

CompanyCam Data Analysis: Key Findings & Recommendations

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Key Findings

1. High User Engagement & Event Activity

- **500 active users** recorded at least one event.
- A total of **13,333 events logged**, averaging **26.67 events per user**.
- The most used event is **"Invite User"**, indicating strong organic growth potential through referrals.

2. User Distribution & Subscription Behavior

- **354 free users vs. 146 paid users** (~29% paid conversion rate).
- **Average subscription duration is ~208 days**, showing good retention among paid users.

3. Retention & Feature Usage

- All signed-up users have remained active with at least one recorded event.
 - Both **free and paid users heavily engage with the "Invite User" feature**, emphasizing the importance of referrals.
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Actionable Recommendations

1. Implement an Incentivized Referral Program

- Leverage "Invite User" popularity by offering rewards for both the inviter and the invited user.
- Example: Contractors could earn **discounts, extended free trials, or bonus features** when their invitee signs up and engages with CompanyCam.

2. Increase Engagement for Free Users to Boost Conversions

- Encourage free users to engage more by offering **limited-time premium feature access** (e.g., trial periods, feature unlocks based on activity).
- Use **personalized nudges** to highlight features that paid users use more frequently.

3. Optimize Paid User Retention by Enhancing Subscription Benefits

- Provide **exclusive tools or reports** for long-term paid users.
- Introduce **proactive renewal reminders** and incentives for extending subscriptions beyond the current 208-day average.

Conclusion

By implementing these recommendations, CompanyCam can **enhance product adoption, improve user retention, and drive revenue growth**. The focus should be on maximizing the effectiveness of user referrals, increasing engagement among free-tier users, and offering long-term value for paying customers.

An incentivized referral program will capitalize on the existing trend of user invites, driving organic growth at a low acquisition cost. Additionally, providing free users with limited-time premium access will allow them to experience the value of paid features, increasing the likelihood of conversion. Finally, improving paid user retention through personalized benefits and proactive renewal strategies will ensure long-term customer loyalty and consistent revenue streams.

Overall, these data-driven initiatives will help CompanyCam build a sustainable user base while maximizing engagement and monetization opportunities.