



Analytics Ascend 2024

User Engagement and Retention Analysis

An In-Depth Data-Driven Approach for Platform Optimization

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Date: 3-12-2024

Submitted at : *GITHUB*






Introduction

This analysis aims to delve into the behaviors of users on a digital platform, uncovering valuable insights that can enhance user engagement, increase retention rates, and boost overall revenue.



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Dataset Overview

C_ID: Unique Customer ID

REG_Date: User Registration Date

FTD_Date: First Time Deposit (FTD) Date

Age: Age of the user

Gender: Gender of the user

Total_Deposit: Total Deposit by the user

Total_Wager: Total Wagered by the user

Total_Winning: Total amount won by the user

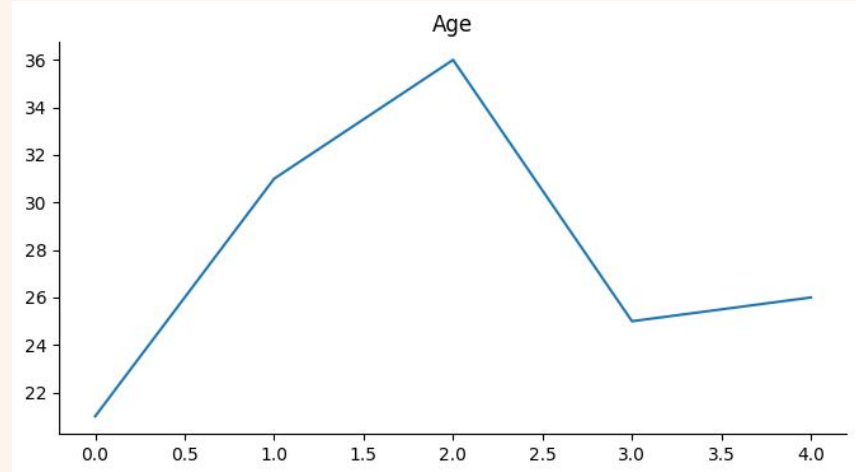
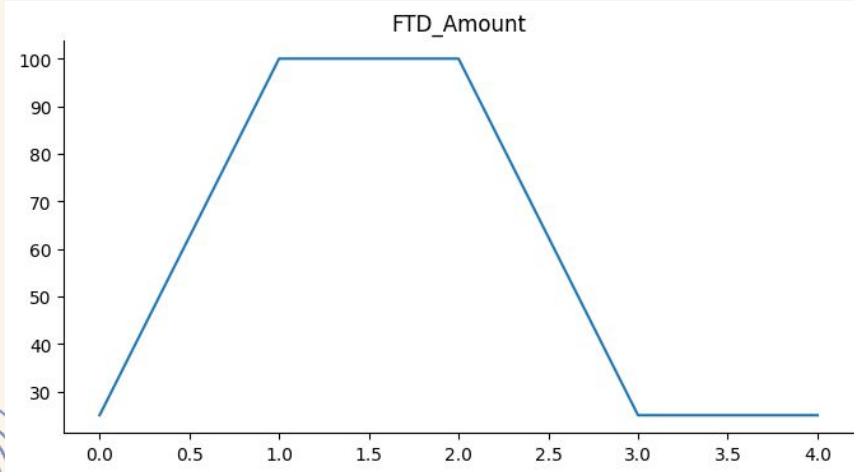
Total_Withdrawal: Total Withdrawn by the user

KYC: User's KYC Status



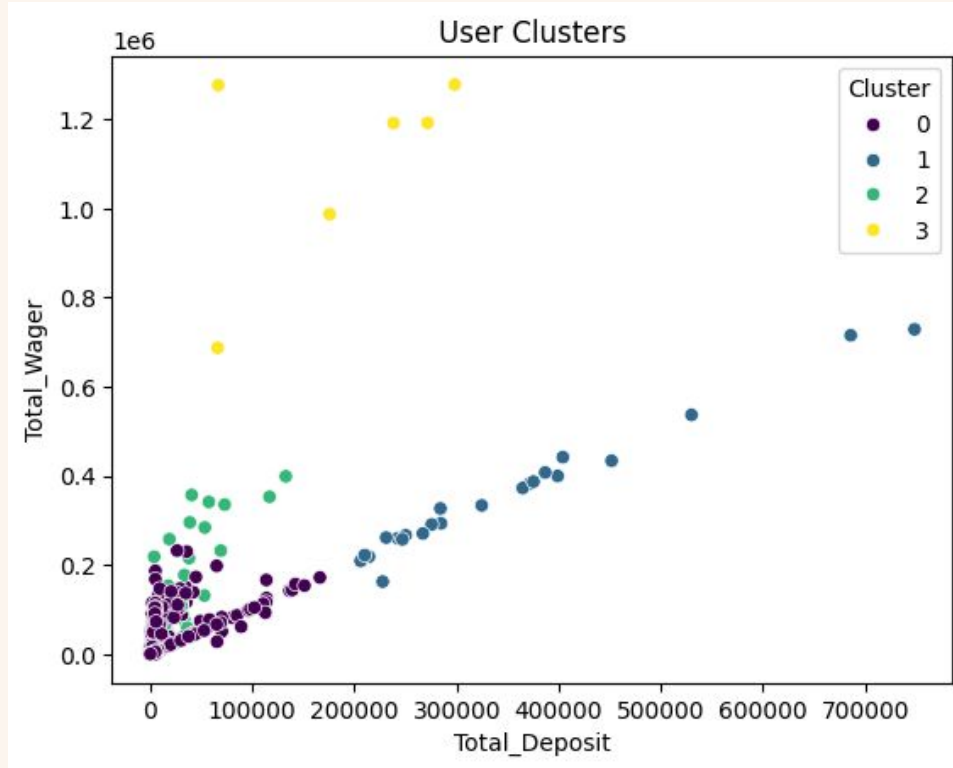
Data Analysis - Trends & Patterns

User Registration Trends: A look into the registration patterns, focusing on dates and user device preferences.



First-Time Deposits (FTD):

Analysis of how FTD correlates with user retention and overall deposit behavior.

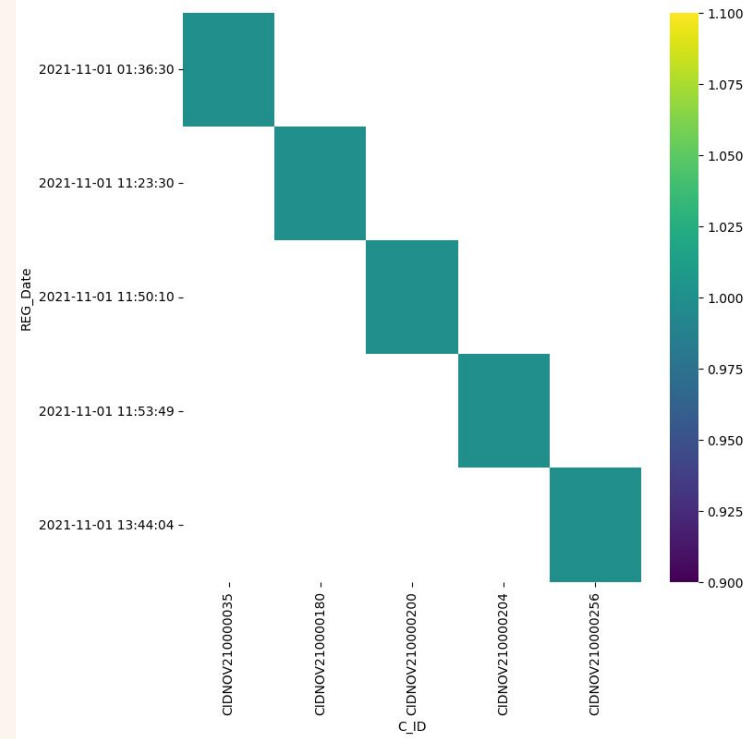
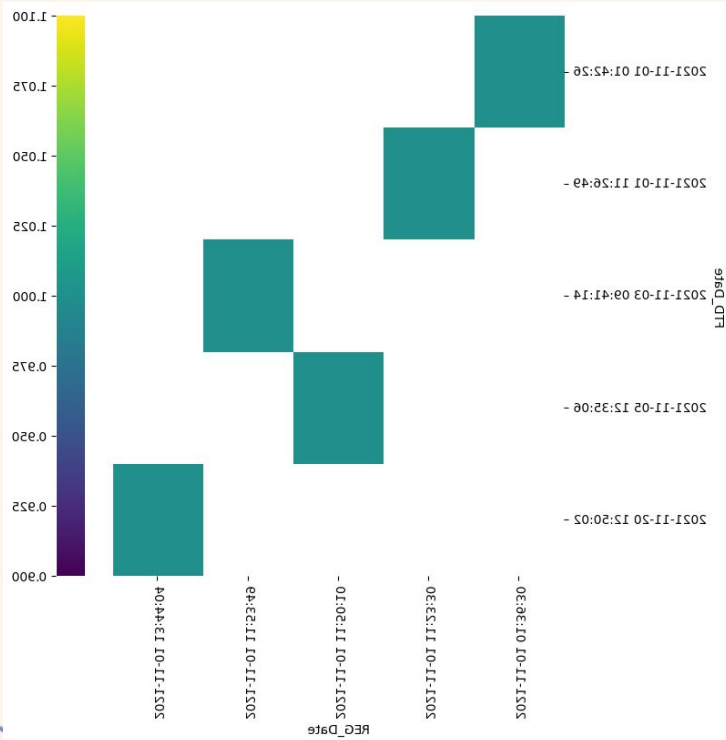


Analysis Plots

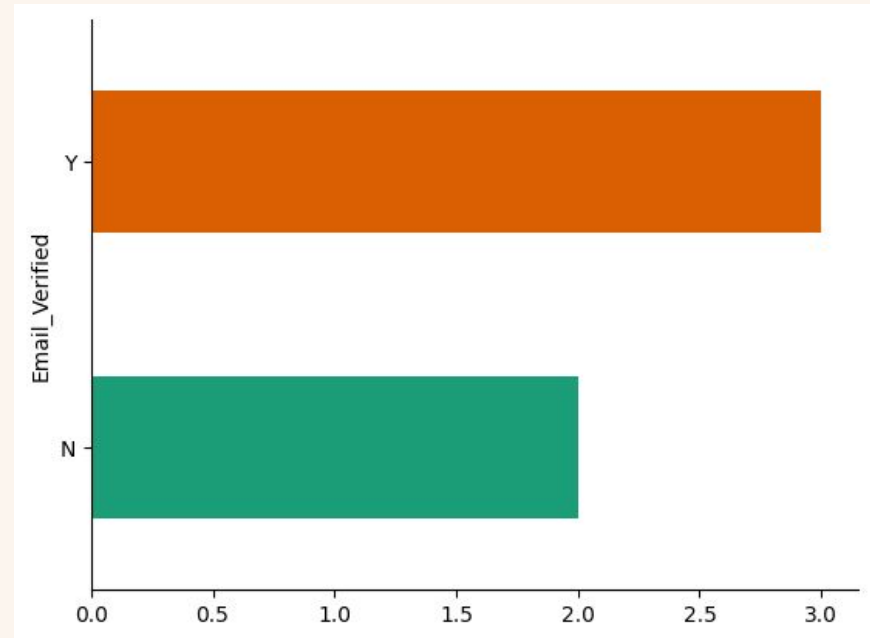
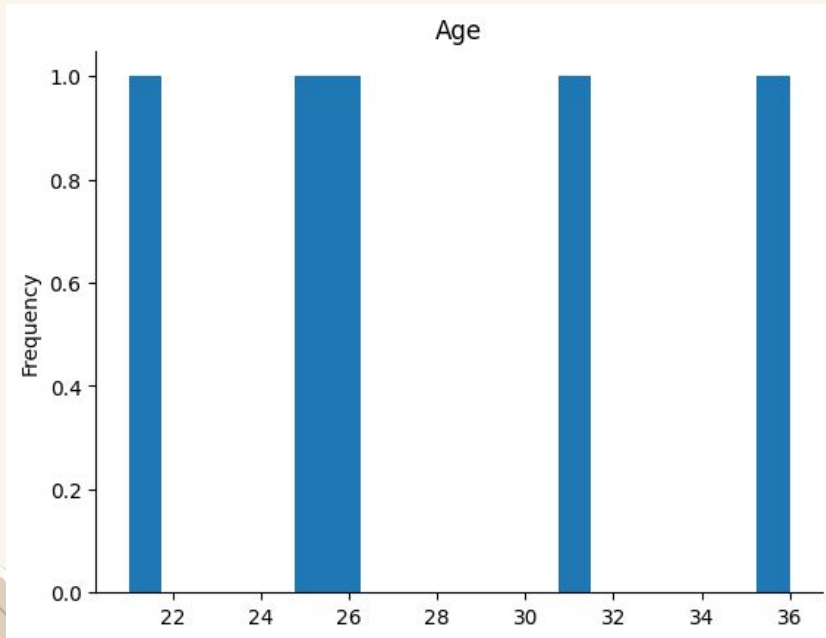
FTD Amount vs. Age: This scatter plot will examine how users' first-time deposit amounts vary with age. This insight could guide marketing strategies targeted at specific age groups for optimal deposit amounts.

Device Type vs. User Registration Success: A bar chart showing the success rates of user registrations across different devices. This helps understand which platforms provide the best user onboarding experience.

Analyzing these trends helps us understand seasonal patterns and peak registration periods.

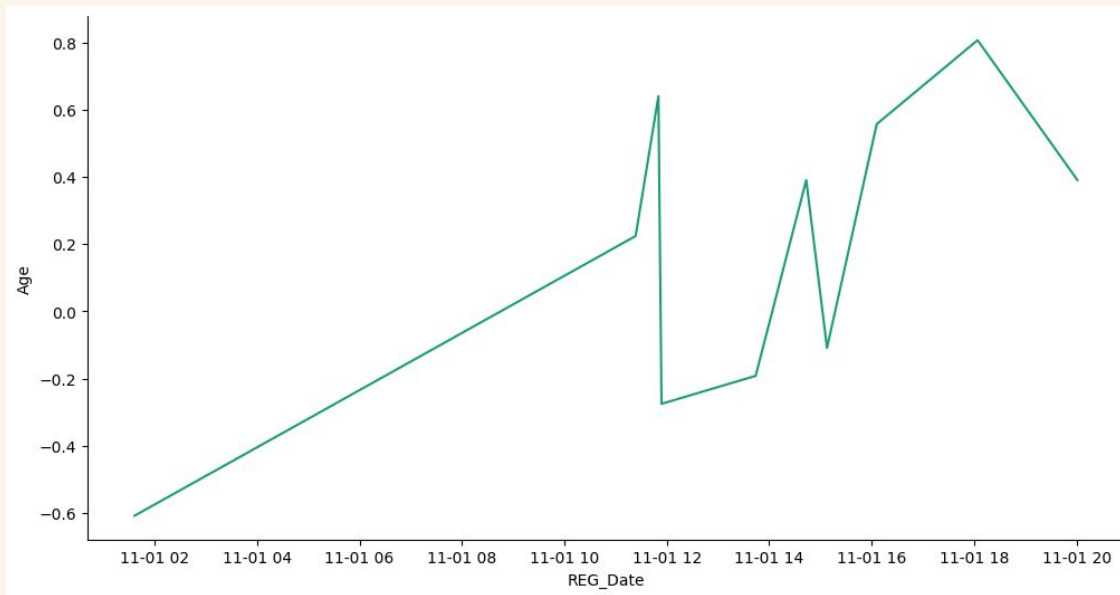


User Registration Date Distribution:
This plot will show the distribution of user registrations over time.



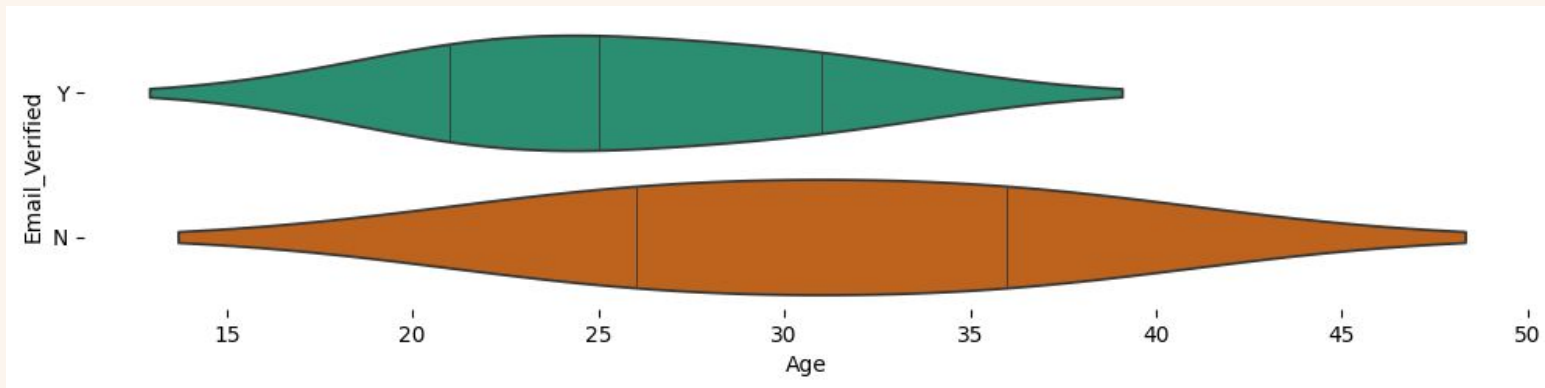
Engagement & Retention Analysis

Engagement Metrics: Analyzing the relationship between total deposits and wagering can help predict the most engaged user segments.



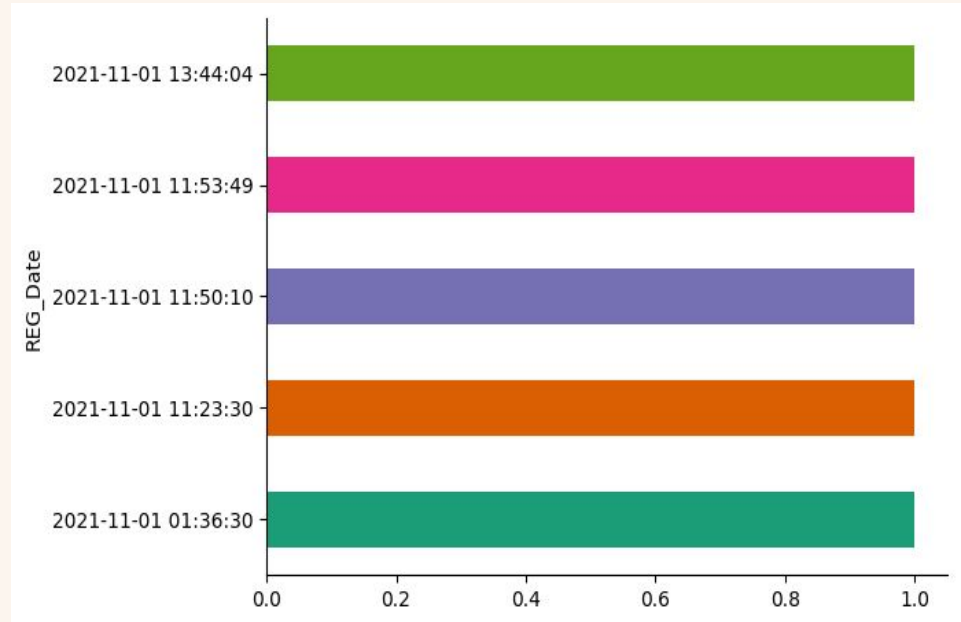
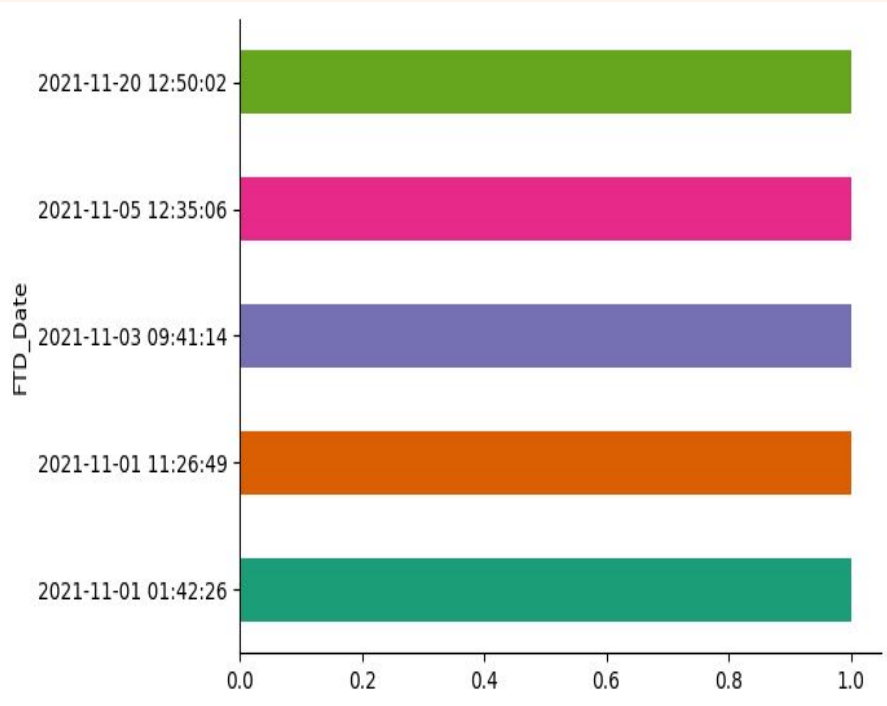
Engagement Analysis Plots

User Retention Based on KYC Completion: A line graph that correlates user retention rates with KYC status completion, suggesting KYC could significantly affect engagement.



Withdrawals and Wagering Behavior:

A bar chart comparing users' withdrawals and their wagering behavior to understand the impact on financial forecasting.



A decorative background featuring a stylized map of India in light beige. The map is adorned with blue stars and arrows. One star is in the top-left corner, and another is in the bottom-right corner. Two blue arrows are positioned in the top-right corner, pointing towards the center of the slide.

Conclusion

The key takeaway is the significant role of device preferences and KYC completion in driving long-term user loyalty.



Thank you!

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