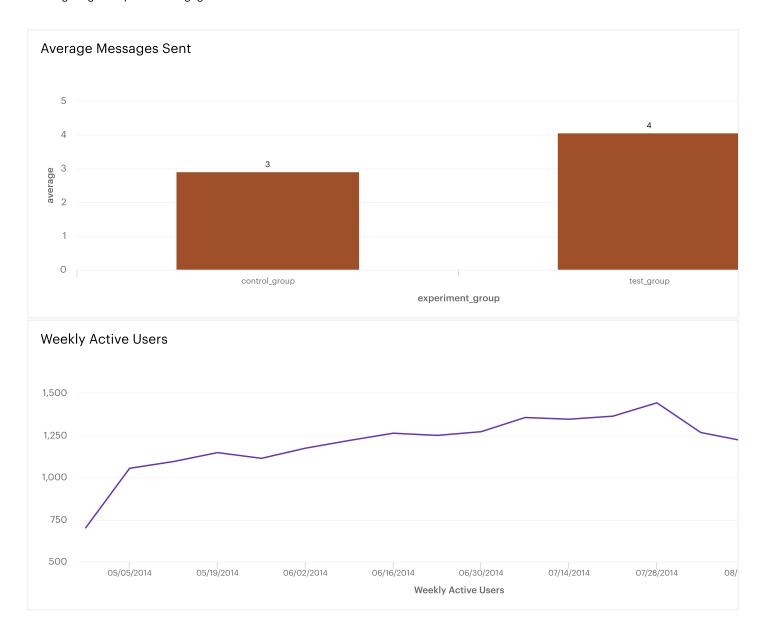
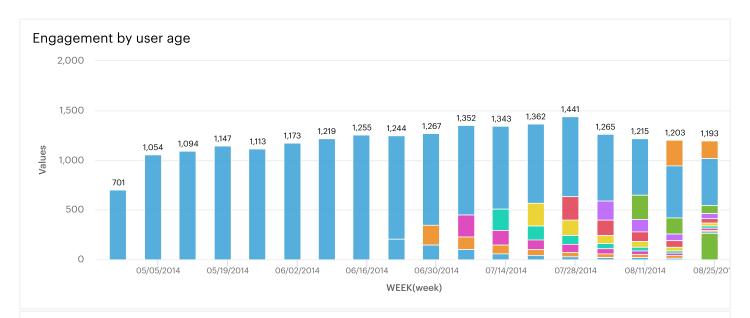
## Yammer project

Investigating a Drop in User Engagement







## 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 2141-48-02 90:00:100				
2014-06-04 00:00:00   2014-06-05 00:00:00   2014-06-05 00:00:00   2014-06-06 00:00:00   2014-06-09 00:00:00   2014-06-09 00:00:00   2014-06-09 00:00:00   2014-06-09 00:00:00   2014-06-10 00:00:00   2014-06-10 00:00:00   2014-06-11 00:00:00   2014-06-12 00:00:00   2014-06-13 00:00:00   2014-06-13 00:00:00   2014-06-13 00:00:00   2014-06-15 00:00:00   2014-06-16 00:00:00   2014-06-17 00:00:00   2014-06-18 00:00:00   2014-06-19 00:00:00   2014-06-19 00:00:00   2014-06-19 00:00:00   2014-06-19 00:00:00   2014-06-19 00:00:00   2014-06-19 00:00:00   2014-06-19 00:00:00   2014-06-19 00:00:00   2014-06-19 00:00:00   2014-06-19 00:00:00   2014-06-19 00:00:00   2014-06-19 00:00:00   2014-06-19 00:00:00   2014-06-19 00:00:00   2014-06-19 00:00:00   2014-06-19 00:00:00   2014-06-20 00:00:00	2	2014-06-02 00:00:00	69	
5   2014-06-06 00:00:00   772   72   73   74   74   74   74   74   74   74				
6 2014-06-07 03:00:00 72 2014-06-07 03:00:00 9 2014-06-07 03:00:00 9 2014-06-07 03:00:00 9 2014-06-07 03:00:00 9 2014-06-10 03:00:00 9 2014-06-10 03:00:00 9 2014-06-10 03:00:00 9 2014-06-11 03:00:00 9 2014-06-11 03:00:00 9 2014-06-12 03:00:00 9 2014-06-12 03:00:00 9 2014-06-13 03:00:00 9 2014-06-13 03:00:00 9 2014-06-16 03:00:00 9 2014-06-16 03:00:00 9 2014-06-18 03:00:00 9 2014-06-18 03:00:00 9 2014-06-18 03:00:00 9 2014-06-18 03:00:00 9 2014-06-20 03:00:00 9 2014-07-00 03:00:00 9 2014-07-00 03:00:00 9 2014-07-00 03:00:00 9 2014-07-00 03:00:00 9 2014-07-00 03:00:00 9 2014-07-00 03:00:00 9 2014-07-00 03:00:00 9 2014-07-00 03:00:00 9 2014-07-00 03:00:00 9 2014-07-00 03:00:00 9 2014-07-00 03:00:00 9 2014-07-00 03:00:00 9 2014-07-00 03:00:00 9 2014-07-00 03:00:00 9 2014-07-00 03:00:00 9 2014-07-00 03:00:00 9 2014-07-00 03:00:00 9 2014-07-00 03:00:00 9 2014-07-10 03:00:00 9 2014-07-10 03:00:00 9 2014-07-10 03:00:00 9 2014-07-10 03:00:00 9 2014-07-10 03:00:00 9 2014-07-10 03:00:00 9 2014-07-10 03:00:00 9 2014-07-10 03:00:00 9 2014-07-10 03:00:00 9 2014-07-10 03:00:00 9 2014-07-10 03:00:00 9 2014-07-10 03:00:00 9 2014-07-10 03:00:00 9 2014-07-10 03:00:00				
7       2014-06-07 00:00:00       22         8       2014-06-08 00:00:00       70         10       2014-06-09 00:00:00       70         10       2014-06-10 00:00:00       75         11       2014-06-11 00:00:00       73         12       2014-06-12 00:00:00       71         13       2014-06-13 00:00:00       72         14       2014-06-15 00:00:00       25         16       2014-06-16 00:00:00       78         17       2014-06-16 00:00:00       73         18       2014-06-16 00:00:00       78         19       2014-06-16 00:00:00       78         10       2014-06-16 00:00:00       77         11       2014-06-16 00:00:00       77         12       2014-06-17 00:00:00       77         2014-06-19 00:00:00       77         2014-06-20 00:00:00       77         2014-06-20 00:00:00       73         2014-06-20 00:00:00       73         2014-06-20 00:00:00       73         2014-06-20 00:00:00       72         2014-06-20 00:00:00       72         2014-06-26 00:00:00       77         2014-06-27 00:00:00       77         2014-06-29 00:00:00				
8 2014-08-08 00:00:00 9 2014-08-09 00:00:00 9 2014-08-10 00:00:00 9 2014-08-11 00:00:00 9 2014-08-11 00:00:00 9 2014-08-12 00:00:00 9 2014-08-12 00:00:00 9 2014-08-12 00:00:00 9 2014-08-12 00:00:00 9 2014-08-13 00:00:00 9 2014-08-15 00:00:00 9 2014-08-15 00:00:00 9 2014-08-15 00:00:00 9 2014-08-17 00:00:00 9 2014-08-19 00:00:00 9 2014-08-20 00:00:00				
9         2014-08-09 00:00:00         70           10         2014-08-10 00:00:00         75           11         2014-08-11 00:00:00         78           12         2014-08-12 00:00:00         71           13         2014-08-13 00:00:00         72           14         2014-08-13 00:00:00         25           15         2014-08-15 00:00:00         78           16         2014-08-16 00:00:00         77           18         2014-08-18 00:00:00         77           18         2014-08-19 00:00:00         83           19         2014-08-19 00:00:00         66           2014-08-19 00:00:00         77           21         2014-08-20 00:00:00         77           21         2014-08-21 00:00:00         77           22         2014-08-22 00:00:00         77           23         2014-08-22 00:00:00         77           24         2014-08-22 00:00:00         79           25         2014-08-22 00:00:00         79           26         2014-08-25 00:00:00         77           27         2014-08-27 00:00:00         77           28         2014-08-28 00:00:00         77           29         2014-08-				
10       2014-06-10 00:00:00       75         11       2014-06-11 00:00:00       76         12       2014-06-12 00:00:00       71         13       2014-06-13 00:00:00       72         14       2014-08-14 00:00:00       22         15       2014-08-15 00:00:00       28         16       2014-06-15 00:00:00       78         17       2014-06-16 00:00:00       85         19       2014-06-19 00:00:00       83         19       2014-08-19 00:00:00       86         20       2014-08-20 00:00:00       77         21       2014-08-20 00:00:00       77         22       2014-08-21 00:00:00       77         23       2014-08-22 00:00:00       21         24       2014-08-23 00:00:00       78         24       2014-08-24 00:00:00       78         25       2014-08-25 00:00:00       72         26       2014-08-26 00:00:00       72         27       2014-08-27 00:00:00       75         28       2014-08-28 00:00:00       77         29       2014-08-29 00:00:00       77         20       2014-08-20 00:00:00       78         30       2014-07-00 00:00:				
11       2014-06-11 00:00:00       78         12       2014-06-12 00:00:00       71         13       2014-06-14 00:00:00       72         14       2014-06-15 00:00:00       22         15       2014-06-15 00:00:00       25         16       2014-06-15 00:00:00       77         18       2014-06-18 00:00:00       77         18       2014-06-18 00:00:00       83         19       2014-06-19 00:00:00       77         20       2014-06-21 00:00:00       77         21       2014-06-22 00:00:00       77         22       2014-06-22 00:00:00       77         23       2014-06-22 00:00:00       19         24       2014-06-22 00:00:00       78         25       2014-06-22 00:00:00       78         26       2014-06-24 00:00:00       78         27       2014-06-25 00:00:00       72         28       2014-06-26 00:00:00       72         29       2014-06-28 00:00:00       77         20       2014-06-28 00:00:00       77         20       2014-06-28 00:00:00       77         20       2014-06-28 00:00:00       77         20       2014-07-08 00:00:	9			
12   2014-06-12 00:00:00   71     13   2014-06-13 00:00:00   72     14   2014-06-13 00:00:00   22     15   2014-06-15 00:00:00   22     16   2014-06-15 00:00:00   78     17   2014-06-15 00:00:00   77     18   2014-06-18 00:00:00   77     18   2014-06-18 00:00:00   83     19   2014-06-19 00:00:00   83     19   2014-06-19 00:00:00   83     19   2014-06-19 00:00:00   77     2014-06-20 00:00:00   77     2014-06-20 00:00:00   77     2014-06-21 00:00:00   77     2014-06-21 00:00:00   77     2014-06-22 00:00:00   77     2014-06-23 00:00:00   78     2014-06-24 00:00:00   78     2014-06-25 00:00:00   78     2014-06-26 00:00:00   79     2014-06-26 00:00:00   79     2014-06-26 00:00:00   79     2014-06-27 00:00:00   79     2014-06-28 00:00:00   79     2014-06-28 00:00:00   79     2014-06-29 00:00:00   79     2014-06-29 00:00:00   79     2014-06-20 00:00:00   79     2014-06-20 00:00:00   79     2014-07-07 00:00:00   79     2014-07-08 00:00:00   79     2014-07-09 00:00:00   79     2014-07-09 00:00:00   79     2014-07-09 00:00:00   79     2014-07-09 00:00:00   79     2014-07-09 00:00:00   79     2014-07-09 00:00:00   79     2014-07-09 00:00:00   70     20   2014-07-09 00:00:00   70     20   2014-07-09 00:00:00   70     20   2014-07-09 00:00:00   70     20   2014-07-09 00:00:00   70     20   2014-07-09 00:00:00   70     20   2014-07-09 00:00:00   70     20   2014-07-09 00:00:00   70     20   2014-07-09 00:00:00   70     20   2014-07-10 00:00:00   70     20   2014-07-10 00:00:00   70     20   2014-07-10 00:00:00   70     20   2014-07-10 00:00:00   70     20   2014-07-10 00:00:00   70     20   2014-07-10 00:00:00   70     20   2014-07-10 00:00:00   70     20   2014-07-10 00:00:00   70     20   2014-07-10 00:00:00   70     20   2014-07-10 00:00:00   70     20   2014-07-10 00:00:00   70     20   2014-07-10 00:00:00   70     20   2014-07-10 00:00:00   70     20   2014-07-10 00:00:00   70     20   2014-07-10 00:00:00   70     20   2014-07-10 00:00:00   70     20   2014-07-10 00:00:00   70     20   2014-07-10 00:00:00   70     20	10			
13       2014-06-13 00:00:00       72         14       2014-06-14 00:00:00       22         15       2014-06-16 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       2014-06-20 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       21         25       2014-06-25 00:00:00       78         26       2014-06-26 00:00:00       78         27       2014-06-28 00:00:00       72         28       2014-06-28 00:00:00       75         29       2014-06-28 00:00:00       77         20       2014-06-29 00:00:00       77         21       2014-06-29 00:00:00       77         22       2014-06-29 00:00:00       77         23       2014-07-02 00:00:00       77         31       2014-07-02 00:00:00       78         32       2014-07-02 00:00:	11			
14       2014-06-14 00:00:00       22         15       2014-06-15 00:00:00       25         16       2014-06-17 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       2014-06-21 00:00:00       77         1       2014-06-22 00:00:00       77         21       2014-06-22 00:00:00       77         22       2014-06-22 00:00:00       77         23       2014-06-23 00:00:00       78         24       2014-06-25 00:00:00       78         24       2014-06-25 00:00:00       72         26       2014-06-28 00:00:00       75         27       2014-06-28 00:00:00       77         28       2014-06-28 00:00:00       77         29       2014-06-29 00:00:00       77         20       2014-06-29 00:00:00       77         21       2014-06-29 00:00:00       77         22       2014-06-29 00:00:00       77         31       2014-07-01 00:00:00       81         32       2014-07-00 00:00:00       78         33       2014-07-00 00:00:0	12	2014-06-12 00:00:00		
15         2014-06-16 00:00:00         78           16         2014-06-16 00:00:00         78           17         2014-06-18 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           12         2014-06-22 00:00:00         19           22         2014-06-23 00:00:00         21           23         2014-06-23 00:00:00         78           24         2014-06-24 00:00:00         78           25         2014-06-25 00:00:00         72           26         2014-06-26 00:00:00         75           27         2014-06-25 00:00:00         75           28         2014-06-28 00:00:00         77           29         2014-06-29 00:00:00         20           20         2014-06-29 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         78           34         2014-07-04 00:00:00         65           34         2014-07-05 00:00:00         72           39	13			
16       2014-06-16 00:00:00       78         17       2014-06-17 00:00:00       77         18       2014-06-19 00:00:00       83         19       2014-06-19 00:00:00       66         20       2014-06-20 00:00:00       77         21       2014-06-20 00:00:00       19         22       2014-06-20 00:00:00       21         23       2014-06-22 00:00:00       78         24       2014-06-24 00:00:00       59         25       2014-06-26 00:00:00       72         26       2014-06-26 00:00:00       75         27       2014-06-28 00:00:00       77         28       2014-06-28 00:00:00       77         29       2014-06-28 00:00:00       77         30       2014-06-30 00:00:00       20         29       2014-06-30 00:00:00       77         31       2014-07-03 00:00:00       81         32       2014-07-04 00:00:00       78         33       2014-07-04 00:00:00       81         34       2014-07-04 00:00:00       85         35       2014-07-06 00:00:00       84         36       2014-07-06 00:00:00       72         39       2014-07-09 00:00:	14	2014-06-14 00:00:00		
17       2014-06-17 00:00:00       83         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       2014-06-20 00:00:00       21         23       2014-06-23 00:00:00       78         24       2014-06-24 00:00:00       75         25       2014-06-25 00:00:00       72         26       2014-06-26 00:00:00       77         27       2014-06-26 00:00:00       77         28       2014-06-28 00:00:00       77         29       2014-06-29 00:00:00       20         29       2014-06-30 00:00:00       23         30       2014-06-30 00:00:00       31         31       2014-07-01 00:00:00       81         32       2014-07-02 00:00:00       77         33       2014-07-03 00:00:00       65         34       2014-07-05 00:00:00       65         35       2014-07-06 00:00:00       72         36       2014-07-06 00:00:00       72         39       2014-07-10 00:00:00       84         41       2014-07-10 00:00:	15	2014-06-15 00:00:00	25	
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       2014-06-20 00:00:00       19         22       2014-06-22 00:00:00       21         23       2014-06-24 00:00:00       78         24       2014-06-25 00:00:00       59         25       2014-06-25 00:00:00       75         26       2014-06-26 00:00:00       75         27       2014-06-29 00:00:00       77         28       2014-06-29 00:00:00       20         29       2014-06-29 00:00:00       23         30       2014-06-29 00:00:00       31         31       2014-06-29 00:00:00       77         31       2014-06-29 00:00:00       77         32       2014-06-29 00:00:00       78         33       2014-07-01 00:00:00       81         34       2014-07-02 00:00:00       78         35       2014-07-03 00:00:00       65         34       2014-07-05 00:00:00       84         38       2014-07-06 00:00:00       72         39       2014-07-09 00:00:00       72         30       2014-07-10 00:00:	16	2014-06-16 00:00:00	78	
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       2014-06-29 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       78         34       2014-07-04 00:00:00       65         35       2014-07-05 00:00:00       19         36       2014-07-05 00:00:00       34         39       2014-07-09 00:00:00       71         40       2014-07-09 00:00:00       39         41       2014-07-10 00:00:00       39         42       2014-07-12 00:00:00       39         41       2014-07-12 00:00:	17	2014-06-17 00:00:00	77	
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       59         4       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       2014-06-29 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       78         34       2014-07-04 00:00:00       65         35       2014-07-07 00:00:00       65         36       2014-07-07 00:00:00       84         37       2014-07-08 00:00:00       71         40       2014-07-09 00:00:00       71         40       2014-07-10 00:00:00       89         41       2014-07-11 00:00:00       89         42       2014-07-12 00:00:00       89         41       2014-07-13 00:00:0	18	2014-06-18 00:00:00	83	
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       2014-06-28 00:00:00       77         28       2014-06-29 00:00:00       20         29       2014-06-29 00:00:00       23         30       2014-06-30 00:00:00       77         31       2014-07-03 00:00:00       81         32       2014-07-00 00:00:00       78         33       2014-07-02 00:00:00       65         34       2014-07-03 00:00:00       65         35       2014-07-04 00:00:00       65         36       2014-07-05 00:00:00       84         37       2014-07-07 00:00:00       84         38       2014-07-09 00:00:00       72         39       2014-07-09 00:00:00       71         40       2014-07-10 00:00:00       89         41       2014-07-11 00:00:00       89         42       2014-07-12 00:00:00       84         43       2014-07-13 00:00:	19	2014-06-19 00:00:00	66	
22       2014-06-22 00:00:00       21         23       2014-06-23 00:00:00       59         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       20         28       2014-06-28 00:00:00       20         29       2014-06-29 00:00:00       23         30       2014-06-29 00:00:00       32         30       2014-07-01 00:00:00       81         31       2014-07-02 00:00:00       77         31       2014-07-00 00:00:00       78         32       2014-07-03 00:00:00       65         33       2014-07-04 00:00:00       65         34       2014-07-05 00:00:00       19         35       2014-07-05 00:00:00       20         37       2014-07-06 00:00:00       84         38       2014-07-09 00:00:00       71         40       2014-07-10 00:00:00       89         41       2014-07-11 00:00:00       89         42       2014-07-12 00:00:00       18         43       2014-07-13 00:00:00       84         44       2014-07-15 00:00:	20	2014-06-20 00:00:00	77	
23       2014-06-23       00:00:00       59         24       2014-06-25       00:00:00       72         25       2014-06-25       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       77         31       2014-07-02       00:00:00       78         32       2014-07-02       00:00:00       78         33       2014-07-02       00:00:00       65         34       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       84         38       2014-07-07       00:00:00       72         39       2014-07-09       00:00:00       71         40       2014-07-10       00:00:00       89         41       2014-07-11       00:00:00       89         42       20	21	2014-06-21 00:00:00	19	
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       2014-07-08 00:00:00       84         38       2014-07-09 00:00:00       72         39       2014-07-10 00:00:00       89         41       2014-07-10 00:00:00       89         42       2014-07-13 00:00:00       18         43       2014-07-14 00:00:00       84         44       2014-07-15 00:00:00       18         45       2014-07-15 00:00:00       71         46       2014-07-15 00:00:00       84	22	2014-06-22 00:00:00	21	
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       2014-07-03 00:00:00       65         35       2014-07-04 00:00:00       65         36       2014-07-06 00:00:00       20         37       2014-07-08 00:00:00       84         38       2014-07-09 00:00:00       72         39       2014-07-09 00:00:00       71         40       2014-07-10 00:00:00       89         41       2014-07-12 00:00:00       18         42       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	23	2014-06-23 00:00:00	78	
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       2014-07-10 00:00:00       81         32       2014-07-20 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       2014-07-08 00:00:00       84         38       2014-07-09 00:00:00       72         39       2014-07-09 00:00:00       71         40       2014-07-10 00:00:00       89         41       2014-07-12 00:00:00       89         42       2014-07-13 00:00:00       18         43       2014-07-14 00:00:00       84         44       2014-07-15 00:00:00       71         46       2014-07-16 00:00:00       93	24	2014-06-24 00:00:00	59	
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       2014-07-09 00:00:00       72         39       2014-07-09 00:00:00       71         40       2014-07-10 00:00:00       89         41       2014-07-11 00:00:00       89         42       2014-07-12 00:00:00       18         43       2014-07-13 00:00:00       84         45       2014-07-15 00:00:00       71         46       2014-07-16 00:00:00       93	25	2014-06-25 00:00:00	72	
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       2014-07-09 00:00:00       72         39       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       84         43       2014-07-14 00:00:00       84         44       2014-07-15 00:00:00       84         45       2014-07-15 00:00:00       71         46       2014-07-16 00:00:00       93	26	2014-06-26 00:00:00	75	
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       2014-07-09 00:00:00       72         39       2014-07-09 00:00:00       71         40       2014-07-10 00:00:00       89         41       2014-07-11 00:00:00       89         42       2014-07-12 00:00:00       18         43       2014-07-13 00:00:00       84         43       2014-07-15 00:00:00       84         44       2014-07-15 00:00:00       84         45       2014-07-15 00:00:00       71         46       2014-07-16 00:00:00       93	27	2014-06-27 00:00:00	77	
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       2014-07-05 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	28	2014-06-28 00:00:00	20	
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	29	2014-06-29 00:00:00	23	
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	30	2014-06-30 00:00:00	77	
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	31	2014-07-01 00:00:00	81	
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	32	2014-07-02 00:00:00	78	
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	33	2014-07-03 00:00:00	65	
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	34	2014-07-04 00:00:00	65	
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	35	2014-07-05 00:00:00	19	
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	36	2014-07-06 00:00:00	20	
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	37	2014-07-07 00:00:00	84	
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	38	2014-07-08 00:00:00	72	
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	39	2014-07-09 00:00:00	71	
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	40	2014-07-10 00:00:00	69	
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	41	2014-07-11 00:00:00	89	
44       2014-07-14 00:00:00       84         45       2014-07-15 00:00:00       71         46       2014-07-16 00:00:00       93	42	2014-07-12 00:00:00	18	
44       2014-07-14 00:00:00       84         45       2014-07-15 00:00:00       71         46       2014-07-16 00:00:00       93		2014-07-13 00:00:00		
45       2014-07-15 00:00:00       71         46       2014-07-16 00:00:00       93			84	
46 2014-07-16 00:00:00 93				

40	0014 07 10 00 00 00	70	
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	2014-08-21 00:00:00	92	
84	2014-08-23 00:00:00	27	
85	2014-08-24 00:00:00	16	
	2014-08-24 00:00:00	94	
86			
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	

	week	Average age during week	10+ weeks	9 weeks	8 weeks	7 weeks	6 weeks	5 weeks	4 weeks	3 weeks	2 weeks	1١
1	2014-04-28 00:00:	124.007238883	701	0	0	0	0	0	0	0	0	
2	2014-05-05 00:00:	124.381690845	1054	0	0	0	0	0	0	0	0	
3	2014-05-12 00:00:	131.938644236	1094	0	0	0	0	0	0	0	0	
4	2014-05-19 00:00:	132.326628352	1147	0	0	0	0	0	0	0	0	
5	2014-05-26 00:00:	132.345363409	1113	0	0	0	0	0	0	0	0	
6	2014-06-02 00:00:	131.831109066	1173	0	0	0	0	0	0	0	0	
7	2014-06-09 00:00:	131.042582418	1219	0	0	0	0	0	0	0	0	
8	2014-06-16 00:00:	136.480565371	1255	0	0	0	0	0	0	0	0	
9	2014-06-23 00:00:	136.27890556	1034	210	0	0	0	0	0	0	0	
10	2014-06-30 00:00:	136.419297466	917	151	199	0	0	0	0	0	0	
11	2014-07-07 00:00:	135.888750519	899	100	130	223	0	0	0	0	0	
12	2014-07-14 00:00:	143.448815737	832	62	82	152	215	0	0	0	0	
13	2014-07-21 00:00:	141.702780049	791	44	60	95	144	228	0	0	0	
14	2014-07-28 00:00:	144.078660436	805	30	43	83	91	155	234	0	0	
15	2014-08-04 00:00:	140.732238011	678	24	34	52	52	82	154	189	0	
16	2014-08-11 00:00:	125.9943101	562	19	33	39	33	59	94	126	250	
17	2014-08-18 00:00:	128.021718147	522	15	26	26	19	40	64	69	163	
18	2014-08-25 00:00:	128.269810404	474	15	14	23	20	31	47	48	82	

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

	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
0	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