


Investigating bad engagement

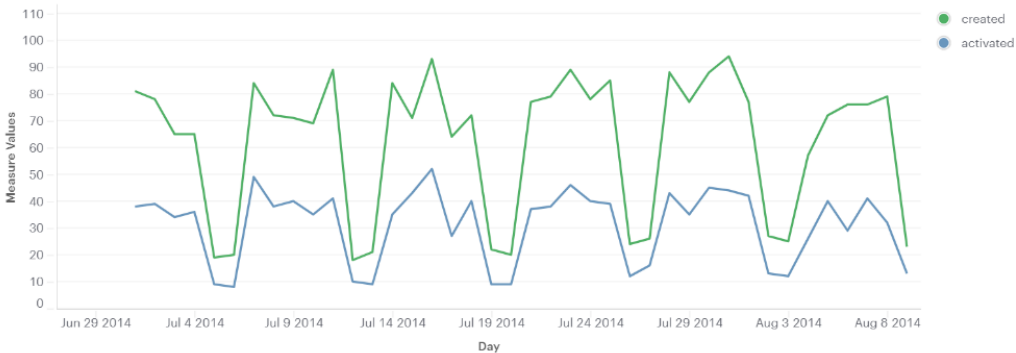
Situation: the head of product has asked you to investigate why user engagement on Yammer (a social media platform) fell from 28th Jul to 4th Aug.

1. Analysis

Key Q: Did the number of created, activated, or active accounts change over the period?

Number of created and activated accounts 

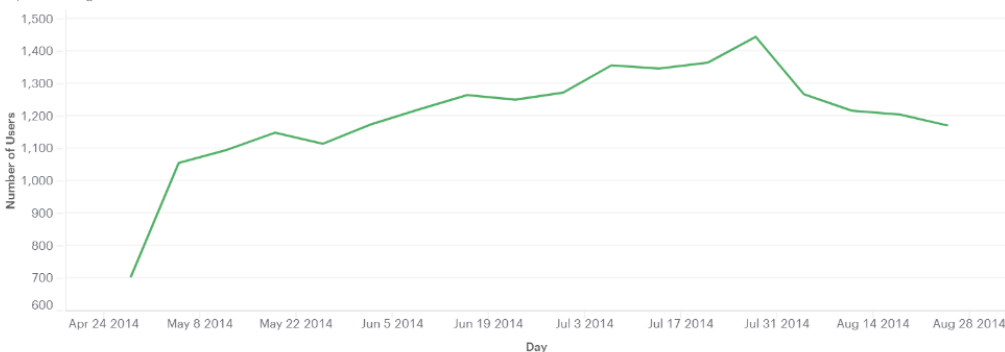
01 Jul 2024 - 09 Aug 2024, #



Insight: the number of created and activated accounts has not drastically changed over the period suggesting there isn't a problem with the signup process. However, the number of active users has fallen by c.200 users. We should investigate if this is driven by the user's company, geography, device type, or years of membership (cohort).

Number of active users 

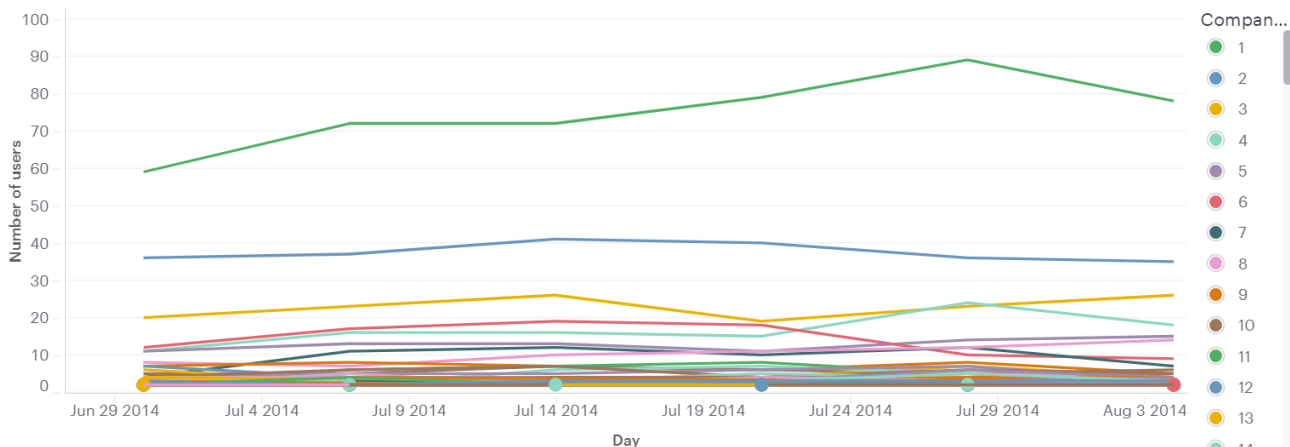
Apr 2024 - Aug 2024



Key Q: Is the decline due to current users of a particular company / geography / device?

Number of users by company

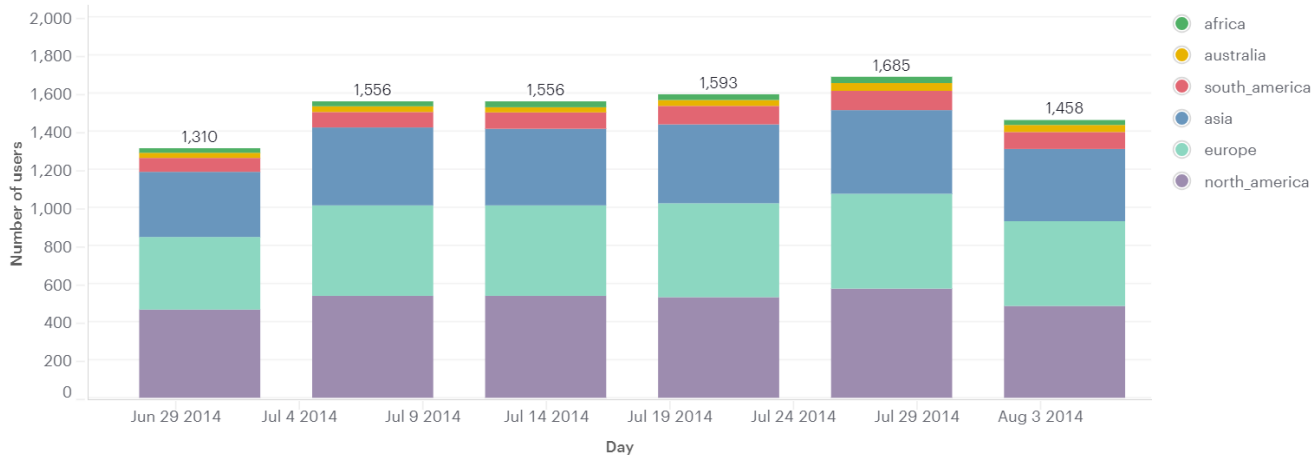
01 Jul 2024 - 09 Aug 2024, #



Insight: no large drops in user activity for a particular company, indicating that company specific problems are not the cause (e.g. Yammer is blocked by a company's internal security measures). Also, interestingly the users are not highly concentrated within a small number of companies, suggesting potential for targeting bigger contract clients.

Number of active users by continent

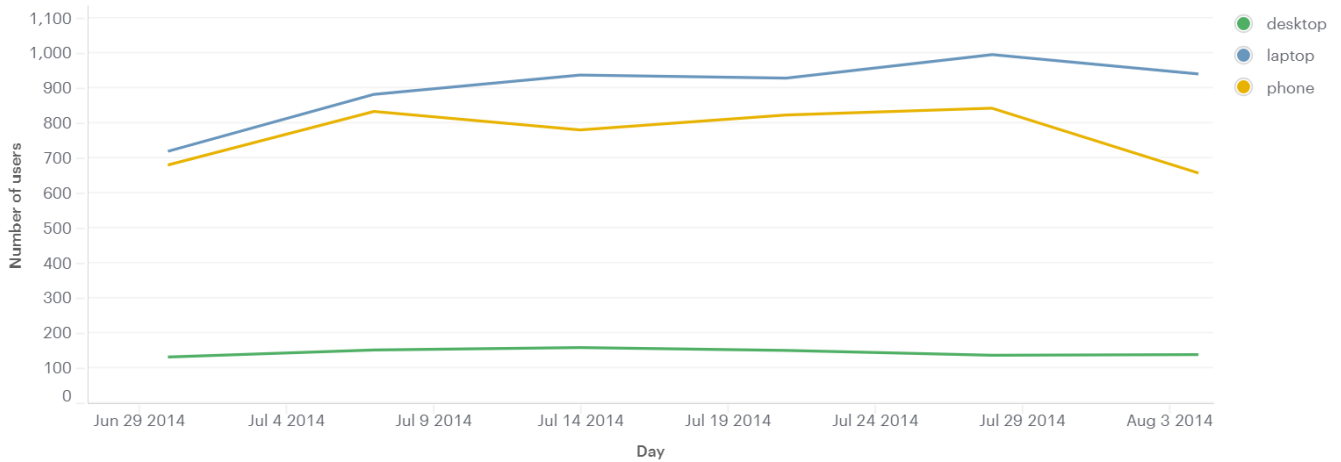
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Insight: stable active user numbers for all geographies, with small deviations. This implies that the engagement drop is not due to geographic specific issues such as a server outage

Number of active users by device type

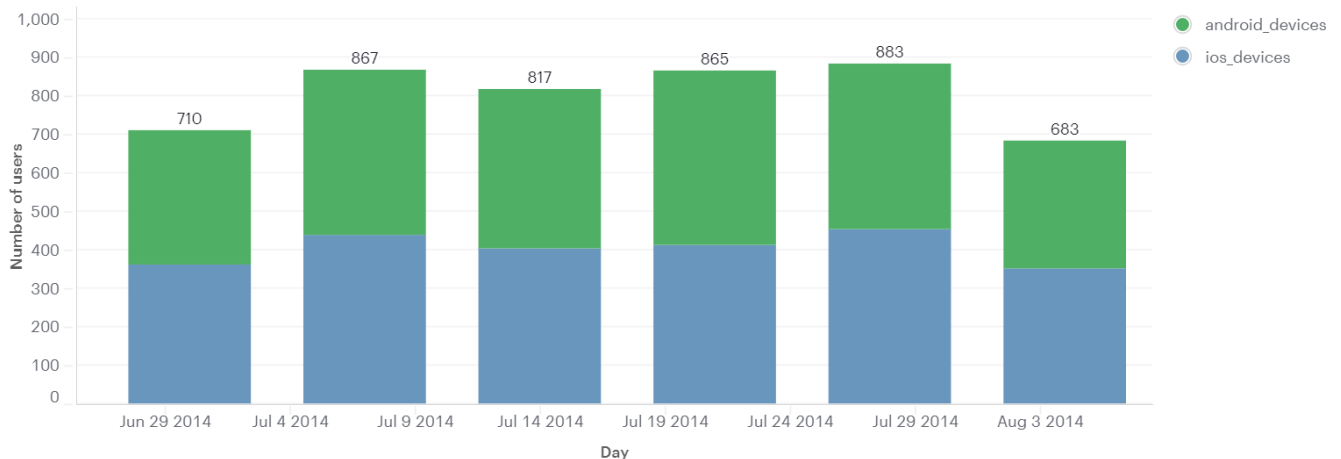
01 Jul 2024 - 09 Aug 2024, #



Insight: phone activity has dropped in the last week which could be because a recent update is causing problems on the mobile app. We can investigate if this problem is localised to iOS or Android.

Active users by device system

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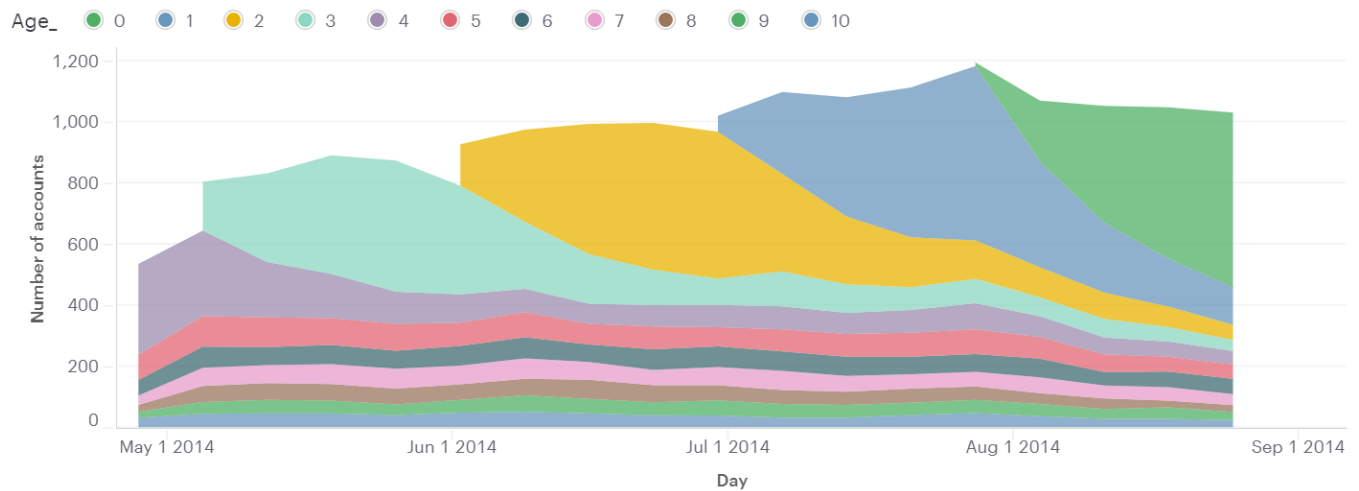


Insight: device operating system does not seem to be a driving force. More likely linked to the age of the device and the software provider's propensity to keep support for the devices. Will require more in-depth analysis on age of device and engagement at a later time.

Key Q: How does cohort age affect the usage of Yammer?

Active users by cohort age in months

2014, #, Age relative to 1st Sep 2014 (filtered so max age = 10 months)

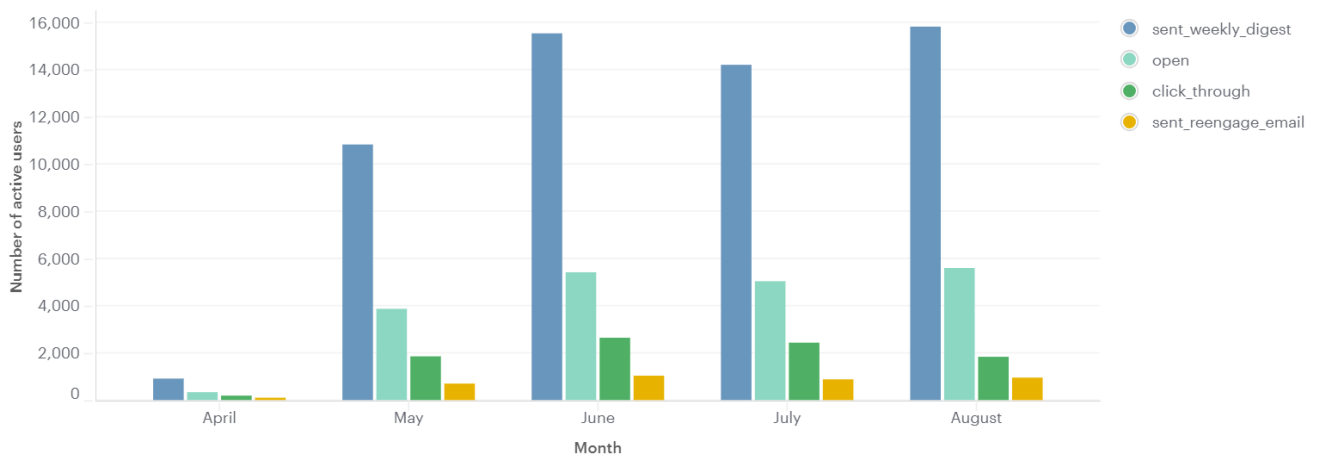


Insight: A large % of users stop using Yammer after their first month. The retention problem suggests the product needs development. Among multiple reasons, this could be because not enough of their coworkers are on the network, the app is poorly designed, interface is difficult to use, or app performs poorly.

Key Q: Are the retention problems related to re-engagement emails?

Emails to active users

2014, #



Insights: Re-engage emails are not being sent through, which could be driving the high churn.

02. Key takeaways and next steps:

- Drop in engagement is likely driven by two factors:
 - A recent mobile update affecting older devices. Evidenced by a fall in mobile phone engagement by 200 users. I would advise additional analysis into which users were affected and if we can re-engage them on another device (laptop or desktop)
 - Re-engage emails are not sending to older active users, driving greater churn. For next steps, I would contact the product team to rectify the email problem and monitor engagement metrics closely for the next few weeks