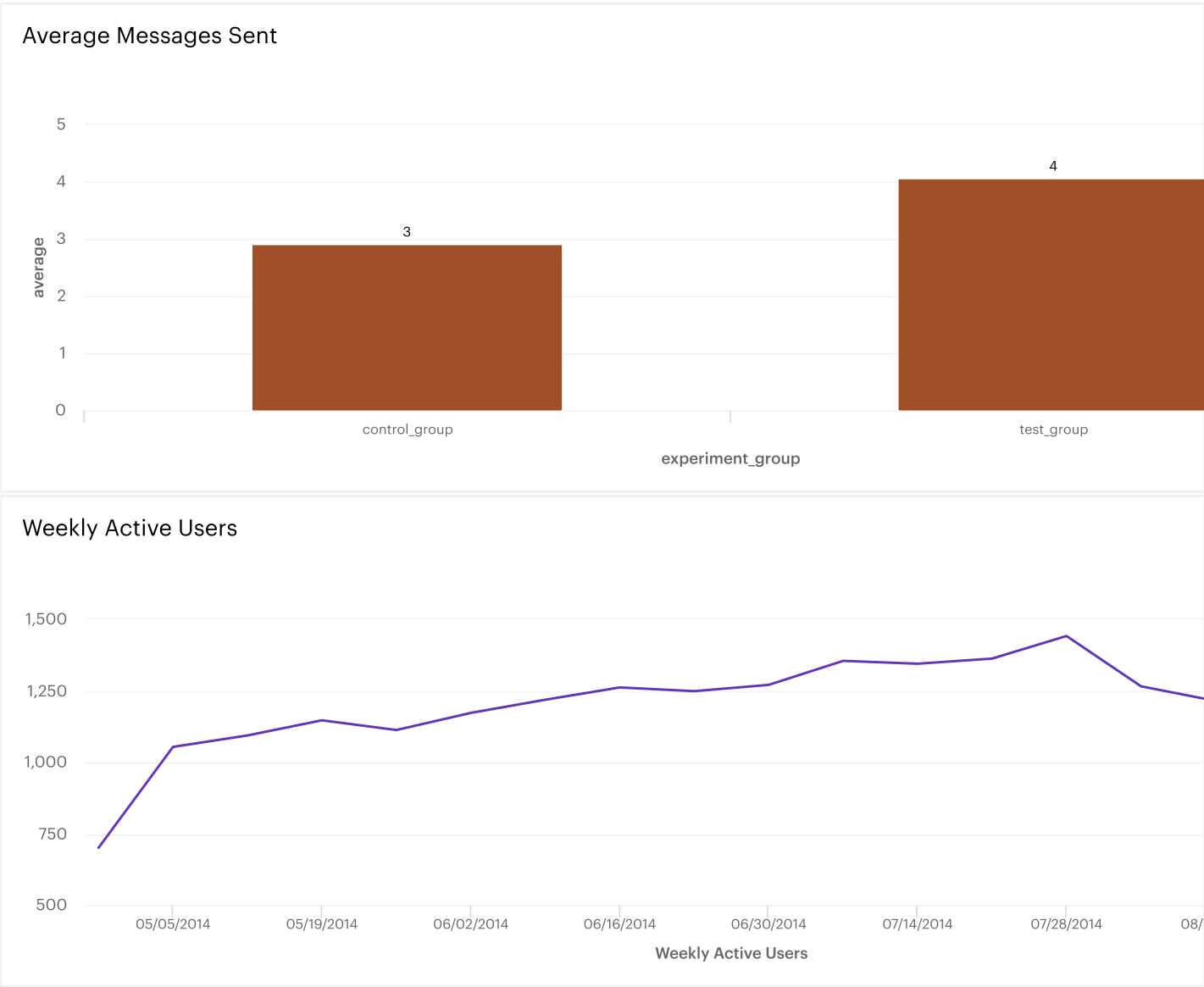
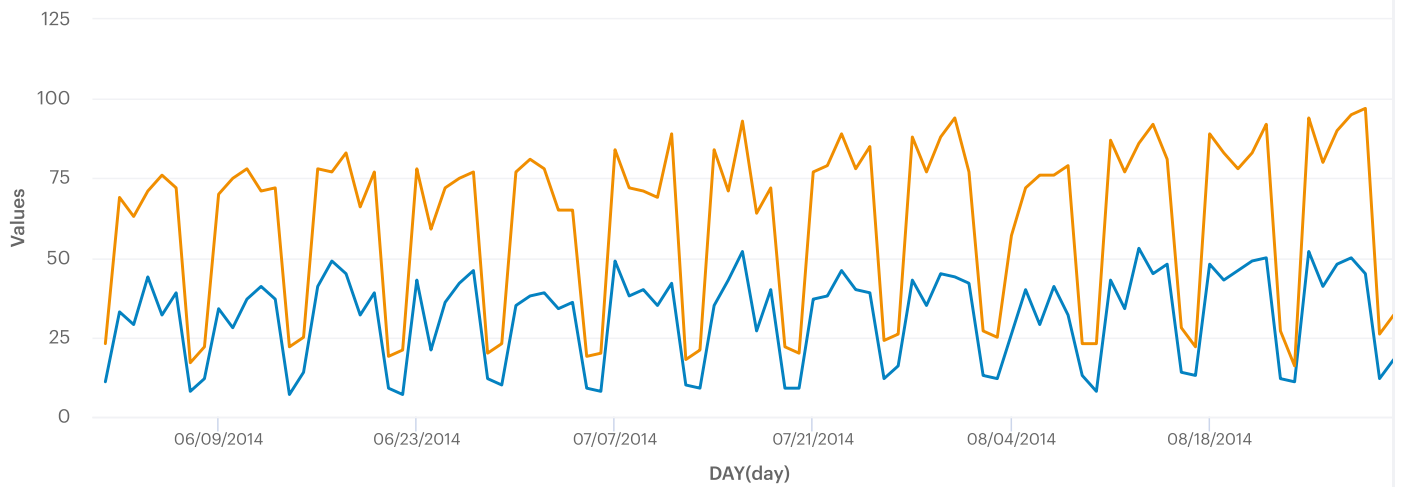


# Yammer project

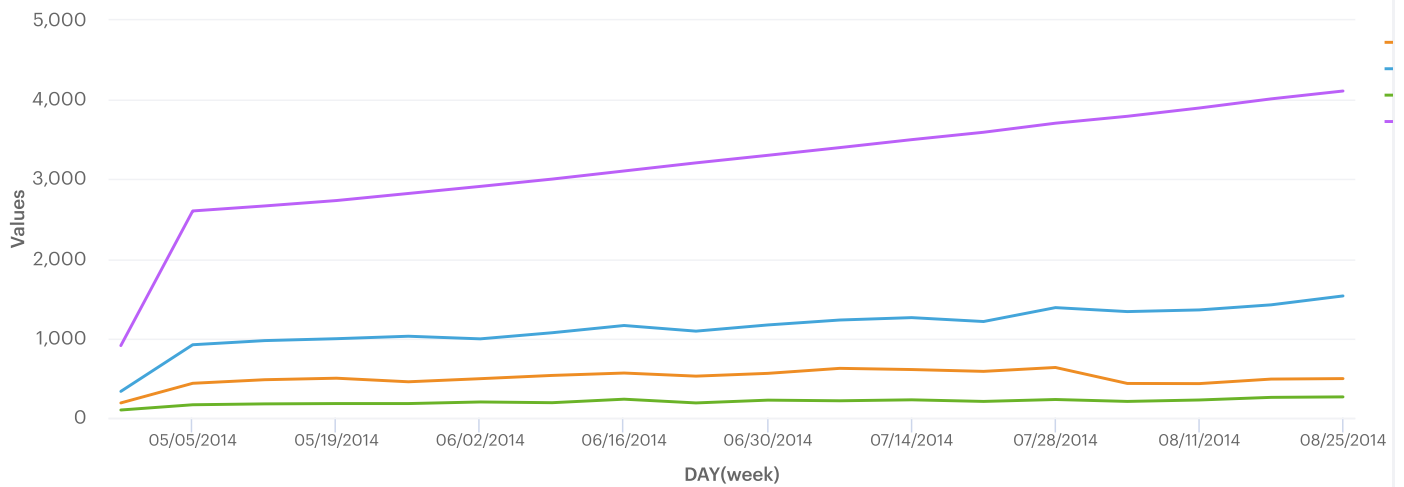
Investigating a Drop in User Engagement



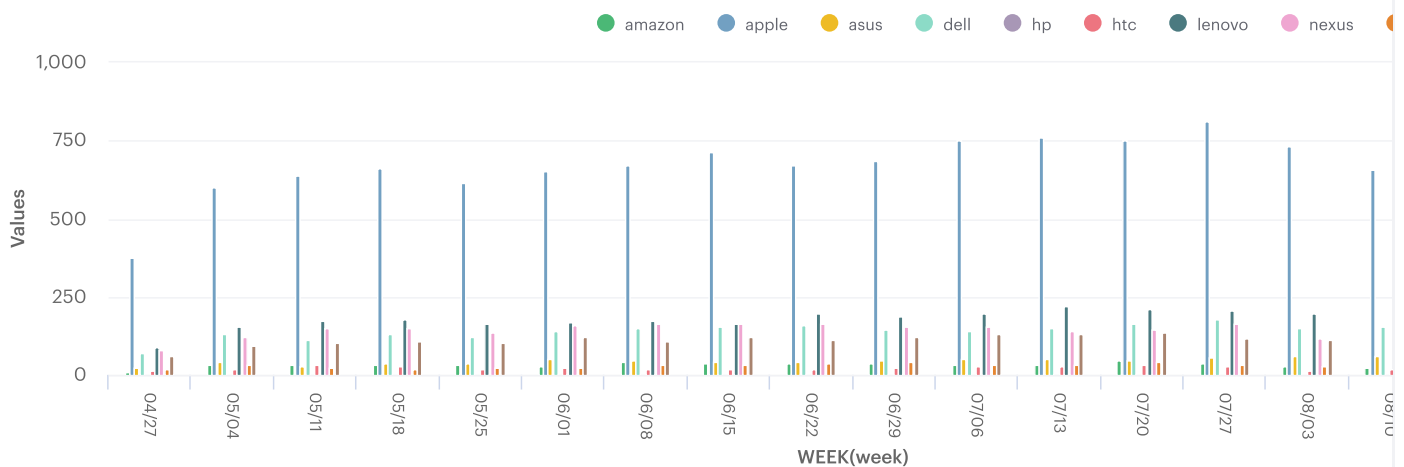
### Daily Signups



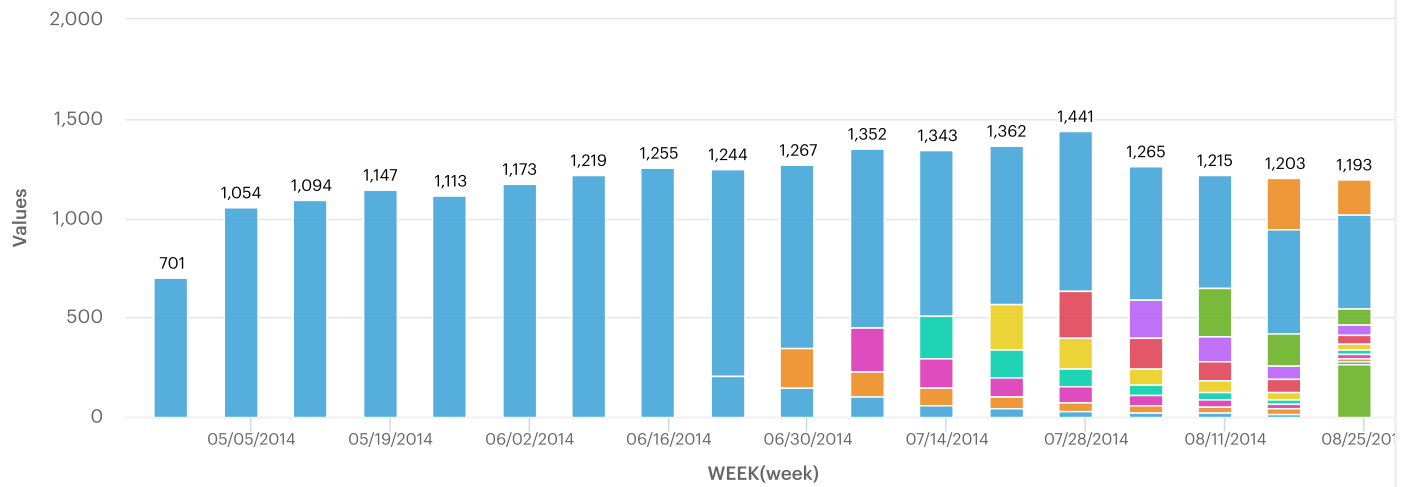
### Weekly Email Action



### Weekly Engagement by device brand



## Engagement by user age



## Query 1

	experiment	experiment_group	users	total_treated_users	treatment_percent	total	average	rate_difference	rate_lift	stdev
1	publisher_upda...	control_group	873	1722	0.507	2546	2.916...	0	0	3.875...
2	publisher_upda...	test_group	849	1722	0.493	3460	4.075...	1.159	0.284...	4.767...

## Query 3

	date_trunc	weekly_active_users
1	2014-04-28 00:00:00	
2	2014-05-05 00:00:00	
3	2014-05-12 00:00:00	
4	2014-05-19 00:00:00	
5	2014-05-26 00:00:00	
6	2014-06-02 00:00:00	
7	2014-06-09 00:00:00	
8	2014-06-16 00:00:00	
9	2014-06-23 00:00:00	
10	2014-06-30 00:00:00	
11	2014-07-07 00:00:00	
12	2014-07-14 00:00:00	
13	2014-07-21 00:00:00	
14	2014-07-28 00:00:00	
15	2014-08-04 00:00:00	
16	2014-08-11 00:00:00	
17	2014-08-18 00:00:00	
18	2014-08-25 00:00:00	

## Query 4

	day	all_users	activated_
1	2014-06-01 00:00:00	23	

2	2014-06-02 00:00:00	69
3	2014-06-03 00:00:00	63
4	2014-06-04 00:00:00	71
5	2014-06-05 00:00:00	76
6	2014-06-06 00:00:00	72
7	2014-06-07 00:00:00	17
8	2014-06-08 00:00:00	22
9	2014-06-09 00:00:00	70
10	2014-06-10 00:00:00	75
11	2014-06-11 00:00:00	78
12	2014-06-12 00:00:00	71
13	2014-06-13 00:00:00	72
14	2014-06-14 00:00:00	22
15	2014-06-15 00:00:00	25
16	2014-06-16 00:00:00	78
17	2014-06-17 00:00:00	77
18	2014-06-18 00:00:00	83
19	2014-06-19 00:00:00	66
20	2014-06-20 00:00:00	77
21	2014-06-21 00:00:00	19
22	2014-06-22 00:00:00	21
23	2014-06-23 00:00:00	78
24	2014-06-24 00:00:00	59
25	2014-06-25 00:00:00	72
26	2014-06-26 00:00:00	75
27	2014-06-27 00:00:00	77
28	2014-06-28 00:00:00	20
29	2014-06-29 00:00:00	23
30	2014-06-30 00:00:00	77
31	2014-07-01 00:00:00	81
32	2014-07-02 00:00:00	78
33	2014-07-03 00:00:00	65
34	2014-07-04 00:00:00	65
35	2014-07-05 00:00:00	19
36	2014-07-06 00:00:00	20
37	2014-07-07 00:00:00	84
38	2014-07-08 00:00:00	72
39	2014-07-09 00:00:00	71
40	2014-07-10 00:00:00	69
41	2014-07-11 00:00:00	89
42	2014-07-12 00:00:00	18
43	2014-07-13 00:00:00	21
44	2014-07-14 00:00:00	84
45	2014-07-15 00:00:00	71
46	2014-07-16 00:00:00	93
47	2014-07-17 00:00:00	64

48	2014-07-18 00:00:00	72
49	2014-07-19 00:00:00	22
50	2014-07-20 00:00:00	20
51	2014-07-21 00:00:00	77
52	2014-07-22 00:00:00	79
53	2014-07-23 00:00:00	89
54	2014-07-24 00:00:00	78
55	2014-07-25 00:00:00	85
56	2014-07-26 00:00:00	24
57	2014-07-27 00:00:00	26
58	2014-07-28 00:00:00	88
59	2014-07-29 00:00:00	77
60	2014-07-30 00:00:00	88
61	2014-07-31 00:00:00	94
62	2014-08-01 00:00:00	77
63	2014-08-02 00:00:00	27
64	2014-08-03 00:00:00	25
65	2014-08-04 00:00:00	57
66	2014-08-05 00:00:00	72
67	2014-08-06 00:00:00	76
68	2014-08-07 00:00:00	76
69	2014-08-08 00:00:00	79
70	2014-08-09 00:00:00	23
71	2014-08-10 00:00:00	23
72	2014-08-11 00:00:00	87
73	2014-08-12 00:00:00	77
74	2014-08-13 00:00:00	86
75	2014-08-14 00:00:00	92
76	2014-08-15 00:00:00	81
77	2014-08-16 00:00:00	28
78	2014-08-17 00:00:00	22
79	2014-08-18 00:00:00	89
80	2014-08-19 00:00:00	83
81	2014-08-20 00:00:00	78
82	2014-08-21 00:00:00	83
83	2014-08-22 00:00:00	92
84	2014-08-23 00:00:00	27
85	2014-08-24 00:00:00	16
86	2014-08-25 00:00:00	94
87	2014-08-26 00:00:00	80
88	2014-08-27 00:00:00	90
89	2014-08-28 00:00:00	95
90	2014-08-29 00:00:00	97
91	2014-08-30 00:00:00	26
92	2014-08-31 00:00:00	32

## Query 5

	week	Average age during week	10+ weeks	9 weeks	8 weeks	7 weeks	6 weeks	5 weeks	4 weeks	3 weeks	2 weeks	1 week
1	2014-04-28 00:00:00	124.007238883	701	0	0	0	0	0	0	0	0	0
2	2014-05-05 00:00:00	124.381690845	1054	0	0	0	0	0	0	0	0	0
3	2014-05-12 00:00:00	131.938644236	1094	0	0	0	0	0	0	0	0	0
4	2014-05-19 00:00:00	132.326628352	1147	0	0	0	0	0	0	0	0	0
5	2014-05-26 00:00:00	132.345363409	1113	0	0	0	0	0	0	0	0	0
6	2014-06-02 00:00:00	131.831109066	1173	0	0	0	0	0	0	0	0	0
7	2014-06-09 00:00:00	131.042582418	1219	0	0	0	0	0	0	0	0	0
8	2014-06-16 00:00:00	136.480565371	1255	0	0	0	0	0	0	0	0	0
9	2014-06-23 00:00:00	136.27890556	1034	210	0	0	0	0	0	0	0	0
10	2014-06-30 00:00:00	136.419297466	917	151	199	0	0	0	0	0	0	0
11	2014-07-07 00:00:00	135.888750519	899	100	130	223	0	0	0	0	0	0
12	2014-07-14 00:00:00	143.448815737	832	62	82	152	215	0	0	0	0	0
13	2014-07-21 00:00:00	141.702780049	791	44	60	95	144	228	0	0	0	0
14	2014-07-28 00:00:00	144.078660436	805	30	43	83	91	155	234	0	0	0
15	2014-08-04 00:00:00	140.732238011	678	24	34	52	52	82	154	189	0	0
16	2014-08-11 00:00:00	125.9943101	562	19	33	39	33	59	94	126	250	0
17	2014-08-18 00:00:00	128.021718147	522	15	26	26	19	40	64	69	163	0
18	2014-08-25 00:00:00	128.269810404	474	15	14	23	20	31	47	48	82	0

## Query 6

	week	weekly_emails	reengagement_emails	email_opens	email_clicks
1	2014-04-28 00:00:00	908	98	332	0
2	2014-05-05 00:00:00	2602	164	919	0
3	2014-05-12 00:00:00	2665	175	971	0
4	2014-05-19 00:00:00	2733	179	995	0
5	2014-05-26 00:00:00	2822	179	1026	0
6	2014-06-02 00:00:00	2911	199	993	0
7	2014-06-09 00:00:00	3003	190	1070	0
8	2014-06-16 00:00:00	3105	234	1161	0
9	2014-06-23 00:00:00	3207	187	1090	0
10	2014-06-30 00:00:00	3302	222	1168	0
11	2014-07-07 00:00:00	3399	214	1230	0
12	2014-07-14 00:00:00	3499	226	1260	0
13	2014-07-21 00:00:00	3592	206	1211	0
14	2014-07-28 00:00:00	3706	230	1386	0
15	2014-08-04 00:00:00	3793	206	1336	0
16	2014-08-11 00:00:00	3897	224	1357	0
17	2014-08-18 00:00:00	4012	257	1421	0
18	2014-08-25 00:00:00	4111	263	1533	0

## Query 6

	week	weekly_active_user	apple	samsung	nexus	lenovo	asus	hp	htc	acer	dell	nokia
1	2014-04-28 00:00:00	967	376	63	78	90	23	0	16	31	70	19
2	2014-05-05 00:00:00	1999	601	95	123	155	42	0	19	59	133	34
3	2014-05-12 00:00:00	2021	638	101	149	176	26	0	32	62	115	22
4	2014-05-19 00:00:00	2088	662	110	149	177	39	0	27	62	133	21
5	2014-05-26 00:00:00	1995	614	104	138	164	38	0	20	75	121	25
6	2014-06-02 00:00:00	2173	651	122	159	170	51	0	24	64	143	25
7	2014-06-09 00:00:00	2184	671	107	162	176	48	0	21	64	151	31
8	2014-06-16 00:00:00	2264	714	121	163	164	41	0	19	65	156	32
9	2014-06-23 00:00:00	2266	671	114	165	196	40	0	20	73	160	37
10	2014-06-30 00:00:00	2249	686	124	153	188	47	0	23	63	147	41
11	2014-07-07 00:00:00	2409	750	133	155	195	52	0	28	76	142	31
12	2014-07-14 00:00:00	2491	760	130	143	220	51	0	26	75	152	34
13	2014-07-21 00:00:00	2446	751	134	145	209	47	0	32	81	165	42
14	2014-07-28 00:00:00	2568	810	119	166	208	56	0	30	94	177	33
15	2014-08-04 00:00:00	2252	734	113	119	196	59	0	13	87	151	30
16	2014-08-11 00:00:00	2109	656	97	119	177	61	0	18	93	154	26
17	2014-08-18 00:00:00	2072	663	89	116	190	48	0	19	81	145	27
18	2014-08-25 00:00:00	2057	659	102	116	186	48	0	26	92	149	17