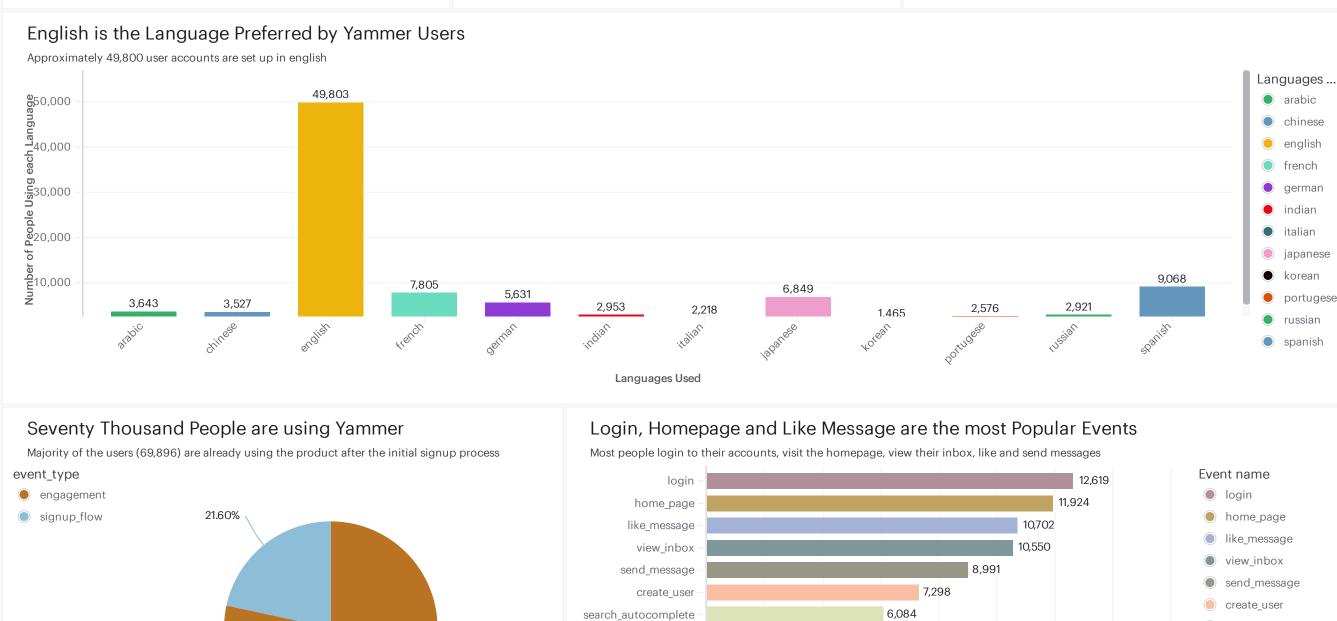
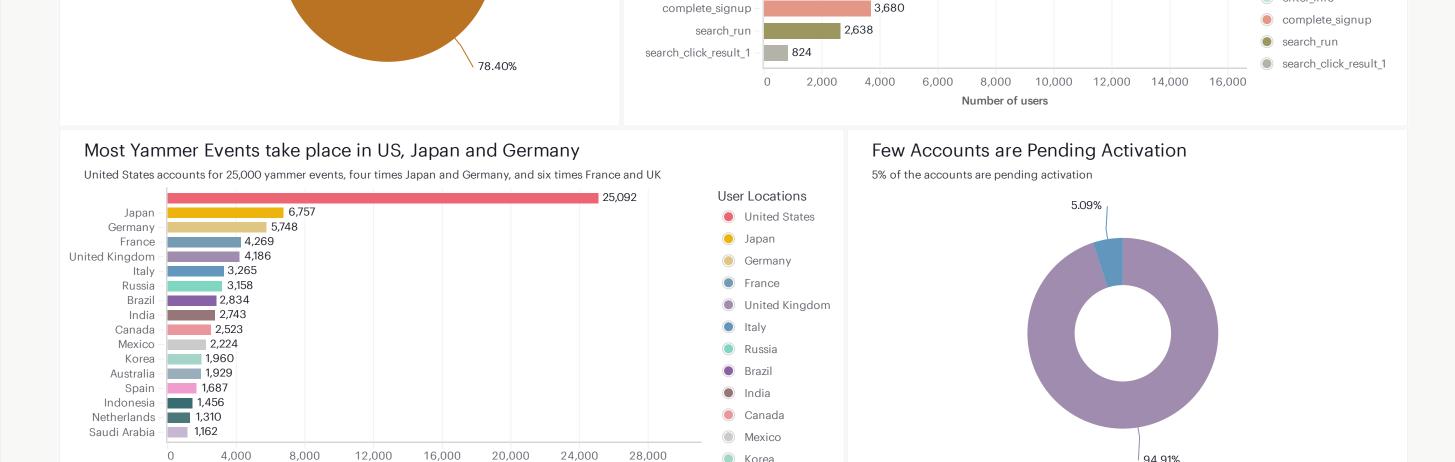
frida_sqldashboard project In this project, we were tasked to explore the two datasets: events and users in Mode analytics and create a dashboard by answering the following questions. 1. Analyze Users •Which language do they use? oHow many companies are in the database? oWhich is the company with the most users? 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? oCreate a chart for the events per day 3. Analyze Users and Events •Which company has the most logins? oHow many interactions are there daily via mobile devices? 4. What is interesting to you? oAdd more visualizations to your report Total Companies on Yammer Website Company with Most Users Company 1 has the most logins THERE ARE 4,453 COMPANIES ON YAMMER WEBSITE THERE ARE 2,265 LOGIN EVENTS FROM COMPANY 1 COMPANY 1 IS LEADING WITH OVER 10K USERS 2.3K 4.5K English is the Language Preferred by Yammer Users Approximately 49,800 user accounts are set up in english 49,803 **0**50,000 each Langus **Naing** 30,000 of People L Naper 10,000 9,068 7,805 6,849 3,643 3,527 2,953 2,921 2,576 2,218 1.465 Languages Used Seventy Thousand People are using Yammer Login, Homepage and Like Message are the most Popular Events Majority of the users (69,896) are already using the product after the initial signup process Most people login to their accounts, visit the homepage, view their inbox, like and send messages event_type Event name 12,619 login engagement login 21.60% signup_flow home_page 10,702 like_message view_inbox 10,550 view_inbox 8,991 send_message 7,298 create_user



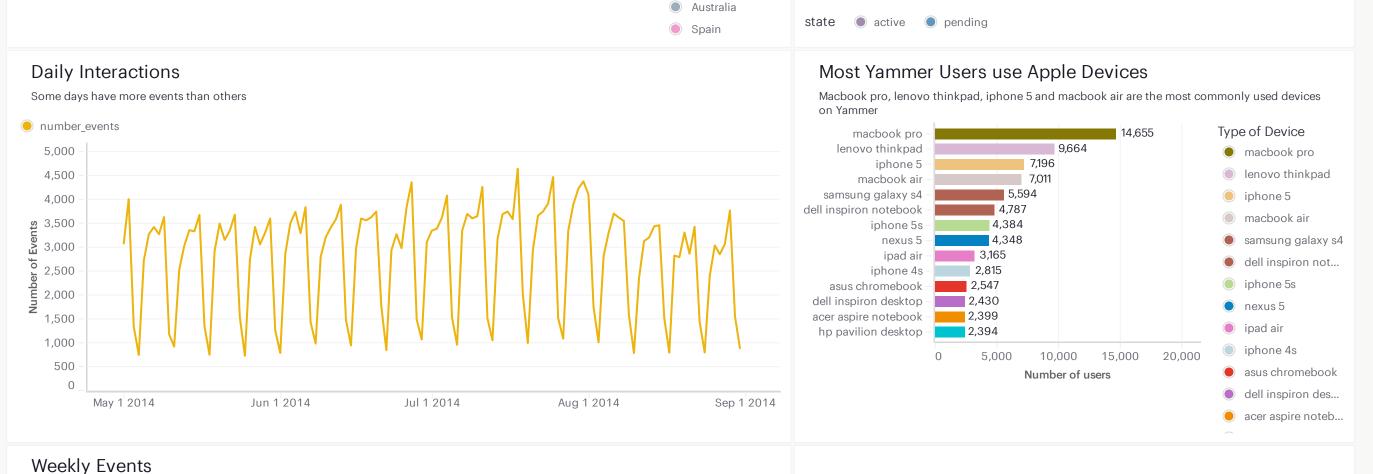


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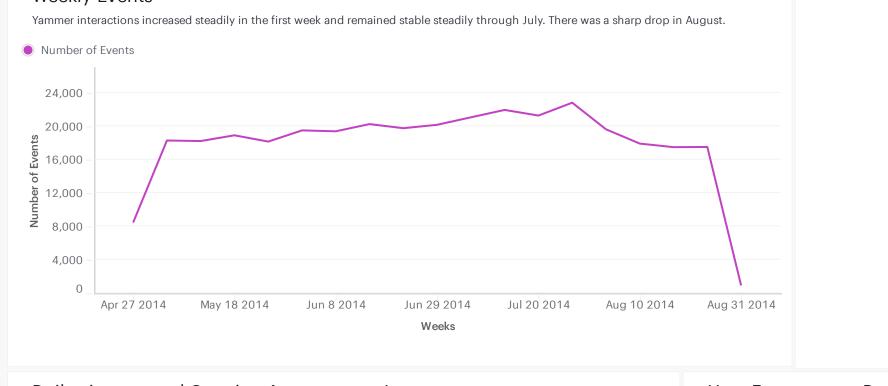
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4,407

3,872



Korea



Fourteen Percent Drop in User Engagement USER ENGAGEMENT DROPPED BY ABOUT 14% IN AUGUST 2014 79.1K **13.98%**

94.91%

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