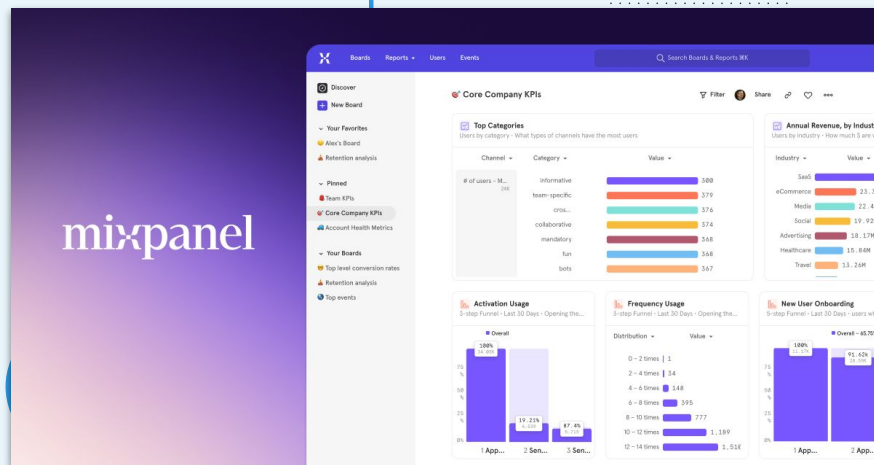


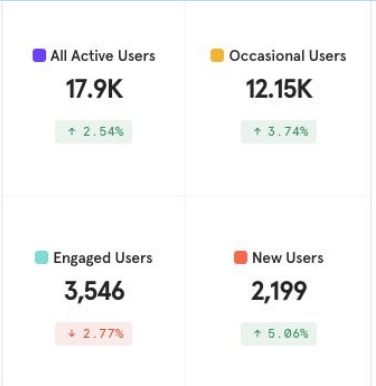
Adoption Analytics Insights in Mixpanel

From Raw Data to Insights

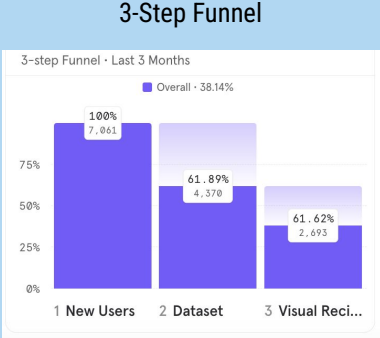


The Key Adoption Metrics

User Type Breakout



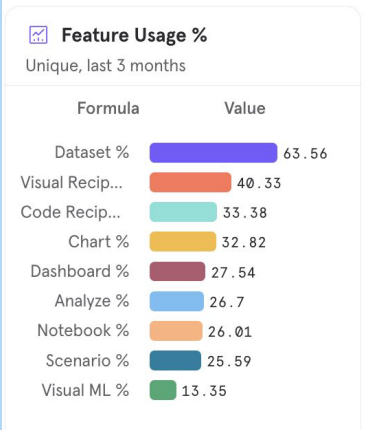
3-Step Funnel



Time to go through Funnel



Feature Usage by % of Users





Insights to



Action

General Guidance

When facing an issue related to adoption, there is not a one-size-fits-all answer. Meet with your champions and users to identify possible reasons:

Getting Started

Lack of guidance during the first steps with Dataiku, including:

- Are the training materials tailored to the audience?
- Is there a clear next-step/call to action?
- Are there Use Cases defined?
- Is there adequate support?

👉 Review onboarding process (with Engagement Manager if possible)

Value Recognition

Designer profiles not using the full potential of their license (only consulting dashboard or datasets)

👉 Review positioning with champion(s) to optimize value

Platform

There are issues with the platform setup that are preventing Dataiku from being used

👉 Platform readiness session with Field Engineer or TAM

Strategic Alignment

Lack of Executive sponsorship to spend enough time to reach the stage of a Visual Recipes creation

👉 Account Planning and Success Plan with GTM Teams

User Type Breakout

Classification of Designer type users based on their in-product behaviors

Engaged Users

Users who performed a featured action on 60+ days within the last 6 months (this represents top 10% of users)

All Active Users

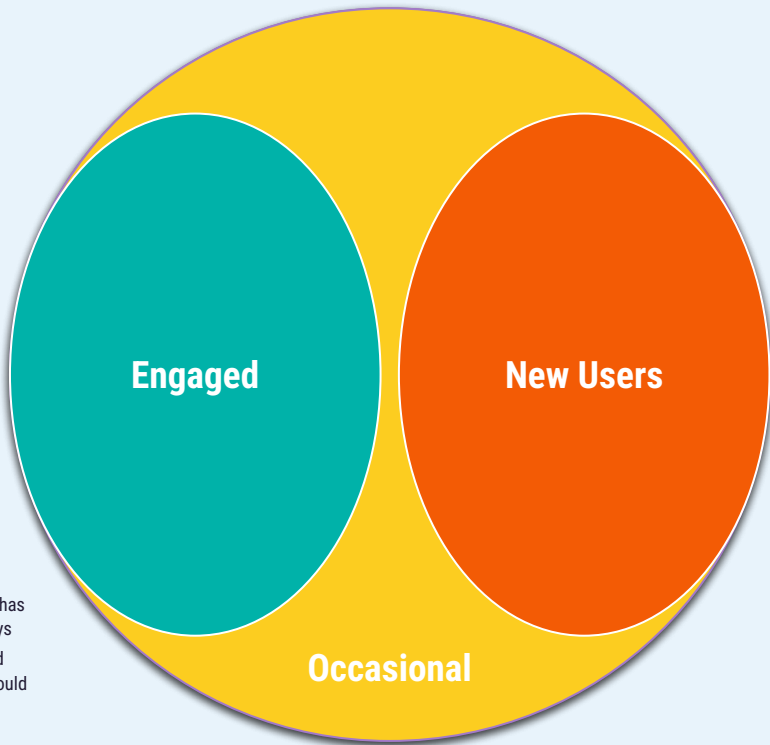
The number of Designer type licenses who logged into Dataiku at least once in the last 30 days.

New Users

The number of designers users who connected to Dataiku for the **first time** within the last 30 days

Occasional Users

Neither Engaged or New



NOT CONSIDERED

- **Non-Active Users:** Someone who has never logged into Dataiku
- **Dropped Users:** Designer user with an active license who has connected to DSS at least once but has been inactive for 60+ days
- **Reactivated Users:** A user that was previously a dropped user but has reconnected to Dataiku. This population of users would fall into the Occasional Users bucket within Mixpanel
- **Redistributed Users:** A user that has been allocated a license but will no longer be using it and instead will have their license given to someone else. Their replacement would show up

User Type Breakout: Insights and Actions

All Active User % Change

👉 **Increasing:** Account dynamics shows potential for an upsell opportunity

👉 **Action:** Leverage [Expansion playbooks](#)

👉 **Decreasing:** Identify the cause

1. Data Quality: Is there a migration underway? Have they de-activated Usage Reporting?
2. Stickiness/Adoption issues?

👉 **Action:**

1. [Usage Reporting playbook](#)
2. [User Reactivation Playbook](#)

Engaged User % Change

👉 **Increasing:** The account is developing a solid user base

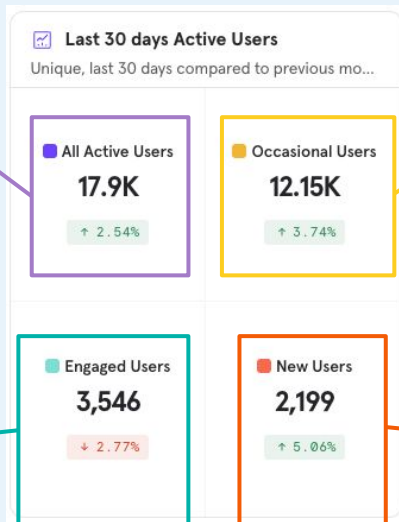
👉 **Action:** Leverage [Champion Program playbooks](#)

👉 **Decreasing:** Former top users are disengaging

1. There is a software migration under process
2. Former top users left and there is not a clear path for new ones

👉 **Action:**

1. [Risk mitigation playbook](#)
2. Conduct [Voice of the Users](#) to understand the change



Occasional User % Change

👉 **Insight:** This number should ideally trend down as we push users from occasional to engaged usage

👉 **Action:** Monitor to ensure that this fluctuates in accordance with engaged user % and not indicative of a user drop

New User % Change

👉 **Increasing:** It must be due to an upsell or a training action on the customer side

👉 **Action:** None

👉 **Not Increasing:** If there was a recent upsell, it is an issue

👉 **Action:**

1. Review the state of implementation with Engagement Manager
2. Contact your champion and assess if it is expected. If not, review the onboarding process

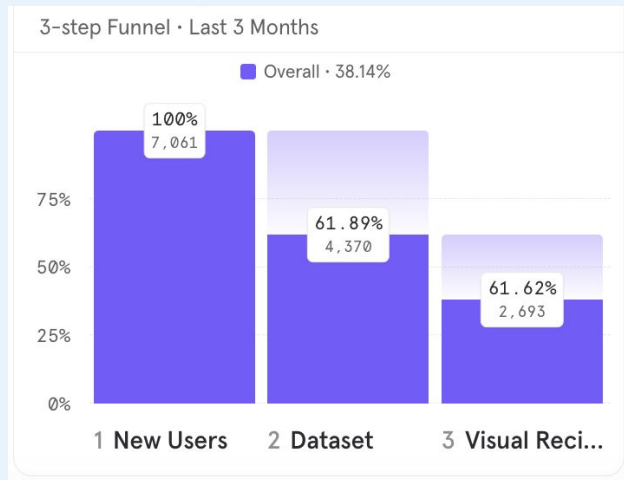
Three-step Funnel

The critical three steps that indicate whether or not a **New User** will become an **Engaged User**

3-step funnel: The number of new users who went from step one (log in) to step three (visual recipe)

1. First log in
2. Dataset creation
3. Visual Recipe creation

Conversion time: 30 days maximum

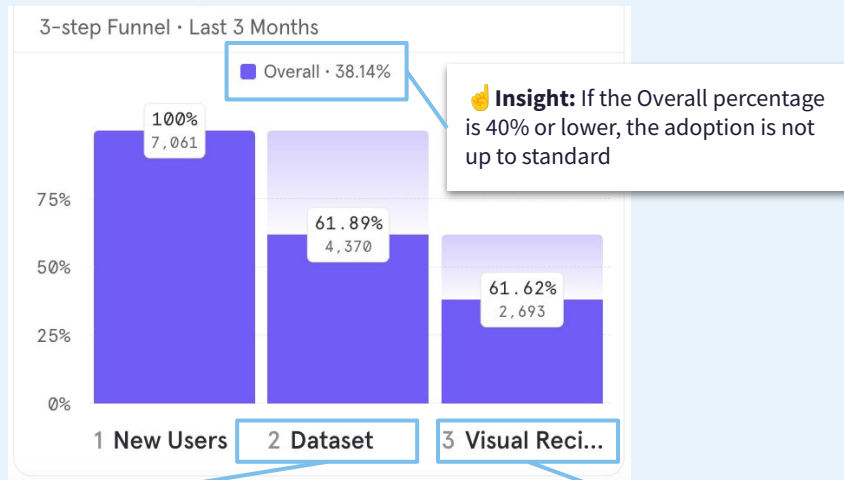


Average Time Through Funnel: Distribution of converted users based on the number who went from step one (log in) to step three (visual recipe)



Note: Since we are looking at New Users in this view, the default time frame is the last three months which represents an actionable time period to adjust users behavior

Three-step Funnel

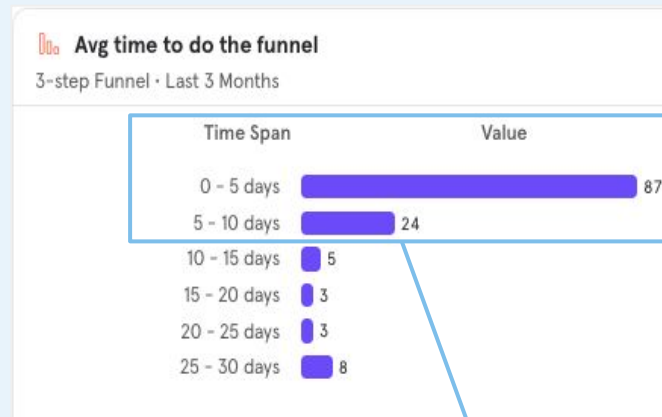


Insight: This activity reflects the ideal first step in becoming an engaged user. We want as many new users as possible to perform this behavior with 60% being a good baseline for healthy adoption

Insight: Engaging with visual recipe after dataset is a good indicator that a user will become an engaged user. This number should be as high as possible with 60% as a good benchmark for success

Action:

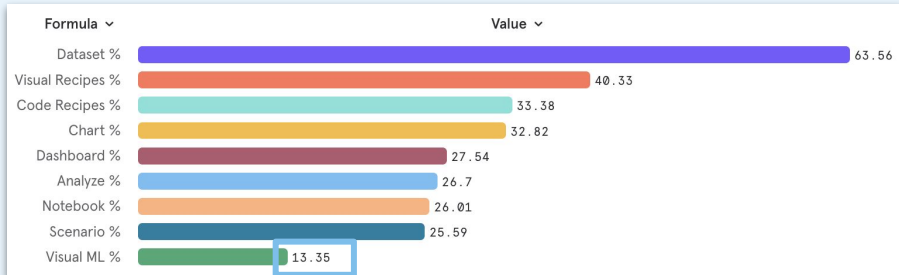
1. Review the state of implementation with Engagement Manager
2. Contact your champion and assess if it is expected. If not, review the onboarding process




Insight: Most (~80%) of new users should reach the visual recipes stages within the first 10 days of using Dataiku. Users that take more time than this are at risk of becoming dropped users.

% Feature Usage

Number of users who performed a specific activity vs. the number of logged users

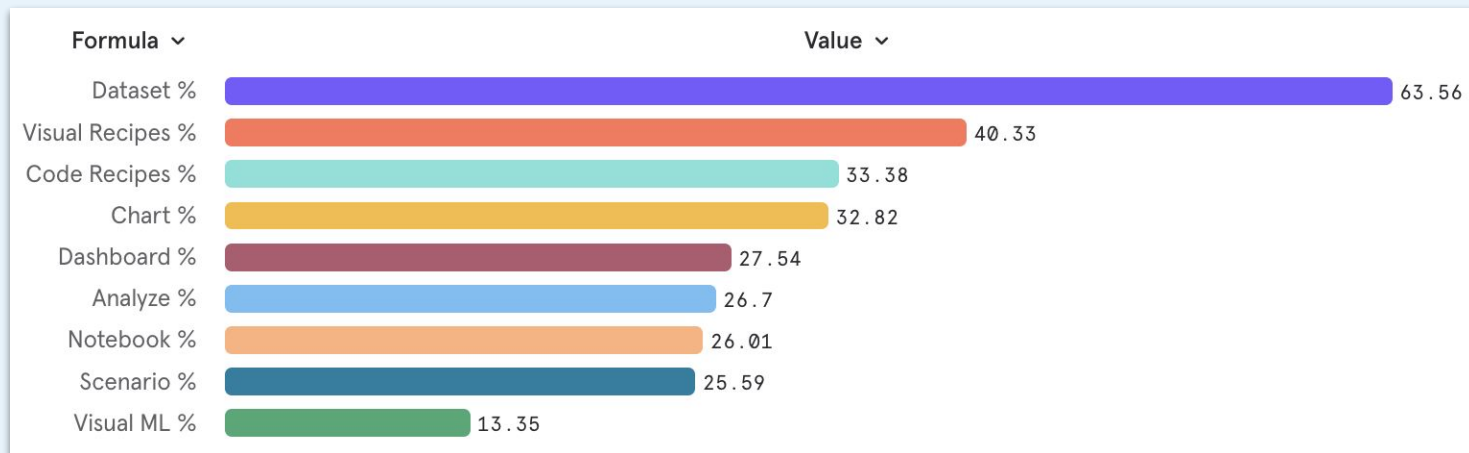


Interpretation: 13.35% of all designer users who connected in the period have used the VisualML Features

Features: This represents all the activities related to a specific Dataiku feature. If you want to see the details for every Feature, you can click on the  Logo on top right and select Lexicon>Custom Events

Insight: This helps with understanding the typology of the account and what features are heavily used or not by users. This can be used to identify training opportunities at a customer organization

Feature Usage: Actions (1/2)



Dataset %

👉 **Below 80%:** Users seem more like explorers/readers

- 👉 **Action:** Review Dataiku positioning when customer is provided a license
- Review onboarding experience for users
 - Push new onboarding wave

Visual Recipes %

👉 **Below 50%:** Users seem to be coders and use Dataiku as a collaborative solution for coders

- 👉 **Action:** Push EverydayAI narrative with our [reference deck](#) and push Sales Plays #3/#4 [here](#)

Code Recipes %

👉 **Above 50%:** Significant portion of coders in the users

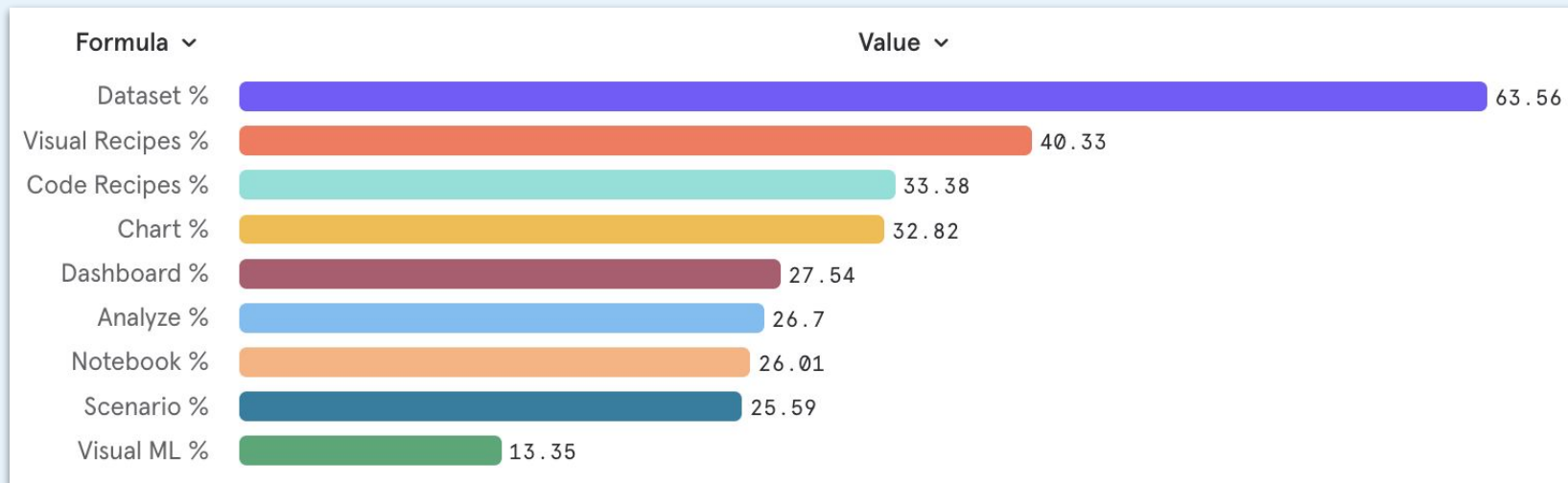
- 👉 **Action:** Push Dataiku for Coders narrative. Resources [here](#). Coding in DSS webinar [here](#)

Dashboards %

👉 **Less than 15%:** Limited usage of Consumable AI capabilities of Dataiku

- 👉 **Action:** Push key capabilities landing page: Collaboration ([here](#) and [here](#))

Feature Usage: Actions (2/2)



Dashboards %

👉 **Less than 15%:** Limited usage of Consumable AI capabilities of Dataiku

👉 **Action:** Push key capabilities landing page: Collaboration ([here](#) and [here](#))

Scenario %

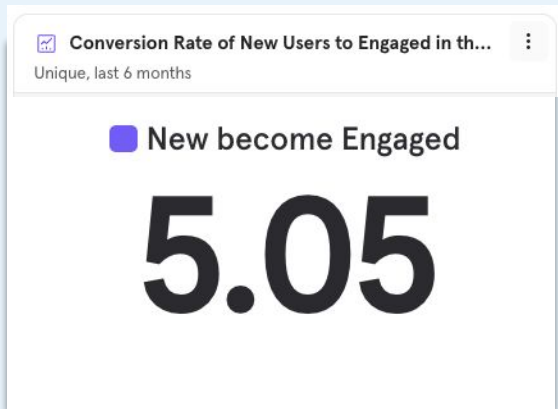
👉 **Very low:** Use cases are limited to adhoc data prep

👉 **Action:** [Playbook Use Case Roadmap](#)

👉 **Features are used widely:** Strong leverage of Dataiku value positioning

👉 **Action:** Push Dataiku for Coders narrative. Ressources [here](#). Coding in DSS webinar [here](#)

Conversion rate of new users to engaged in the last 6 months

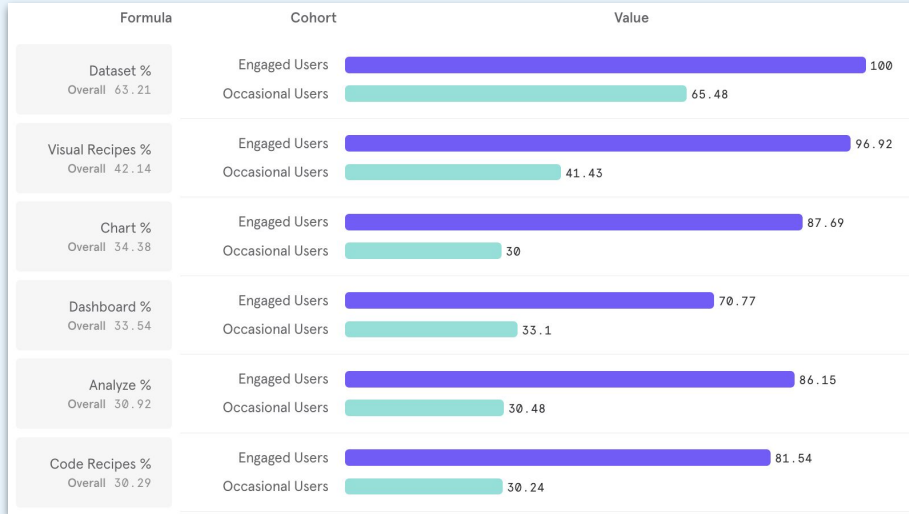


Conversion Rate for New to Engaged user: We look at a cohort of first time users and determine if they become Engaged Users within 6 months.

Average is around 5-10%
Above 10% is a good score

👉 **Insight:** A high % of new users who become Engaged Users within a 6-month time period indicates positive potential for long-term adoption

Feature Usage Comparison %



Engaged vs. Occasional: This is a head-to-head comparison of Feature Usage% between engaged users in comparison to Occasional users. Seeing the difference between the two helps understand what can be done to push occasional users to become engaged users

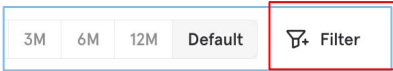
👉 **Action:** Promote features used by engaged users to all users as engaged user behaviors may indicate successful use cases that can be shared.

Mixpanel How To

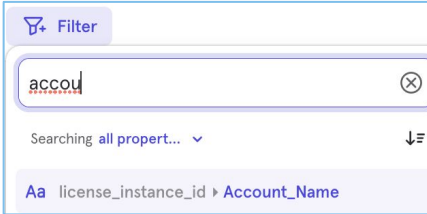
How to Apply Filters

Note: Filters will apply to the entire dashboard!

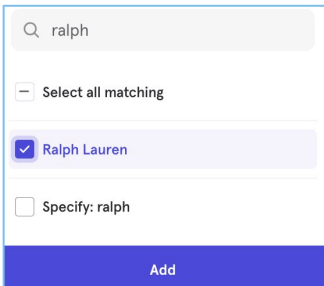
Filter by Account



Click on "Filter" at the top of the page



Type "Account_Name" and select
"license_Instance_id > Account_Name"

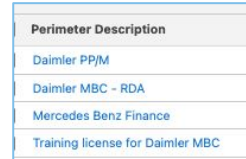


Type [Name of the
account] in the
search bar > check
the related box >
Click "Add"

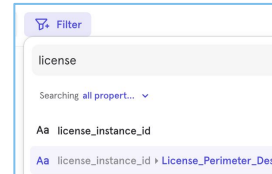
Filter by License



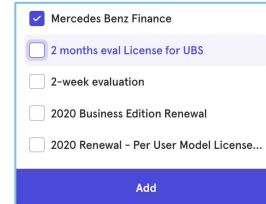
In Salesforce Account view,
click "License Perimeters"



Identify the description
name of the license you
are interested in



In the filter view, type
"License_Perimeter_Desc
"license_instance_id >
License_Perimeter_Desc
ption"



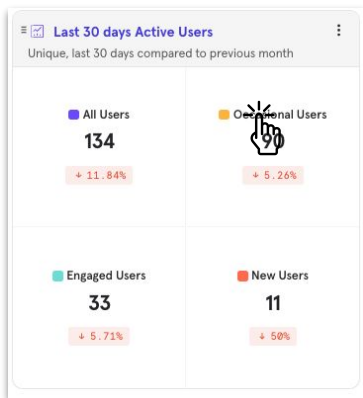
Type [name of the license
description] in the search
bar > check the related
box > Click "Add"

How to Apply Filters

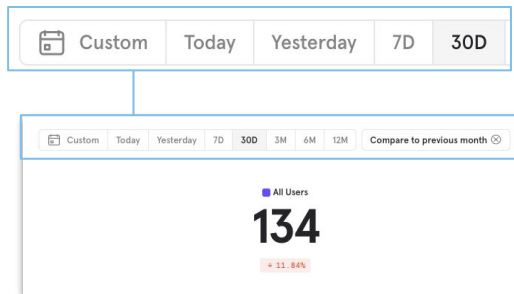
Filter by Timeframe

Each dashboard has a predefined timeframe. **Unlike accounts or licenses, it is not recommended to use timeframe at dashboard level.**

Timeframe must be defined at insights (graphs) level:



1. Click on the header of the graph for which you want to select a new timeframe



2. Use the timeframe on top to define the new timeframe



Graph: Three-Step Conversion Funnel

Some graphs use the filter panel to define timeframe. Make sure those parameters are coherent with your need



It's not possible to change the timeframe for the "% first 30 days new users becoming Engaged Users" graph

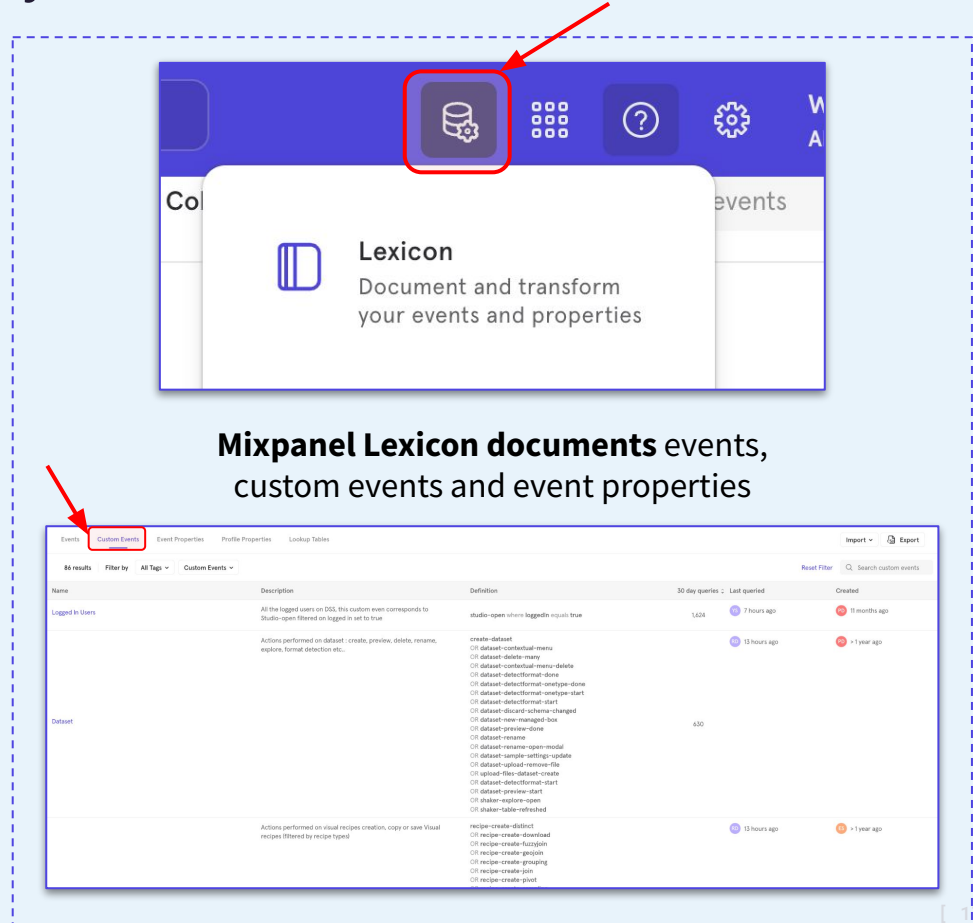
Mixpanel Lexicon - Data Dictionary

An **event** is a data point that represents an interaction between a user and DSS. Events can be a wide range of interactions and each one contains **properties** i.e. details of the action

For example :

- **Create-dataset** event is sent when the user created a dataset (CSV, API...).
- **Dataset-charts-open** event is sent when the user is open Charts windows from a Dataset
- **Studio open** is sent when a user interacts with DSS

Custom events allow to define a group of events based on existing events and properties. This is how features have been defined in Mixpanel



Lexicon
Document and transform your events and properties

Mixpanel Lexicon documents events, custom events and event properties

Name	Description	Definition	30 day queries	Last queried	Created
Logged In Users	All the logged users on DSS, this custom even corresponds to Studio-open filtered on logged-in set to true	studio-open where logged_in equals true	1,624	7 hours ago	8 months ago
Dataset	Actions performed on dataset : create, preview, delete, rename, explore, format detection etc...	create-dataset dataset-contextual-menu dataset-delete-many dataset-contextual-menu-delete dataset-detectformat-done dataset-detectformat-overlay-done dataset-detectformat-overlay-start dataset-detectformat-start dataset-discord-schema-changed dataset-new-managed-box dataset-preview-done dataset-rename dataset-rename-open-modal dataset-sample-settings-update dataset-upload-remove-file dataset-new-dataset-create dataset-detectformat-start dataset-preview-start dataset-explore-open dataset-table-refresh	430	13 hours ago	> 1 year ago
	Actions performed on visual recipes creation, copy or save Visual recipes filtered by recipe typed	recipe-create-distinct recipe-create-download recipe-create-fuzzysim recipe-create-grouping recipe-create-grouping recipe-create-join recipe-create-pivot		13 hours ago	> 1 year ago

Thank You