



# Rosetta Stone Analytical Plan

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# Summary Statistics

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## User Base

63.7%

Web Based  
Users

36.3%

App Based  
Users



32.7%  
Classified as  
Other

67.3%  
Classified as  
Consumer

37.3% Of Users From  
Unclassified Countries

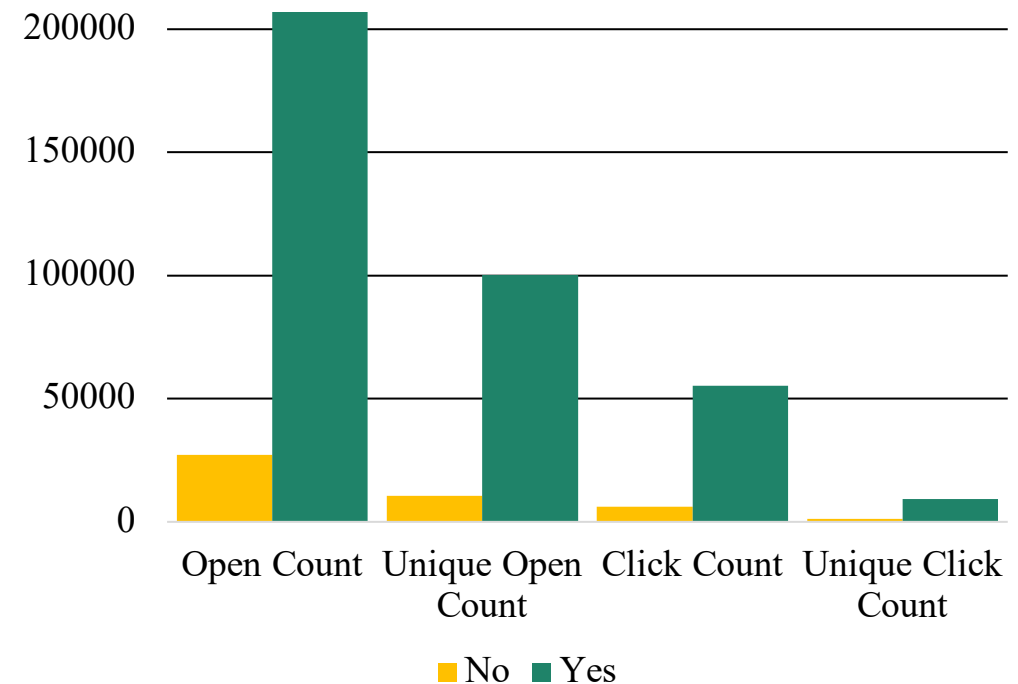
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# Consumer Content Engagement



- How are customers engaging with Rosetta Stone's products?
- Push Notifications and Email Subscribers
- Can we predict the likelihood of customers to purchase additional products?

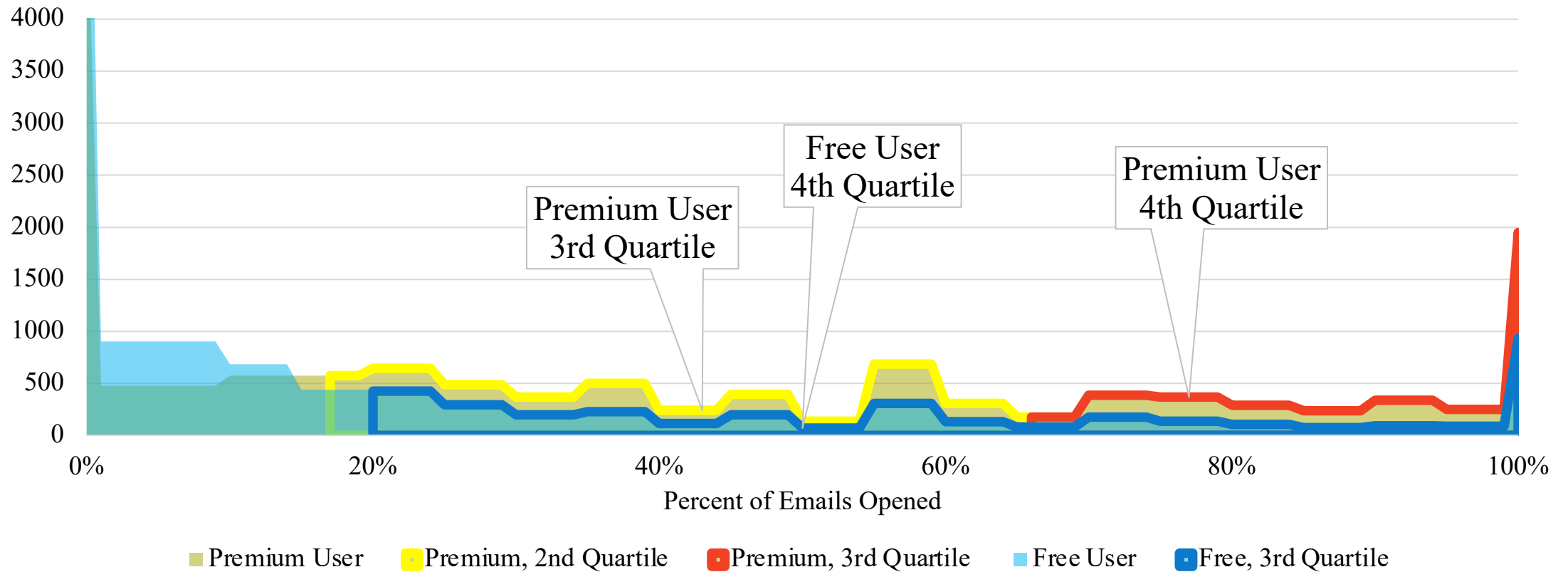
Notification Features for Clients With & Without Push Notifications



# Email Engagement

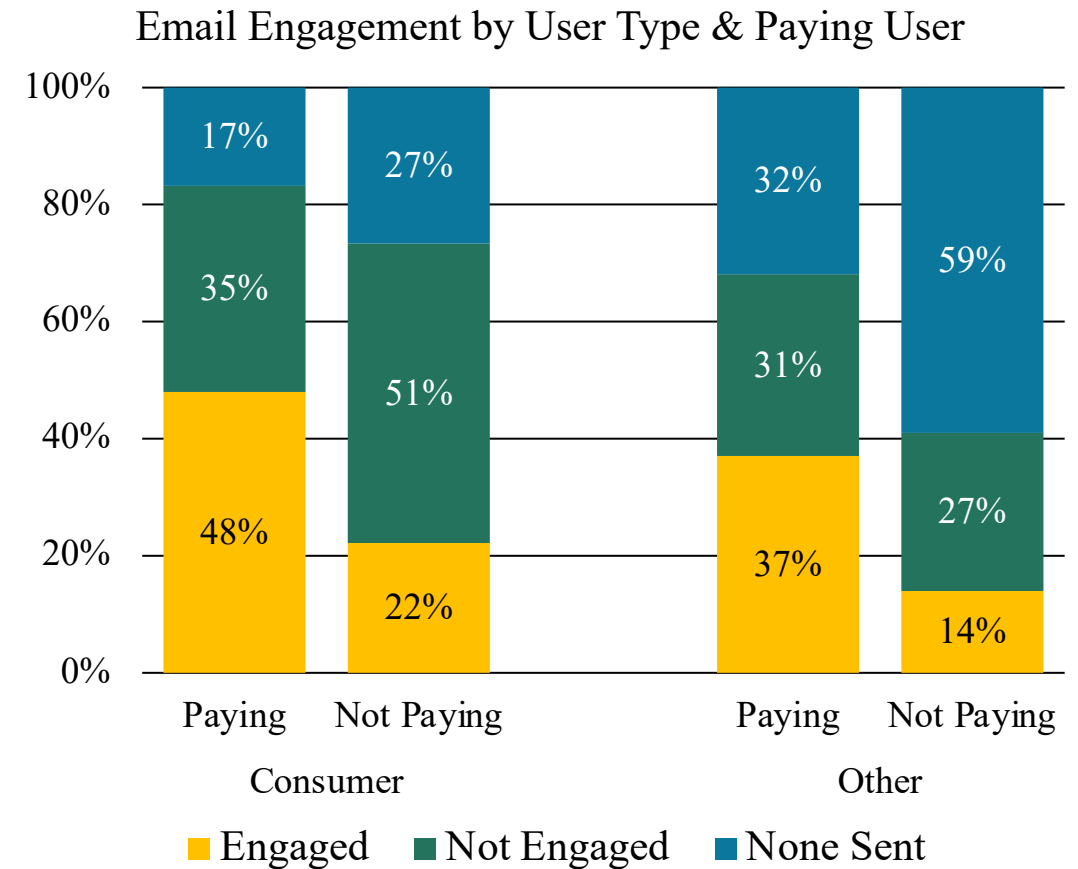
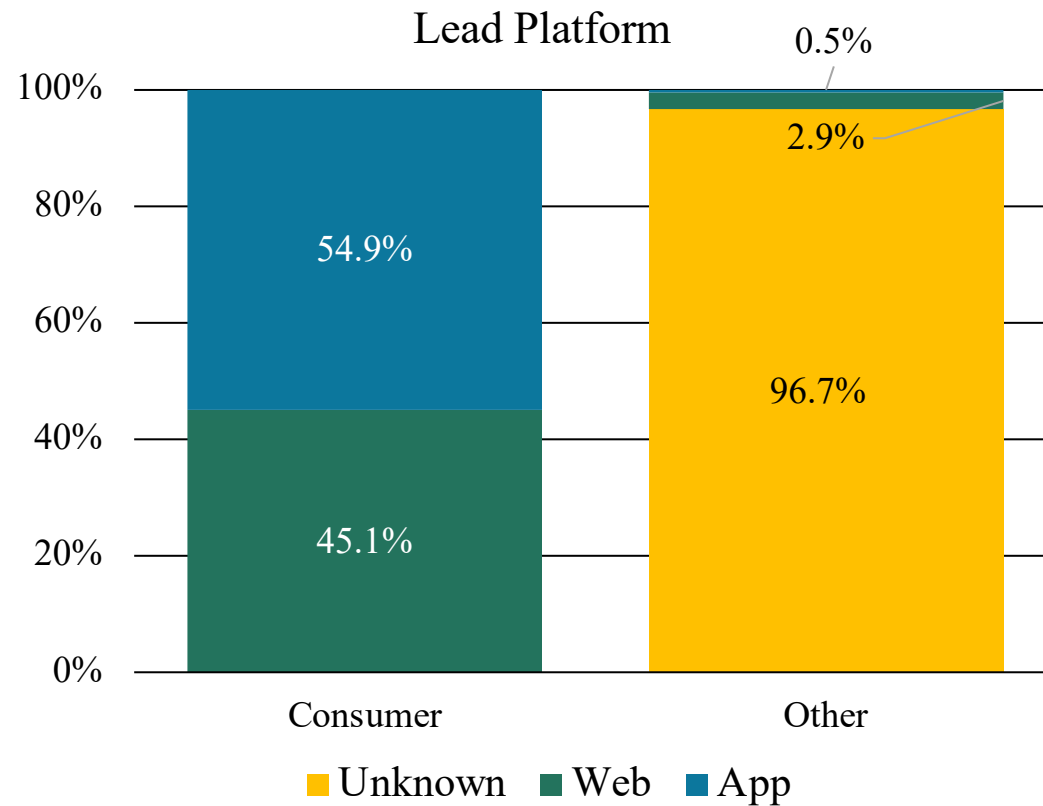


Percent of Emails Opened, Premium User - Free User





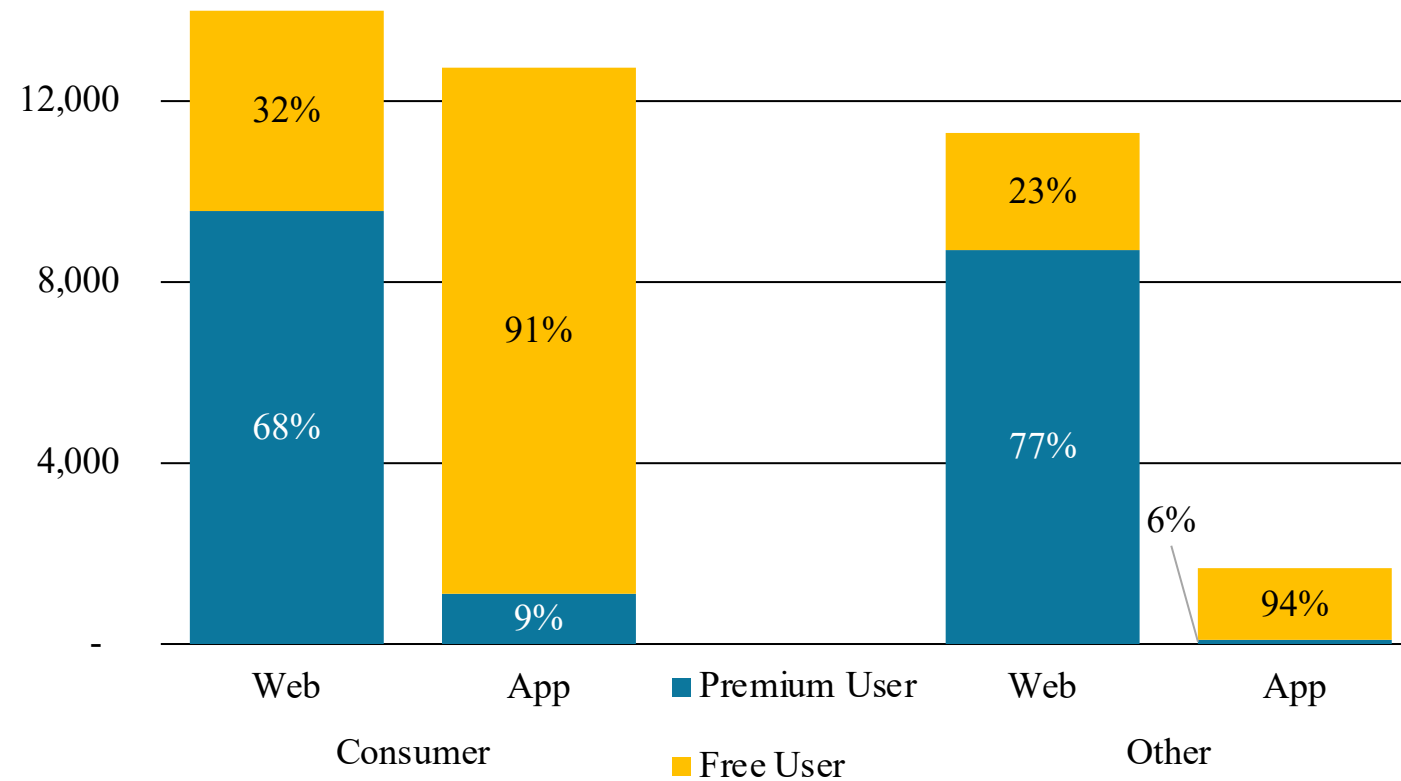
# Non-Consumer Users



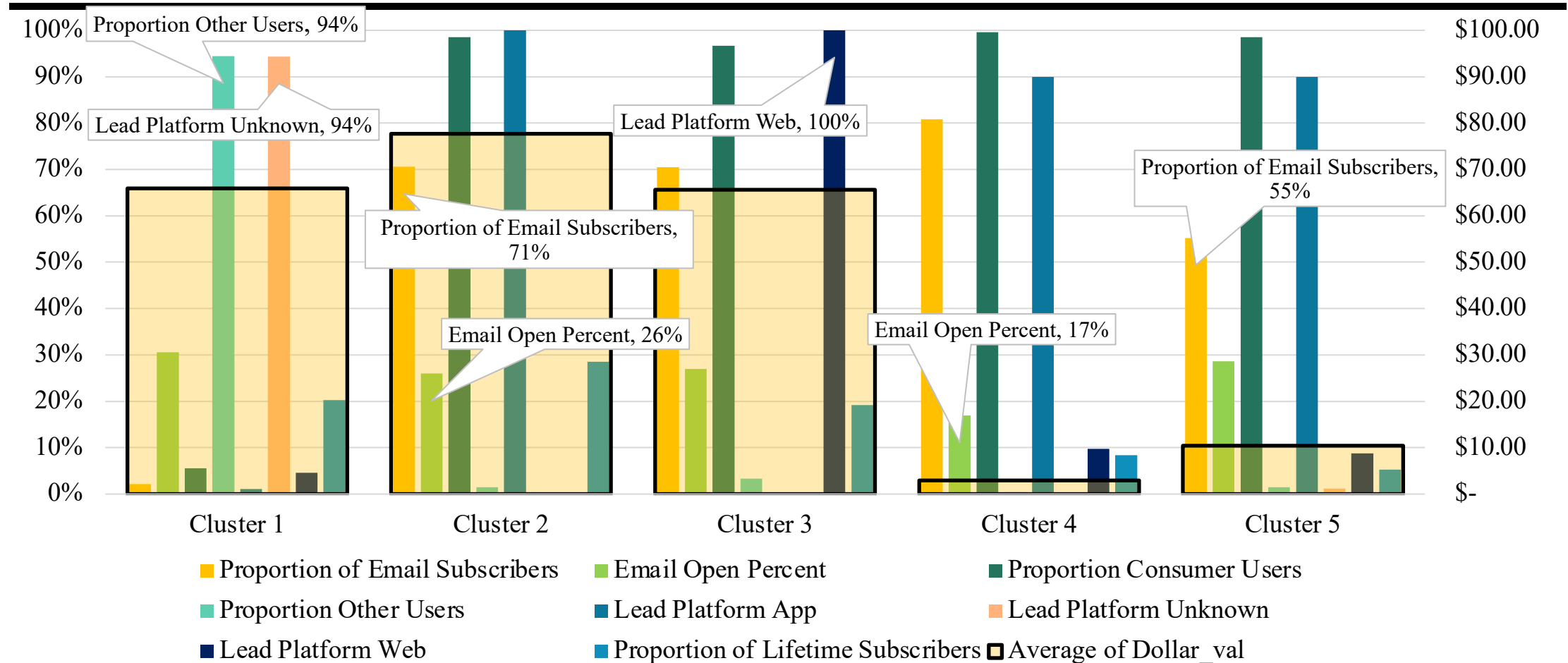
# Impact of Platform



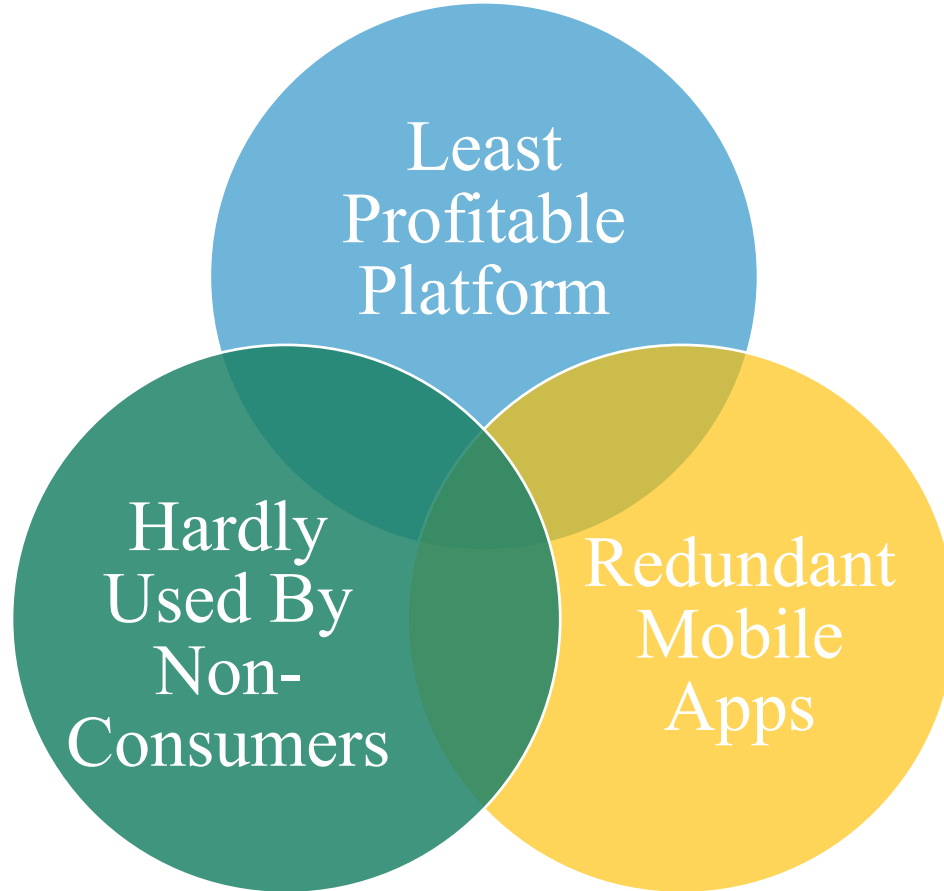
Premium & Free Users by Platform



# Clustering

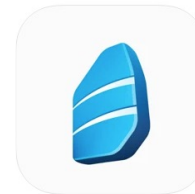


# Operations, App



Rosetta Stone: Learn Languages  
Rating: 4.8

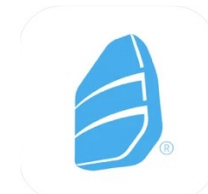
Rosetta Stone: Advanced Languages  
Rating: 3



Rosetta Stone: Fluency Builder  
Rating: 3.8



Rosetta Stone: Advantage Companion  
Rating: 1.5







# Improve Data Gathering

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	Country	Dollar Value
Europe	12.43%	10.56%
Other	37.27%	46.76%
US/Canada	50.29%	42.58%
<b>Total</b>	<b>100%</b>	<b>100%</b>

	Count of User Type
Consumer	67.33%
Other	32.67%
<b>Total</b>	<b>100%</b>

- US/Canada comprises most subscribers
  - Most of the purchase amount comes from other
  - “Other” category in User.Type
  - No overlap of users with push notifications + e-mails
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# Marketing

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## Marketing Targets

Listed with  
corresponding cluster

1. Non-Consumers
2. High Engagement
3. Web Users
4. Push Notifications - On

- Avoid allocating resources towards those with a low email engagement (<20%)
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Questions?

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