

**Subject:** Exciting Challenge for Data Mining and MIS Specialists: Help Optimize User Insights.

### **Challenge Overview:**

We have identified critical problem areas where your skills can make a significant impact:

#### **Problem 1: Comprehensive User Behavior Tracking System**

- Current Gap: We lack a system to track and analyze key user behaviors, such as:

- New user registrations
- Course clicks and purchase attempts
- Single and multiple course purchases
- Time gaps between purchases by the same user
- Time taken from registration to course purchase (min, avg, max)
- Course completion rates
- Quiz participation and success rates
- Average daily time spent on the app
- Timing of maximum uninstalls and course purchases

#### **Deliverables:**

##### **1. Required Data for Analysis:**

- Define the specific data points needed to capture the above metrics.
- Outline data sources and data collection mechanisms.

##### **2. Steps of Execution:**

- Propose a detailed plan for implementing a comprehensive tracking system.
- Include data integration, storage, and processing methodologies.

##### **3. Daily MIS Tracking:**

- Design a daily MIS report format to track and visualize key metrics.
- Recommend tools and technologies for generating and maintaining the MIS.

##### **4. Data-Driven Suggestions:**

- Provide actionable insights based on the data collected.

- Suggest strategies to enhance user engagement and optimize the user journey.