In this project, we were tasked to explore the two datasets: events and users in Mode analytics and create a dashboard by answering the following questions.

- 1. Analyze Users
- oHow many companies are in the database?

oWhich is the company with the most users?

•Which language do they use? oCreate a chart for the events per day

2. Analyze Events

- oFrom which location are most of the events? •Which are the most frequent events?
- •Which devices are used? oHow many events are there per day?

3. Analyze Users and Events

oWhich company has the most logins?

oHow many interactions are there daily via mobile devices?

USERS AND EVENTS

Total Events APRIL TO AUGUST

341K

No. of Users THERE ARE 19K USERS ON THE PLATFORM

19.1K

No. of Companies COMPANIES ON YAMMER WEBSITE

13.2K

Company with Most Users and Logins 10K USERS; 2.3K LOGINS FROM COMPANY 1

2.3K

^1

Average Events per Day AVERAGE DAILY EVENTS

2.8K

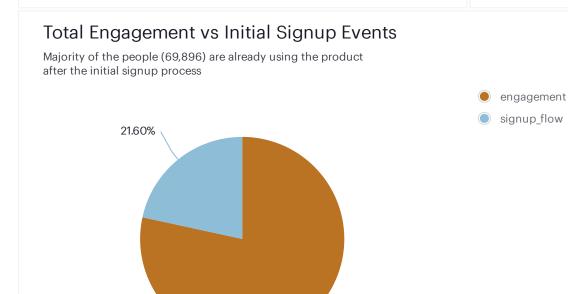
Fourteen Percent Drop in User Engagement USER ENGAGEMENT DROPPED BY ABOUT 14% IN AUGUST 2014

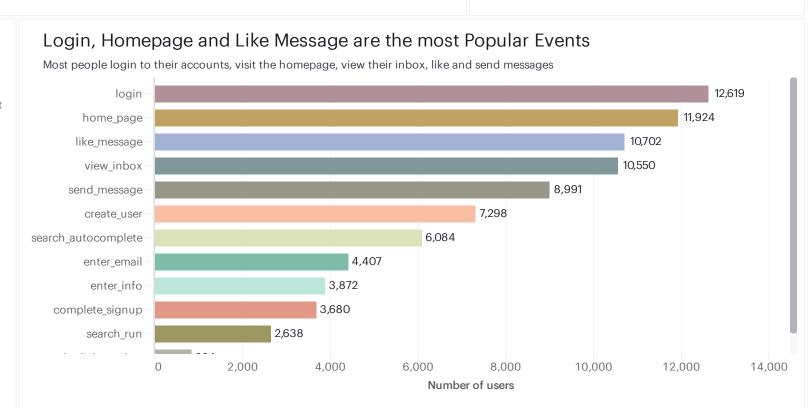
79.1K

▼13.98%

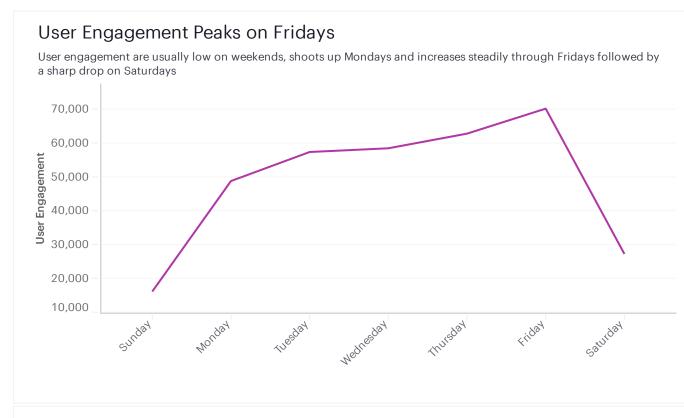
Average Monthly Events A 0.13% DROP IN AUGUST

101.1 **▼ 0.13%**

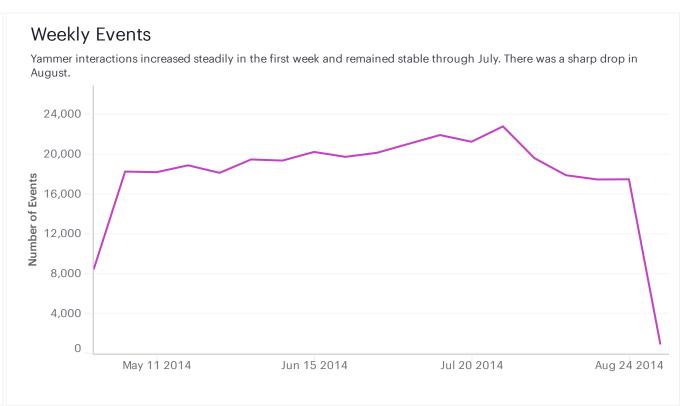




DAILY, WEEKLY AND MONTHLY TRENDS



78.40%





Jun 19 2014

Jun 29 2014

Jul 9 2014

Jul 19 2014

Jul 29 2014

Aug 18 2014

Aug 28 2014

Aug 18 2014

EVENTS BY LOCATION AND LANGUAGES PREFERENCES

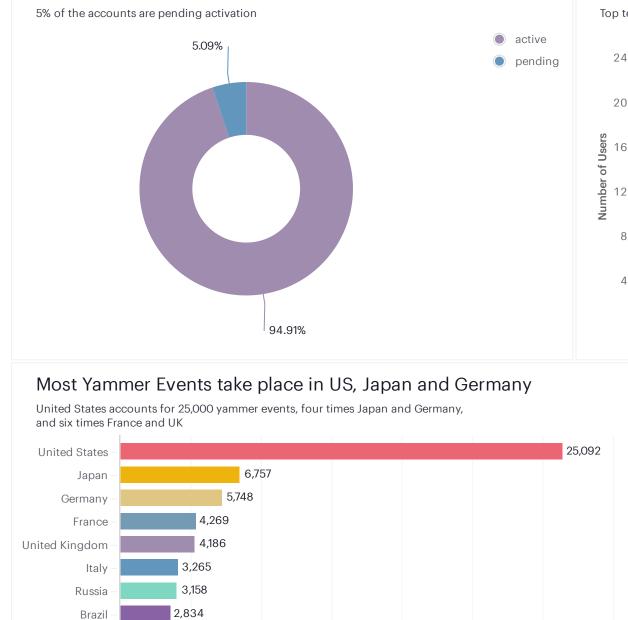
May 20 2014

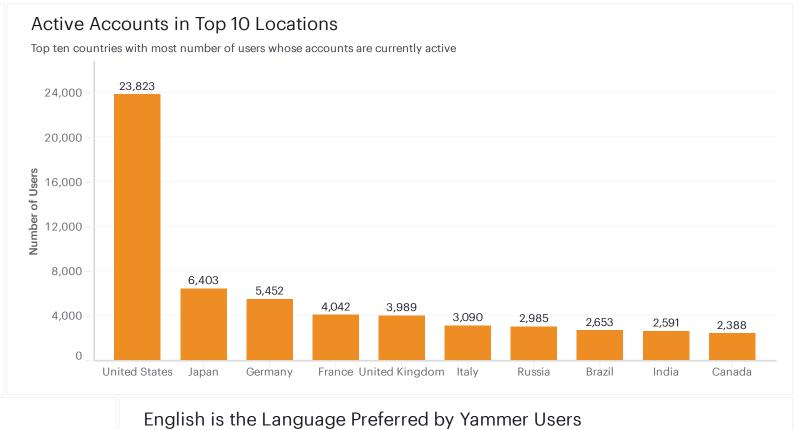
May 30 2014

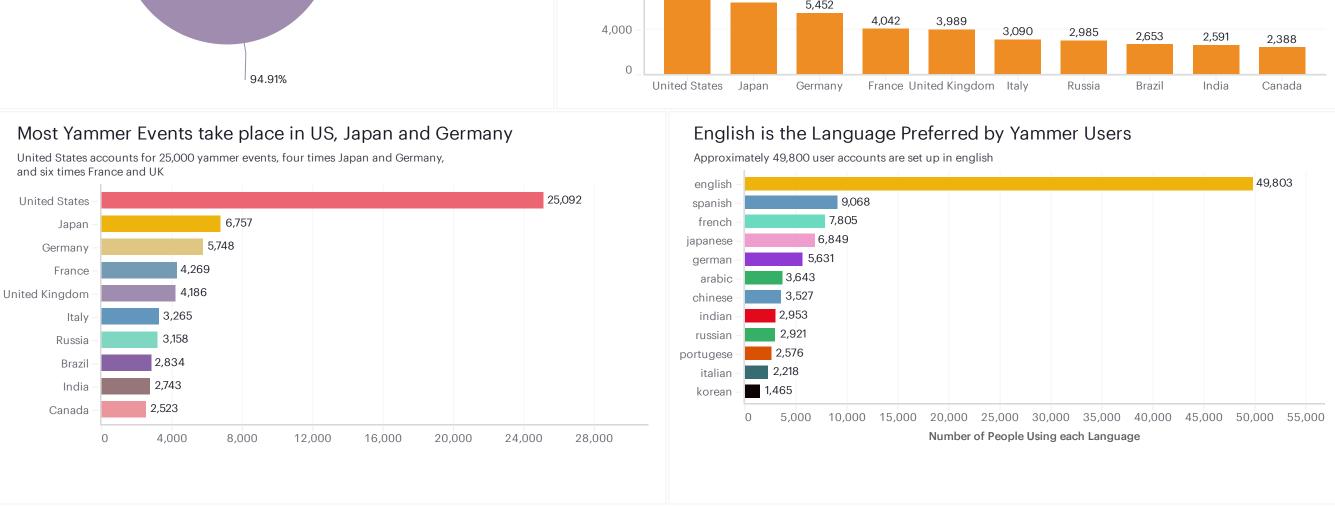
Jun 9 2014

May 10 2014

Few Accounts are Pending Activation



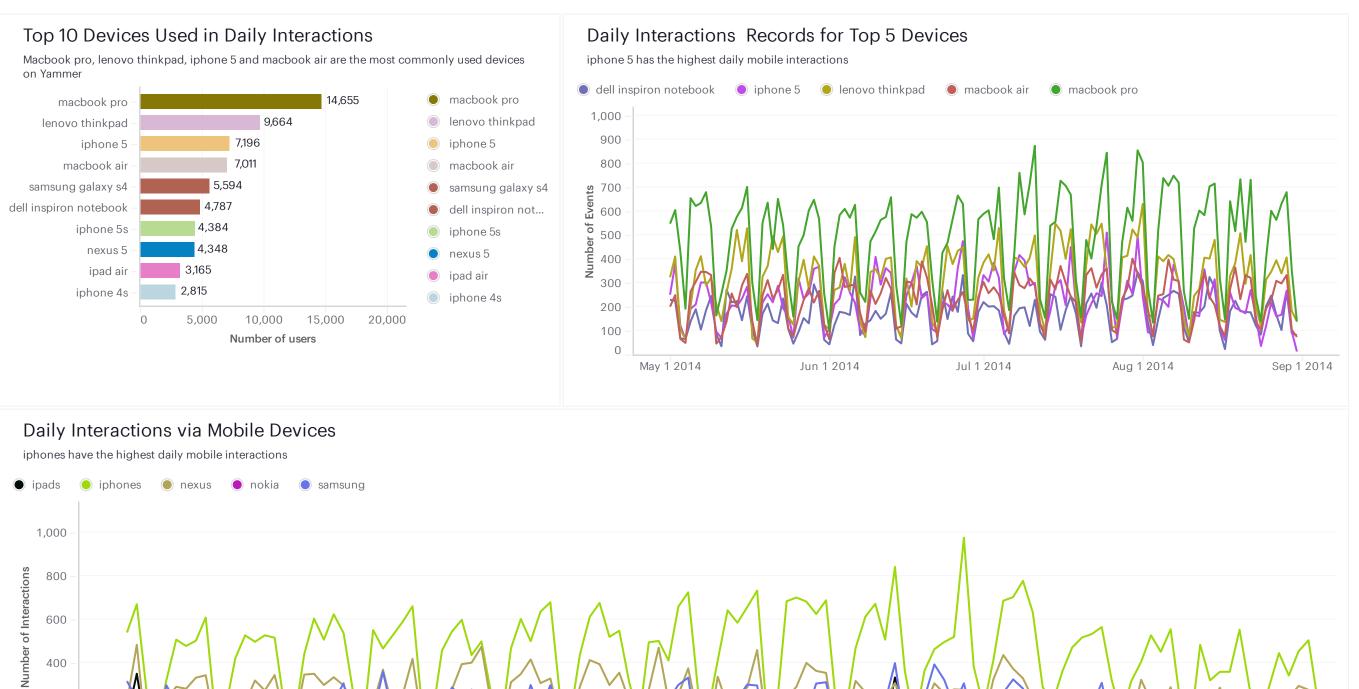




DEVICES USED

600 400 200

Apr 30 2014



Jul 9 2014

Jul 19 2014

Jul 29 2014

Aug 8 2014

Apr 30 2014

May 10 2014

May 20 2014

Jun 9 2014

Jun 19 2014

Jun 29 2014

600

200