

## **Mode Analytics: Yammer Data**

### **Check for Growth of all users and new activated users**

We aggregate the new and existing users from 1st June to 31st August, and plot them by day. We can see from the graph that there is no discernible drop in growth for new users. Clearly, there the dip in engagement is coming from new users. We try to look up existing users by when they signed up for the product.

### **Check for engagement of users by age**

Looking at the plot of users by age cohort, we can see there is a drop in activity of users that signed up 10 or more weeks prior.

### **Check for device usage**

From the plot, we can see that there is a drop in engagement in three devices, phones, computers and tablets. So we need to look further.

### **Check for email action**

From the plot, it is clear that there is a dip in email clickthroughs.