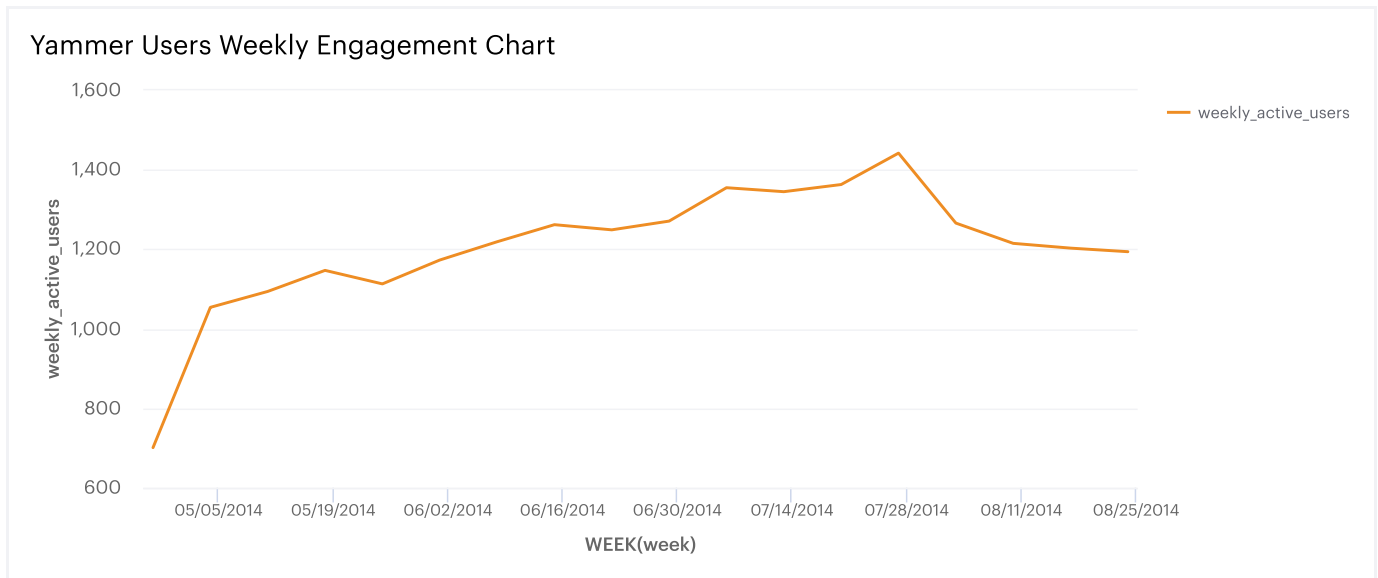


# SpringBoardYammerEngagement



**Figure 1 : (above) Drop in user engagement :**

A drop in the measure of user engagement was observed in yammer users in th 1st week of august 2014.

A few possibilities were hypothesized :

- **A new API** : Users and automated software may be still using an old set of APIs to connect to yammer, while a new release may have required the users to move to the new API for successful engagement
- **Bug** : A bug in the measure of engagement could have occurred
- **Server side** : Network infrastructure, network performance , dropped queries, and a periodic change in authentication passwords could have been another reason
- **Competing product** : a competing product with better features and ease of migration from yammer could have been introduced

Let us see if the number of users that signed up and activated, dipped dramatically or not.

From the **Figure 2 (below)**, it appears that the number of users did change

Figure 2: Daily Sign-Ups

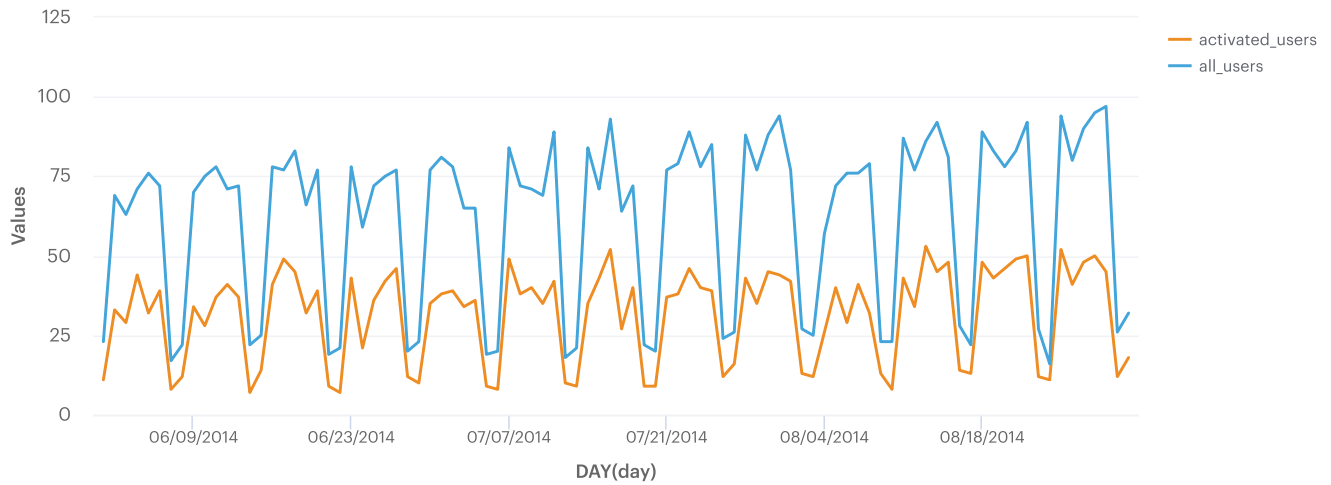
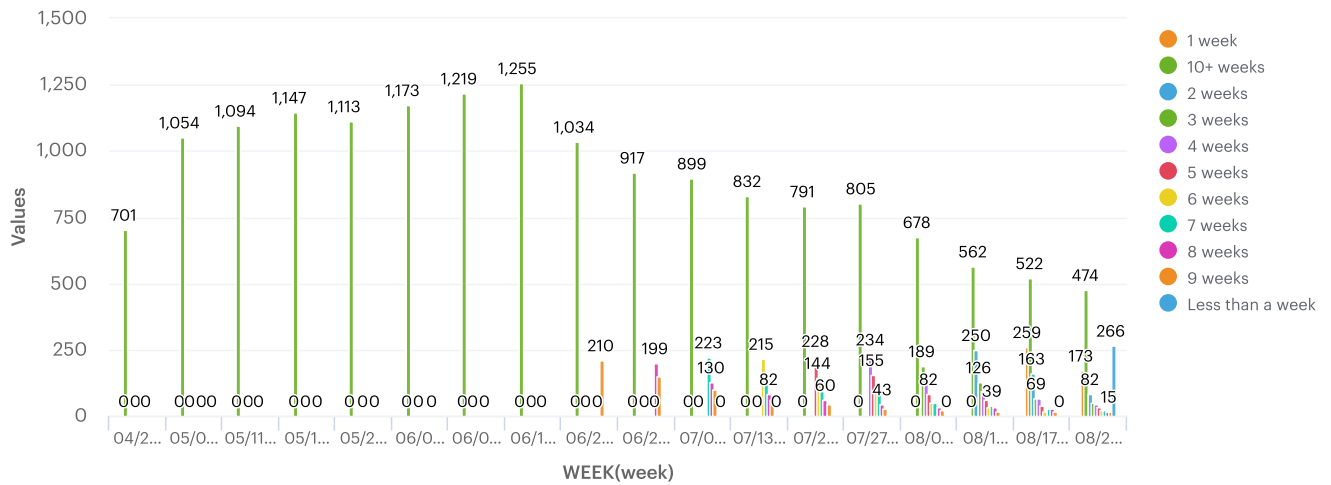


Figure 3: Retention Rate by User Age



Upon grouping the users by age in weeks since activation, it was found that the group of users with an average age of 10 weeks showed dramatic drops as per **figure 3** (above).

Figure 4: Retention of users by Device

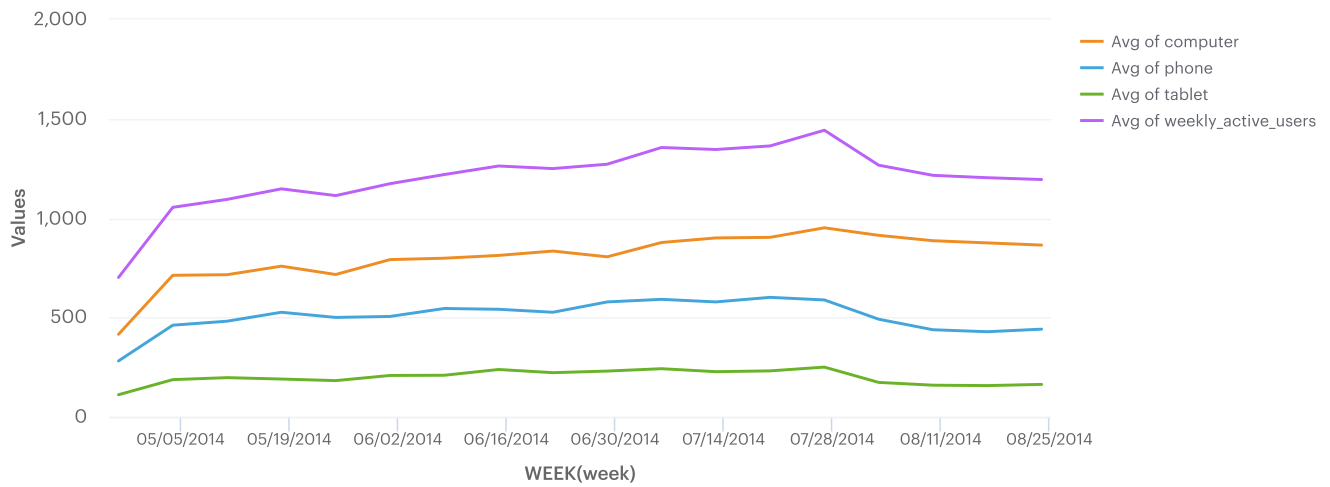


Figure 4 (above) : users of mobile devices showed a drop in the engagement. It could point to a plat-form related update that caused the engagement to decline

Figure 5: User-Engagement Emails

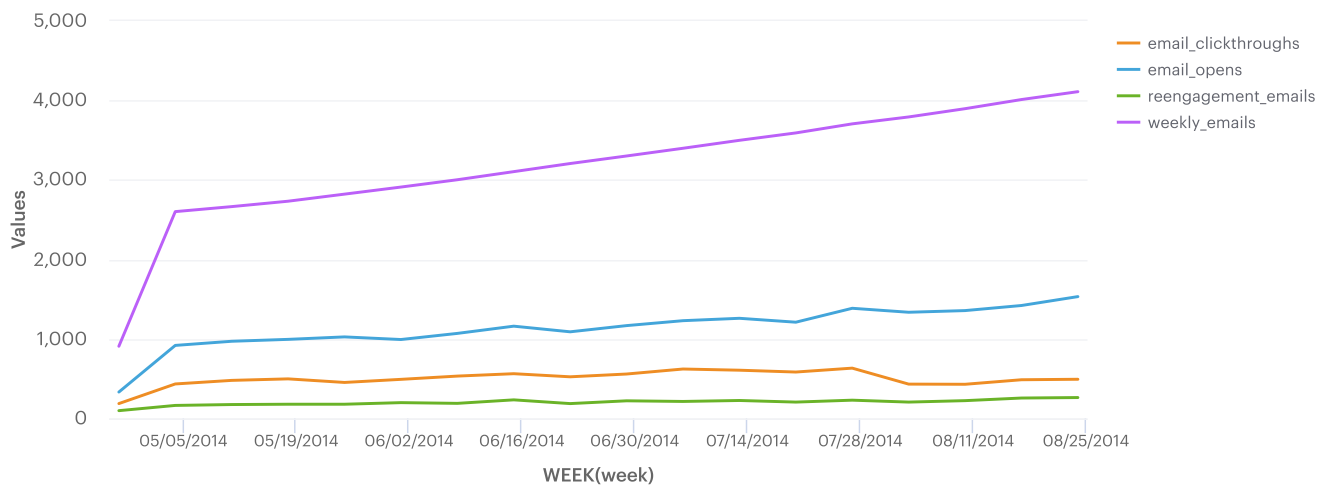


Figure 5 (above) : The email clickthroughs have declined

Figure 6 : Email click-throughs vs. weekly digest

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**Figure 6: (above)** : Comparison of the click-through of digest emails indicates a drop in click-through . The product team needs to understand what changed in the product that caused the click-throughs to decline.

## CONCLUSION :

- Had there been a decline in due to competing product, the number of signs ups would have also decline and the trends in daily sign up did not exhibit any decline (Fig. 2)
- There was a decline in users engagement for users who were activated for 10 weeks : So retention of cohorts of users was an issue.
- Compared to computers, mobile platforms such as smartphones and tablets showed a decline
- Further click-through of digest email showed decline
- Therefore, the **recommendation** to the product team was to look into the **areas of mobile platforms and weekly digests** that brought about a **drop in engagement**