**SQL Case Study:**

About Yammer

* Social network communicating with coworkers
* Sharing by posting in groups
* Free but licensing fees for administrative controls
* Maximize return on their time
  + Less precise solutions if also much less time

Engagement drops

* Engagement = some server call by interacting with the product
* Any point in the chart = number of users who logged at least one engagement during the week starting on that date

Why the dip?

* Was there a holiday?
  + How to test this out, looking at previous years might not be possible given current data
* Was there something wrong in software?
  + Did signups not equal completed signups, affecting number of users allowed to use software
* Something technical getting in the way of actually engaging after signups?
* Did something drive growth then stop happening?
* SEO affect traffic to site overall?

Plan:

1. Check for created users vs completed signups, rules out inability to signup as a reason for decreased usage
2. Check daily active to total user ratios to see if abnormal numbers occur
3. Check device logins, inability to sign in on a type of device affects overall numbers
4. Check email rates.