

# Jim\_Arnold\_Data\_Challenge\_2

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## 1 Executive summary:

Analysis of weekly user engagement suggests there is a cohort of 256 users, primarily located in North America and Europe, who have stopped opening weekly digest emails. Given there remain active users in every country, this is unlikely to be caused by regional server connectivity issues.

Drop in user engagement does not appear to be isolated to a particular kind of device, suggesting it's not likely a software/hardware issue.

It also appears to involve at least 1 user from every company, although never 100% from a given company, suggesting the drop in user engagement is not likely due to changes in firewall / spam-filters.

Additionally, there is the weekly digest emails are being delivered as expected, suggesting the drop in user engagement is not likely product-related.

**1.0.1 It appears that while emails are being delivered as expected, many users in North America and Europe are not engaging with the product. Given this anomaly is occurring at the end of July / early August, it may be possible we are seeing a seasonal effect, i.e. summer vacation.**

## 2 Recommendations:

- 1) If possible, review prior years' data to confirm/ reject seasonality hypothesis.
- 2) Contact product team to give heads up. Monitor weekly after users for rebound in 2-4 weeks.
- 3) Consider contingency plans if rebound not observed (methods to incentivize re-engagement).

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