

# Mylo Assignment

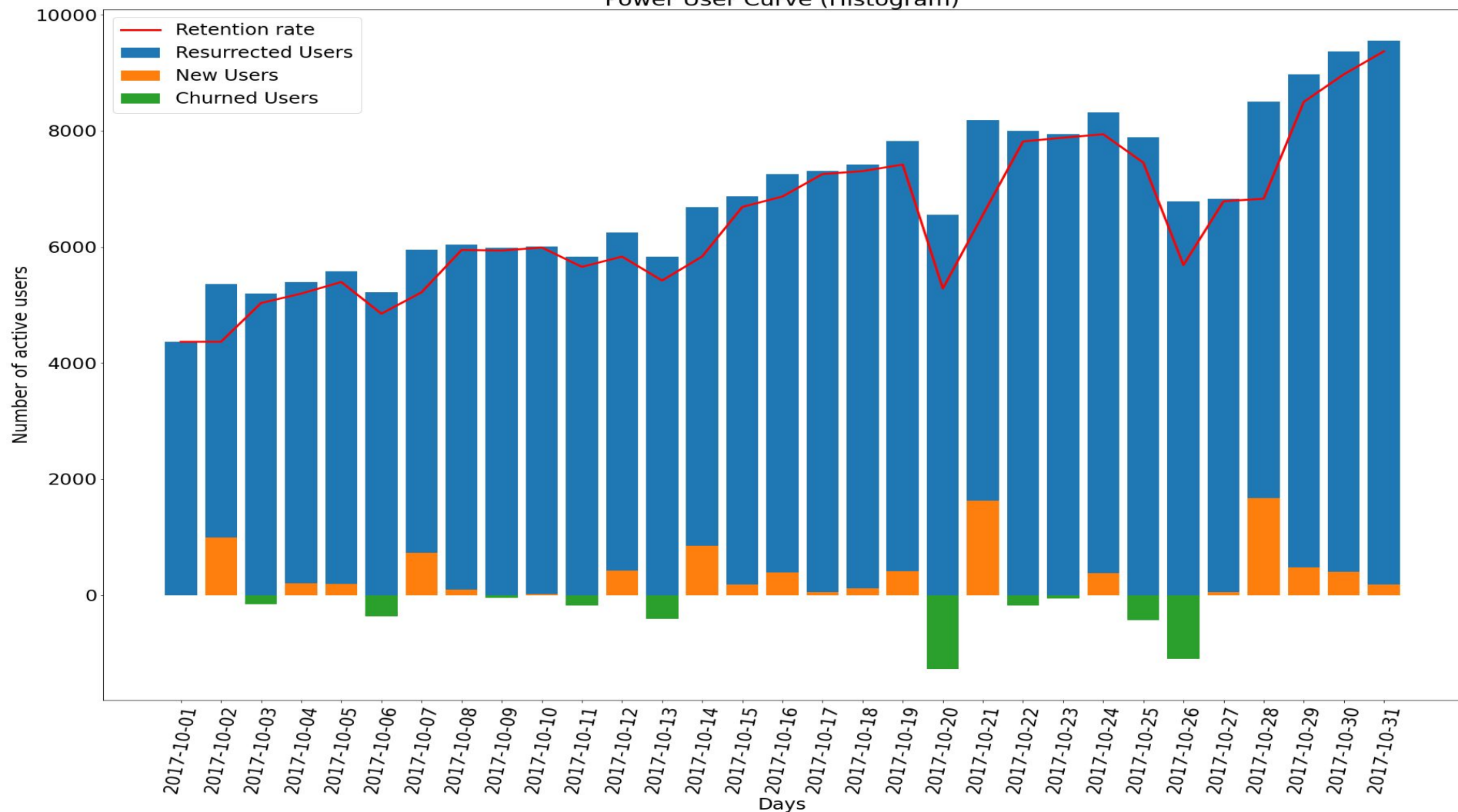
Analysis of the Active Users on the Mylo App

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## Power User Curve

- The power user curve is a way to understand the engagement of users with your product.
- It's basically a 30-day histogram that graphs user engagement by the total number of days per month they were active.

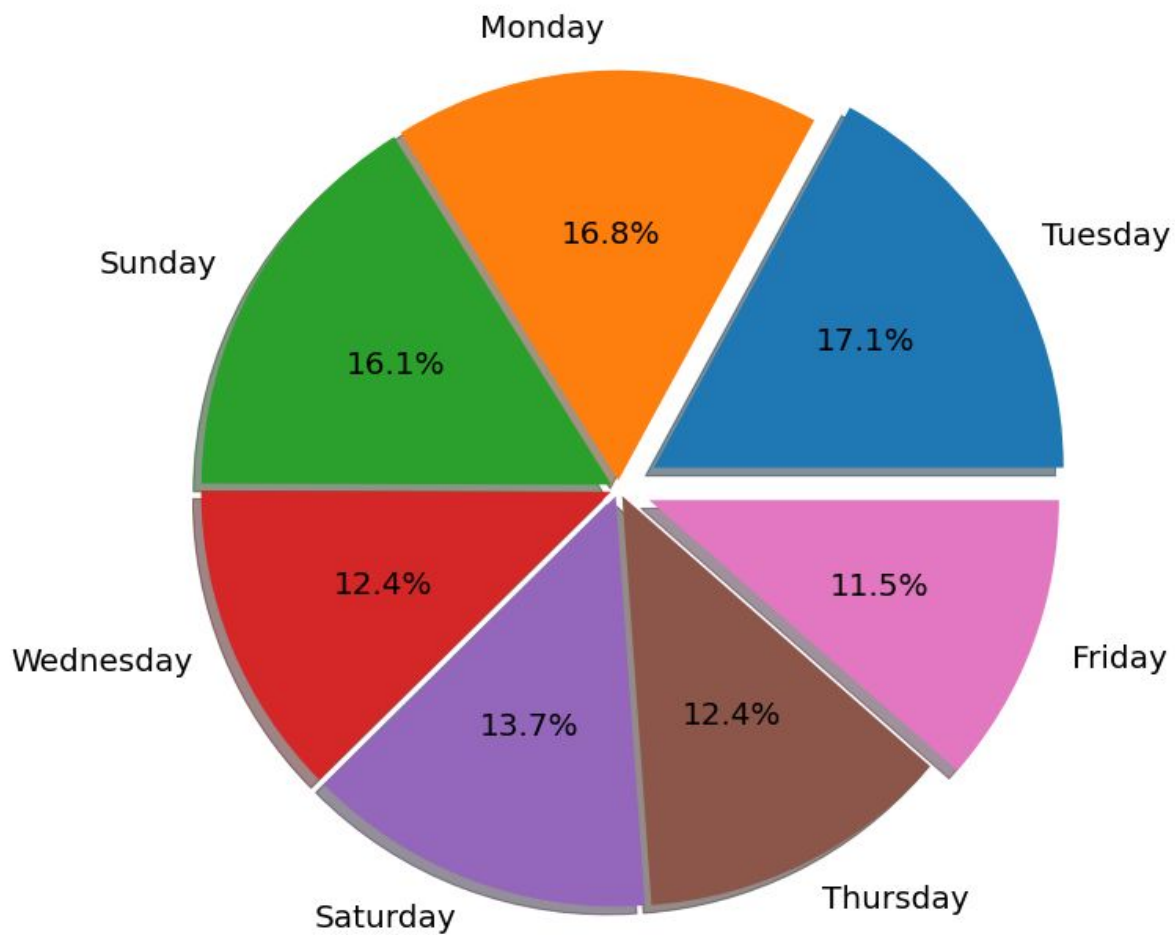
Power User Curve (Histogram)



## Insights from the above plot

- Total number of **Unique users** during the period of 31 days: 57302, i.e **57.30K**
- From day 1 to day 31, number of active users grow almost continuously
- Average **growth rate**: **3.07 %**
- Day 1 has the **least** number of **active users**: 4364, i.e **4.36k**
- Day 31 has the **most** number of **active users**: 9551, i.e **9.55K**
- **Average number of active users** during the period of 31 days: 6879, i.e **6.87K**
- **Average** number of **new users**: **303**
- **Average** number of **churned users**: **136**

Active Users distribution among Day of Week



## Insights from the above Pie Chart

- **Most** number of **users** were **active** on **Tuesdays**
- **Least** number of **users** were **active** on **Fridays**
  - This could be due to the reason that most of the people prefer going out for parties and fun on friday nights
- **Overall**, number of **users** that were **active** during the **weekdays** is somewhat **similar**

## Recommendations to lift the Power User Curve:

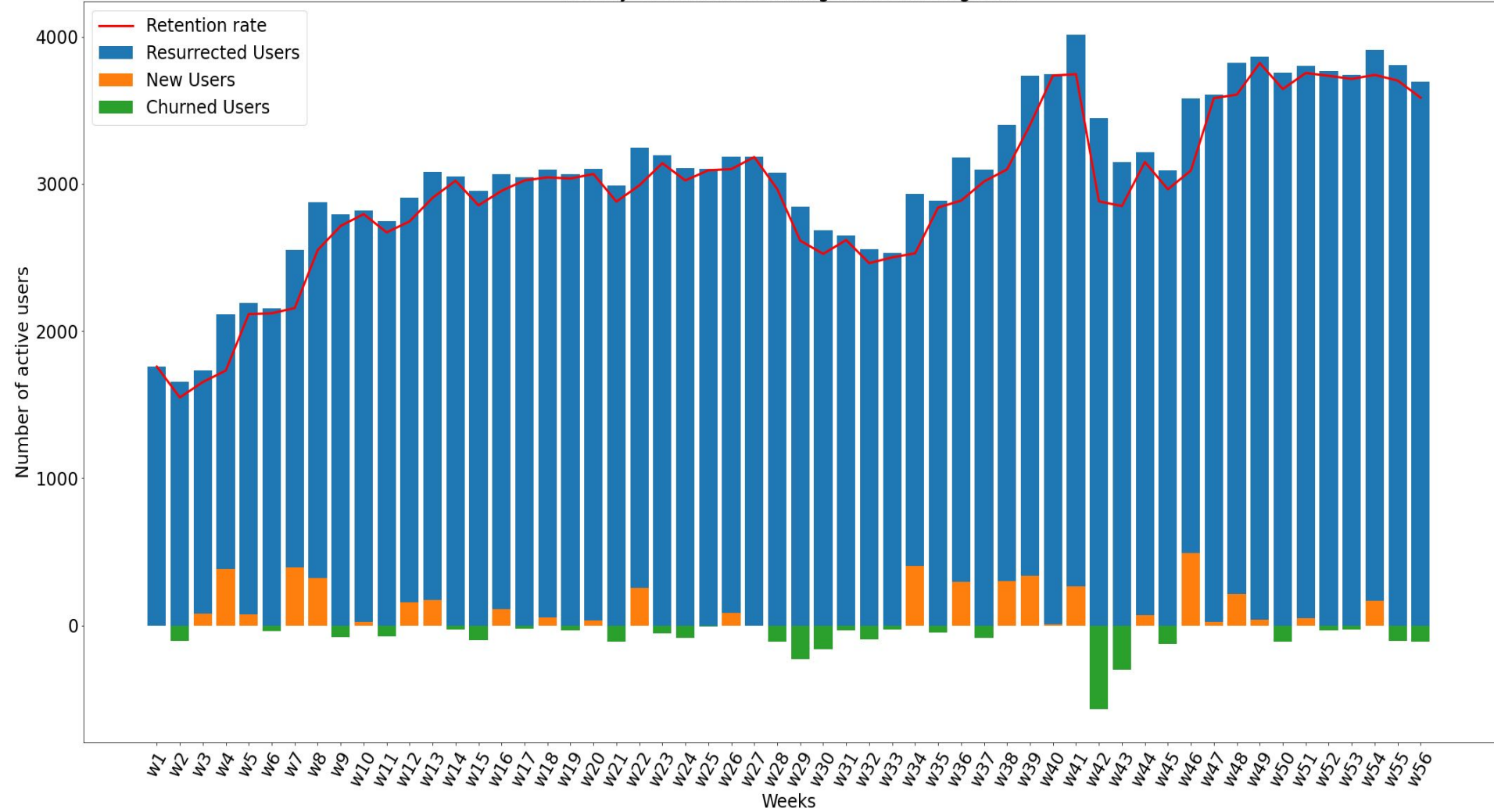
- Organise **sales** on **Saturdays, Sundays, Mondays, and Tuesdays**
  - **Because** from Saturday to Tuesday number of active **users** **grow consistently**
- Put on **hoarding advertisements** during the **weekends** when people prefer going out
  - So that they could be attracted to use the Mylo app
- Special **deals** for **resurrecting** user
- **Coupons** for **new** users

# Weekly Growth Accounting

Growth accounting is a process we do that helps us understand the health of our business.



Weekly Growth Accounting Chart (Histogram)



## Insights from the above plot

- Total number of **Unique users** during the period of 56 weeks: 31825, i.e **31.82K**
- **Average** number of **active users** during this period: 3078, i.e **3.07K**
- Average **growth rate**: **1.58 %**
- From Week 1 to Week 22, the number of active users grow almost consistently
- From Week 28 to Week 33, the number of active users fall consistently
- **Week 2** has the **least** number of active users: 1654, i.e **1.65K**
- **Week 41** has the **most** number of active users: 4014, i.e **4.01K**
- **Average** number of **new** users: **86**
- **Average** number of **churned** users: **52**