



Here is a data analysis on whether giving users early access to TechPro's FlowPro app actually made them more engaged.

## Three Ways to Look at the Data:

### Method 1: Users Who Got Early Access

We compared how much time the early access group spent before launch versus after:

- **Before launch** (July & Oct 2022): 48.5 min/day average
- **After launch** (April & July 2023): 61 min/day average
- **Difference: 12.5 minutes**

This assumes nothing else changed between 2022 and 2023 that could've boosted engagement. But maybe engagement naturally goes up in spring and summer. Maybe TechPro rolled out other improvements. Maybe more people joined the platform overall. We can't tell if FlowPro caused this increase or if it would've happened anyway.

### Method 2: Comparing Users with and Without FlowPro (After Launch)

We looked at the difference between early access users and regular users after launch:

- **Early access users:** 61 min/day
- **Regular users:** 50.5 min/day
- **Difference: 10.5 minutes**

There could have been many scenarios to explain this. The most engaged, tech-savvy users probably jumped at the chance to get early access. They might've been more engaged even without FlowPro. Some people even downloaded it directly from the app store on their own. So, we can't tell if FlowPro made them more engaged or if they were already the power users to begin with.

### Method 3: Difference-in-Differences

Instead of just looking at one group or one period of time, we look at how **both groups changed over time**, then compare those changes.

If both groups experience the same seasonal trends, platform improvements, and market changes, we can subtract those out by using the regular users as a comparison. What's left is the actual effect of FlowPro.

- Early access group increased by 12.5 minutes
- Regular users increased by 3.0 minutes
- **FlowPro's effect:  $12.5 - 3.0 = 9.5$  minutes**

Regular users got 3 minutes more engaged anyway (probably due to seasonal trends and platform improvements). Early access users got 12.5 minutes more engaged. The extra 9.5 minutes beyond what regular users experienced? That's FlowPro's doing.

Before the launch, both groups behaved almost identically. Between July and October 2022, both groups increased engagement by exactly 1 minute. This "parallel trend" shows the groups were similar and moving in the same direction before FlowPro entered the picture.

If they were tracking together before, it's reasonable to assume they would've kept tracking together without FlowPro. So, when they diverge after launch, we can attribute that divergence to the app itself.

## The Caveats

This analysis relies on some assumptions that could be wrong:

1. **Parallel trends might not hold forever:** Just because the groups moved together before doesn't guarantee they would've kept doing so.
2. **Some regular users probably got FlowPro anyway:** If control group members downloaded it from the app store, our estimate might be too low.
3. **Other stuff might've happened:** If TechPro targeted early access users with extra emails or promotions, that could inflate our number.
4. **Different users might've dropped off:** If less engaged users quit using the app at different rates in each group, that skews things.

Our best estimate is that early access to FlowPro boosted daily engagement by **9.5 minutes**—a meaningful improvement. The fact that both groups had identical trends before launch.

**Also:**

- We don't know if this engagement boost sticks around long-term
- We don't know if more engaged users spend more money or stick with the platform
- Some control users might've gotten the app on their own, which would make our estimate too conservative

**Our recommendation:** The early access strategy looks promising for driving immediate engagement. Keep monitoring whether this translates to retention and revenue and watch for signs that control users are downloading the app independently.

This kind of analysis only works when you have a proper control group. By intentionally keeping some users without early access, TechPro can measure impact instead of just guessing. Moving forward, design every major feature test with treatment and control groups in mind—it's the only way to know what's really working.