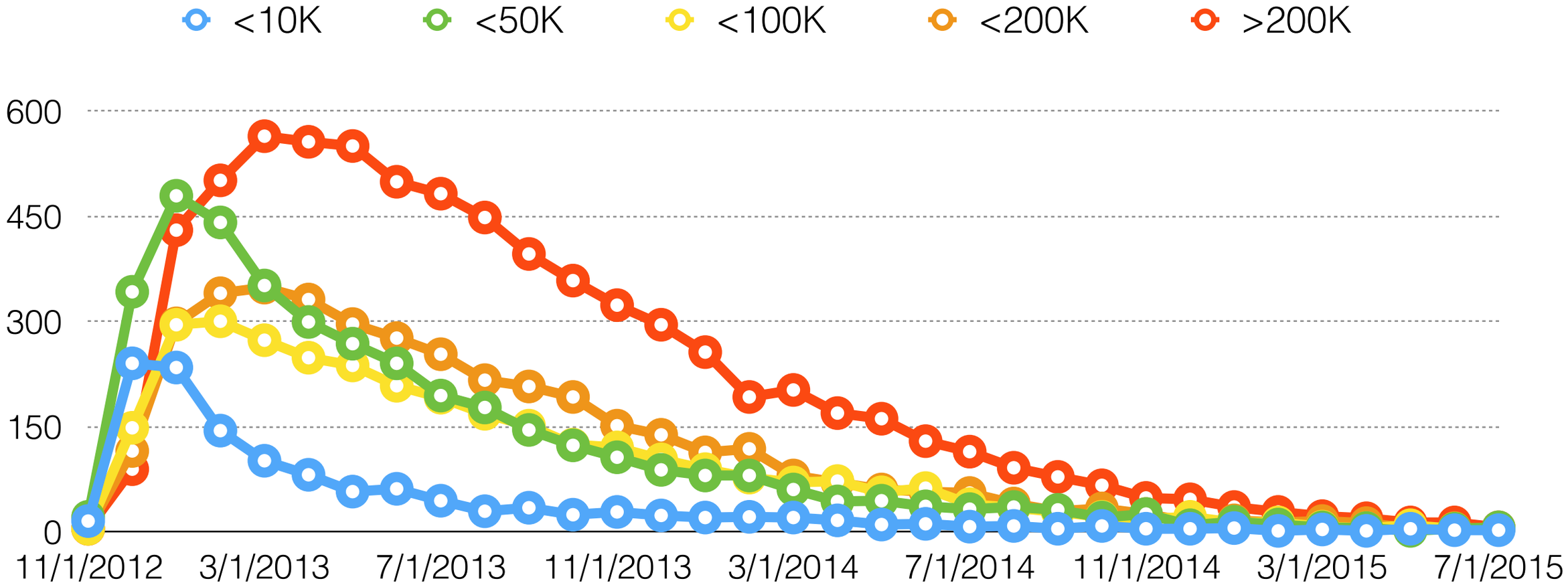
These graphs depict the number active users and total number of steps on a particular day of week

While number of users does not change significantly in weekday vs weekend, they do walk less on weekend as compared to week day.



# Users Segmented By Usage

These graphs depict the number of users segmented by number of steps buckets. This provides some color on which type of users retain better.

People who walk less (<10K and <50K) are clearly showing steep declines of initial spike. These are the type of users who are either not motivated to walk or do not like the product much. These people will need some external triggers. Perhaps they could be nudged to use the product more by sending emails or push notifications.