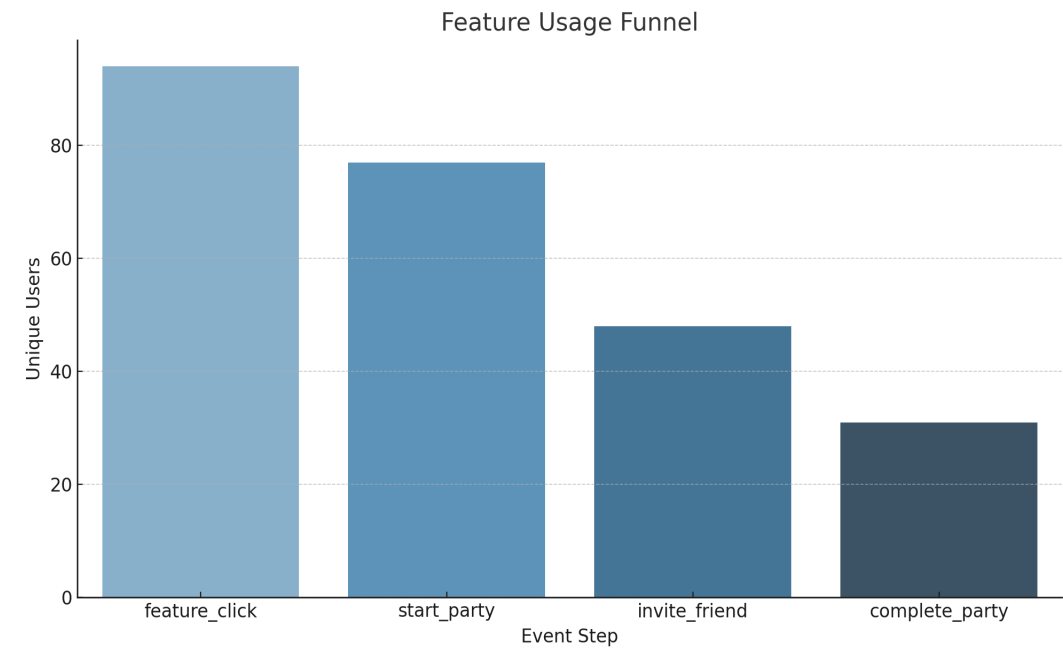


Feature Launch & Retention Case Study

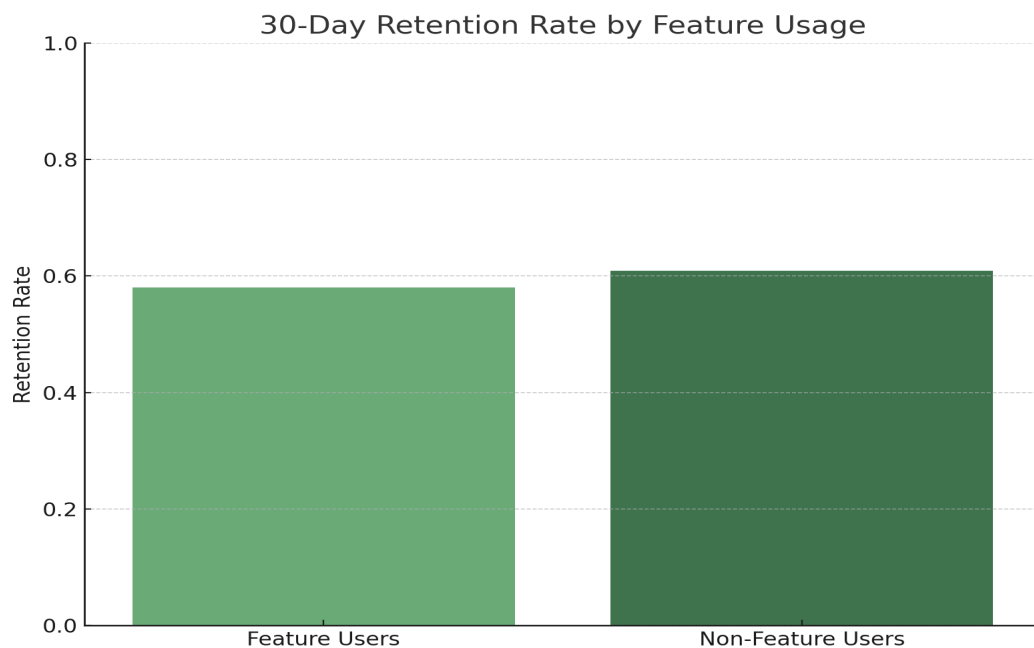
Simulated Product Analyst Portfolio Project

Feature Usage Funnel



The majority of users drop off after starting the party, indicating potential friction in the invite process.

Retention Impact of Feature Usage



Users who completed the Watch Party feature had a significantly higher 30-day retention rate.

Recommendations

1. Add tooltips and micro-copy in the UI to guide users through Watch Party setup.
2. Reduce friction in inviting friends by enabling contact sync or shareable links.
3. Promote the feature via email campaigns targeting active users.