



ABC Corp.

Adoption and Usage of Chaterly at ABC Corp.

Data source: Database admin team at Chaterly

Time frame: May 2017 – April 2018

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Business Context



Goal

- Identify adoption, usage patterns, and upsell opportunities for ABC Corp.

Definition



- Adopters: ABC employees that registered to Chaterly.
- Early Adopters: ABC employees that registered and used Chaterly in the first 2 months.
- Active Users: ABC employees that posted in the last 30 days.
- Power Users: top 12% of users who generate 50% of content.



Caveats

- ABC Corp. is Chaterly's flagship customer.
- The data time period is May 2017 to April 2018.
- The dataset is provided by Chaterly's database admin team.

Executive Summary



Adoption and Usage Patterns

- 101,000 out of 208,000 total employees have posted on Chaterly.
- Early adopters (May – June 2017), used Chaterly 6x more than others.
- Users that post within first 5 days after registration post 13x more in total.
- 12% of users generated 50% of the total posts (Power Users).

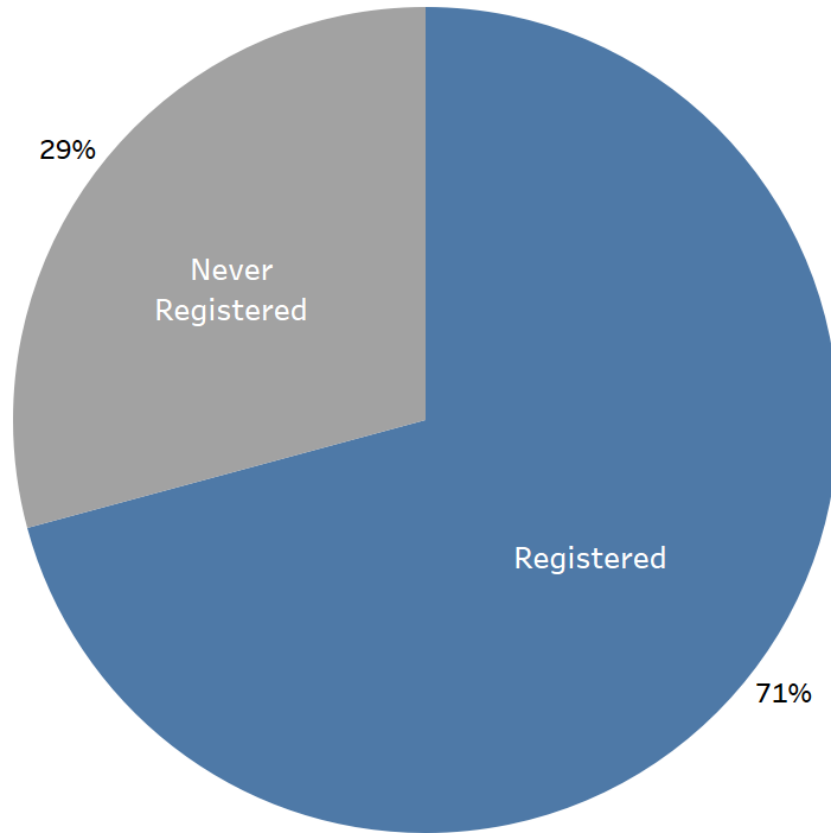
Upsell Opportunities

- • 105% possible additional users.
- • Incentivize early adoption to improve user interaction.
- • Incentivize quick activation to drive engagement.
- • Roll out Chaterly Pro to Active and Power Users.

Adoption of Chaterly

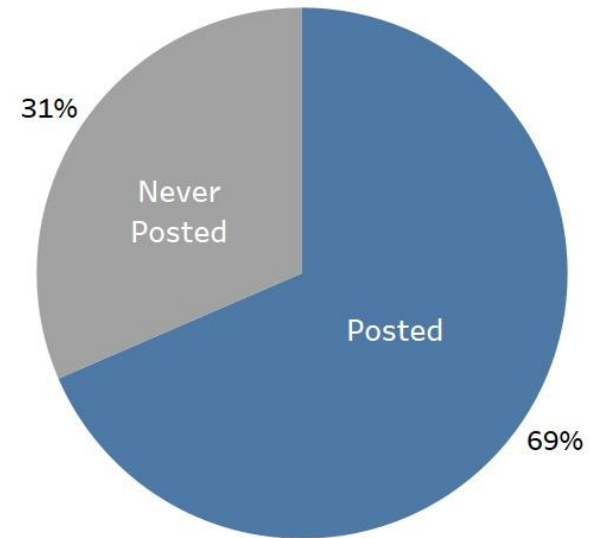
101,000 (49%) ABC employees have adopted and used Chaterly at least once

Registered Users out of Total ABC Employees (Adopters)
(May 2017 - April 2018)



Adopters Who Have Posted on Chaterly from ABC (Users)
(May 2017 - April 2018)

Out of Registered Users
→

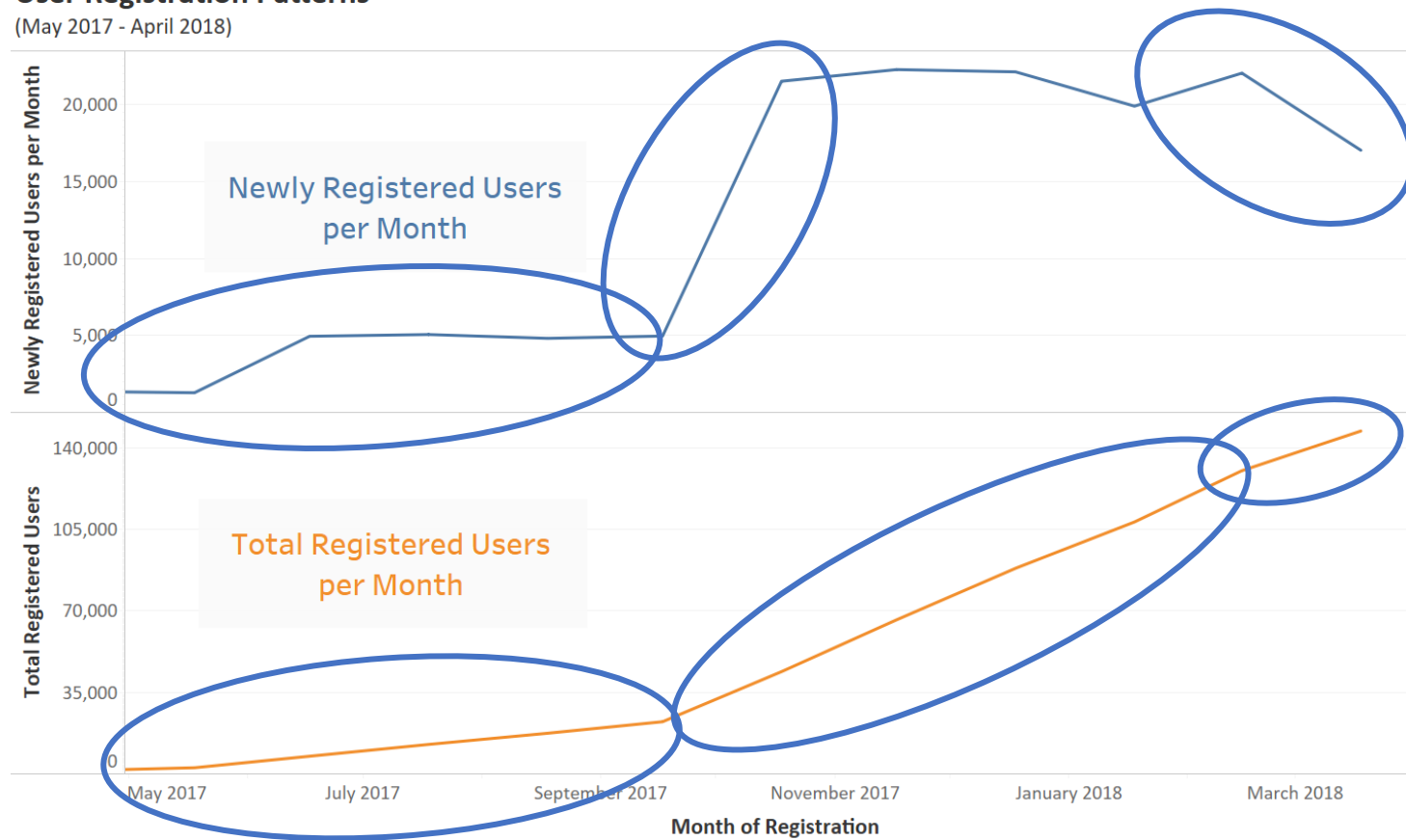


Adoption of Chaterly

Most of the adopters of Chaterly registered from October 2017 onwards

User Registration Patterns

(May 2017 - April 2018)



- Initial adoption of Chaterly was low.
- 16,500 increase in monthly registrations in October 2017.
- Decrease in new monthly registrations from February 2018.

Usage Pattern

Overall increasing time lag between registration and first usage of Chaterly

Time Until First Post by Registration Month

(May 2017 - April 2018)



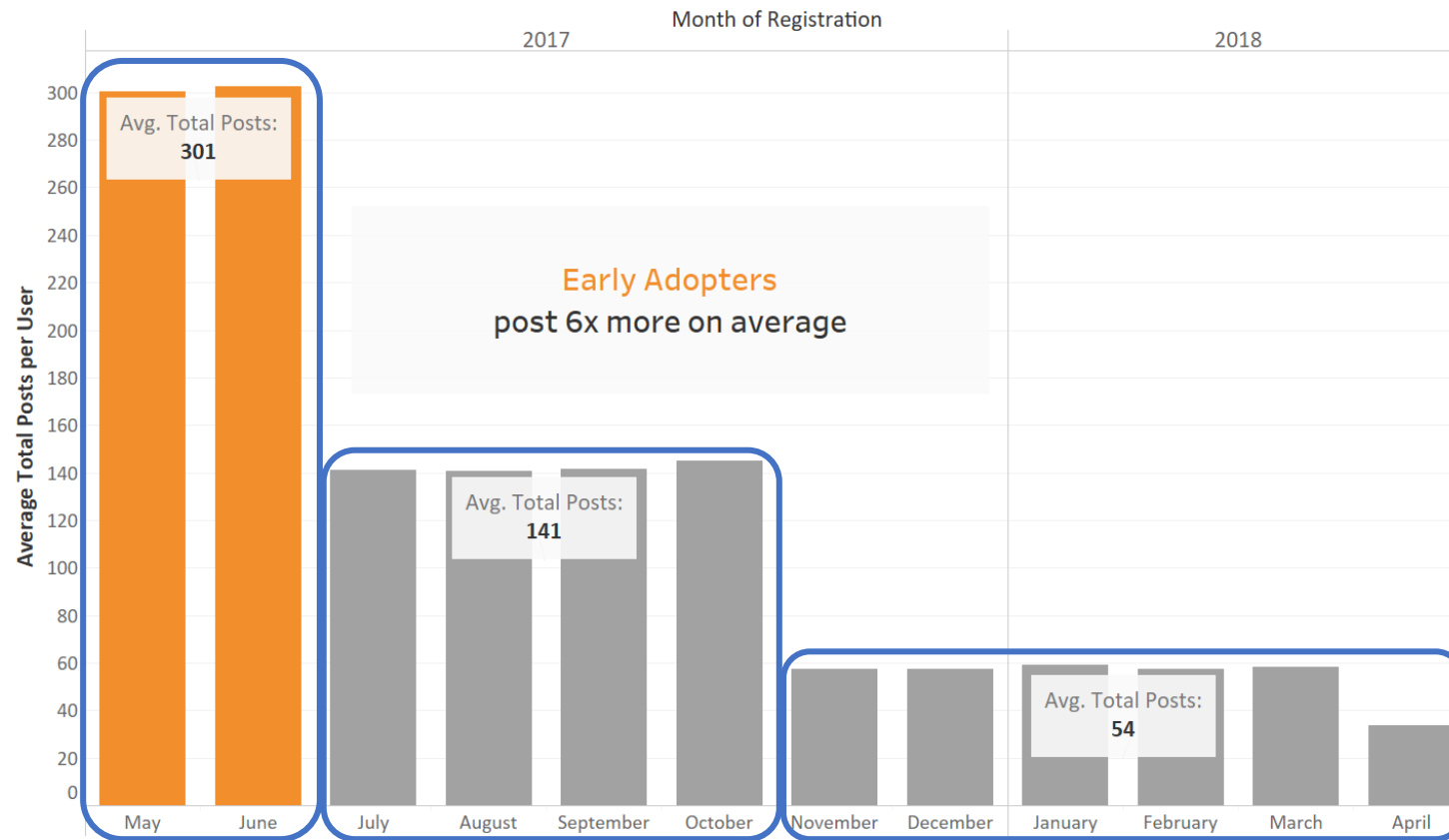
- Users registering after October take more time to make their first post.
- Users registered in the last 7 months wait 38 days before first post.
- No decrease in time before first post since October 2017.

Usage Pattern

Users who registered earlier, posted more on average compared to others

Average Total Posts by Month of Registration

(May 2017 - April 2018)



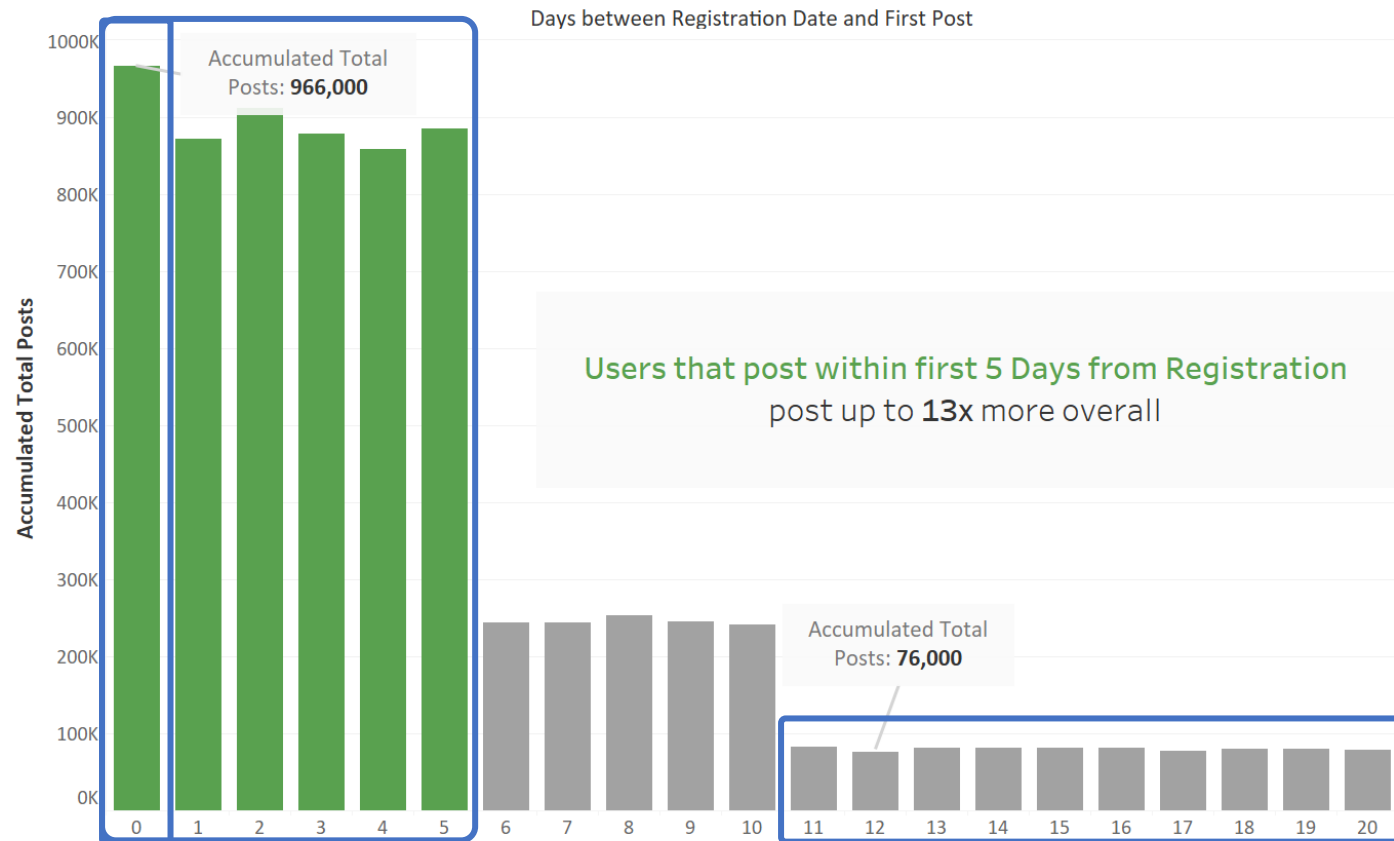
- Early adopters posted 301 times on average.
- Users that registered from July to October posted 141 times on average.
- Users that registered in the last 6 months posted 54 times on average.

Usage Pattern

Adopters who posted within the first 5 days, posted more often overall

Accumulated Total Posts by Days until First Post

(May 2017 - April 2018)



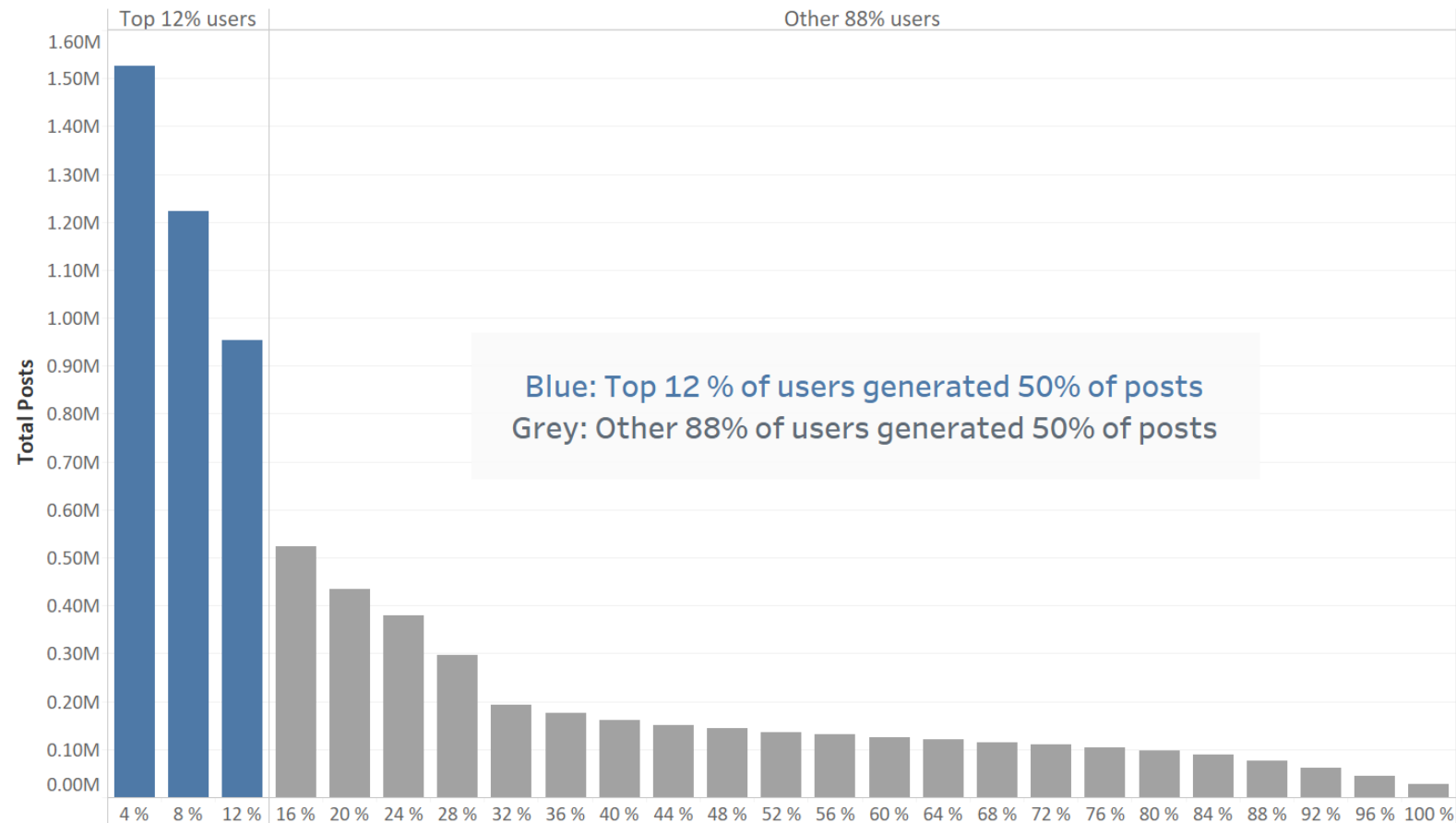
- Users that first posted on their day of registration posted 966,000 times in total.
- The longer users wait to make an initial post, the less posts they accumulate over time.

Upsell Opportunities

12% of users account for 50% of total posts (Power Users)

Total Posts by Ranked User Groups

(May 2017 - April 2018)

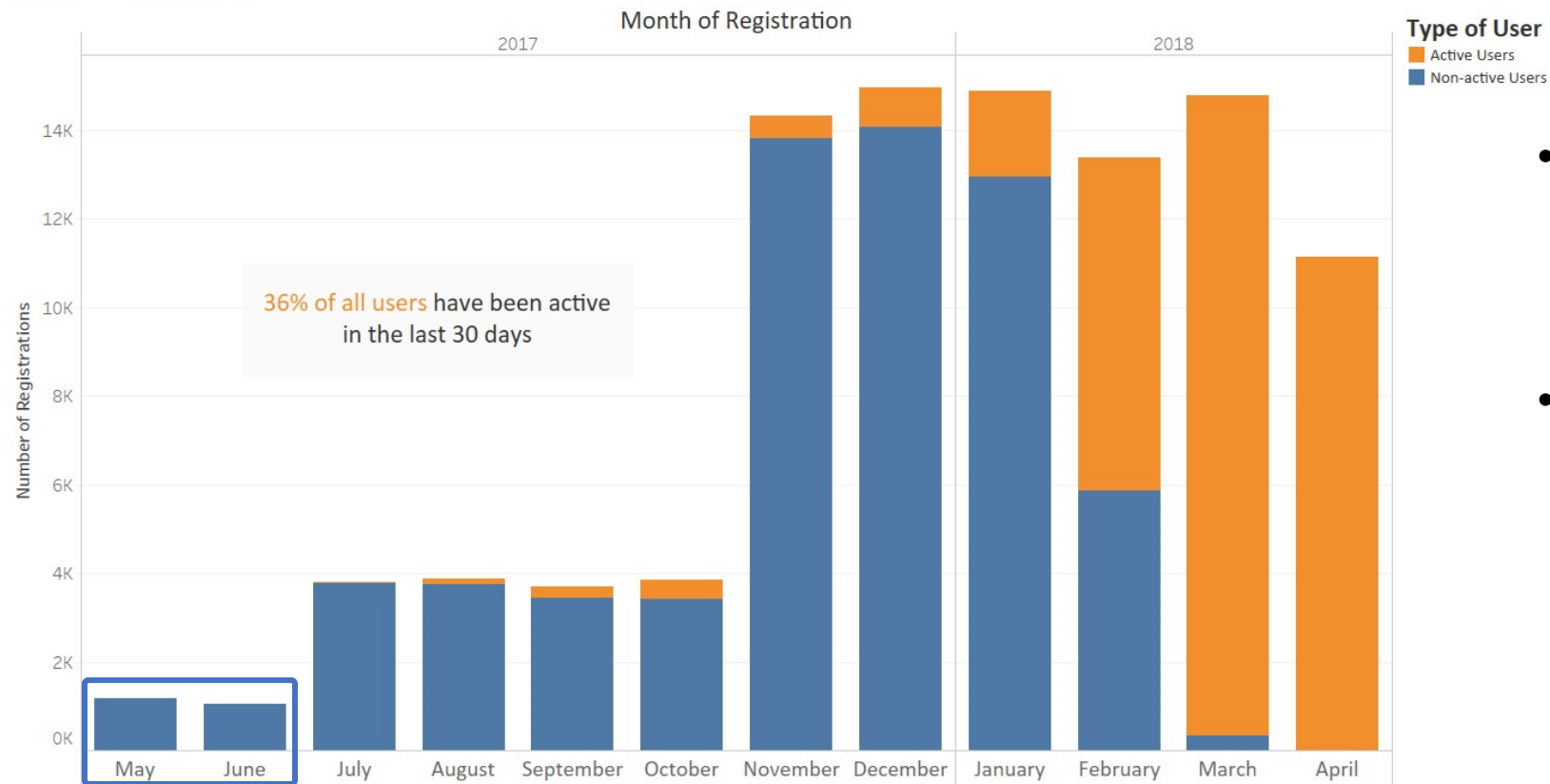


Upsell Opportunities

Users that adopted Chaterly early on, don't stay engaged on the platform

Share of Active Users by Month of Registration

(May 2017 - April 2018)



- 36% of all users have been active in the last 30 days.
- None of the early adopters have contributed in the last 30 days.

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Next steps

Additional data is required to drive further business insights

- Demographic Information
 - Does age affect the usage of Chaterly?
- Professional Information
 - What department uses Chaterly the most? (Organisational data)
 - Do new hires engage more frequently on Chaterly? (Employee data)
- Activity Frequency
 - What time do users post on Chaterly? (time stamps)
 - Who do they reach with their posts? (views, interactions by others)
 - Did the user upgrade to Chaterly Pro? (Yes/No)
 - What Pro features are used and when? (time stamps, interactions with others)