



sportheroes



**How to increase
the activation of
new users?**

Agenda

1. Why did we conduct this study?
2. How did we proceed?
3. Our conclusions



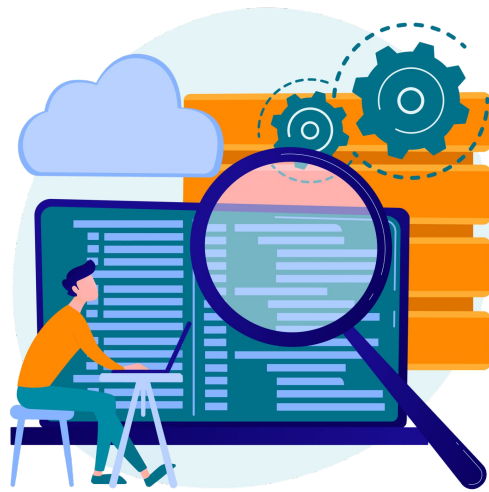


**Why did we conduct
this study?**

"Some people say, 'Give the customers what they want.' But that's not my approach. Our job is to figure out what they're going to want before they do. I think Henry Ford once said, 'If I'd asked customers what they wanted, they would have told me, 'A faster horse!'"
Steve Jobs

We want to know the **actions and paths leading to user retention** as accurately as possible, so that we can **take actions** to maximize user retention, **directing them** to the most effective paths in this regard.

Retention comes into play in the **first week**. It's easier to try to maximize it then than to have to recover disengaged users.



**How did we
proceed?**

Step 1 : We exported data from Mixpanel

- *On which users ?*

Users that signed up in September or October 2022, which represents a total of 36,577 users.

- *Which events did we use ?*

Client id (index)
Registration date (non numerical)
Challenges entered (numerical)
Challenges completed (numerical)
Articles read (numerical)
Interaction created (numerical)
Days with leaderboard related page views (numerical)
Tracking apps (numerical)
Club joined (numerical)
Non walking activities (numerical)
number of active days between Day 30 and Day 60 (numerical & **target**)

Step 2 : Applied statistical models to understand most impactful variables

- *Techniques used :*

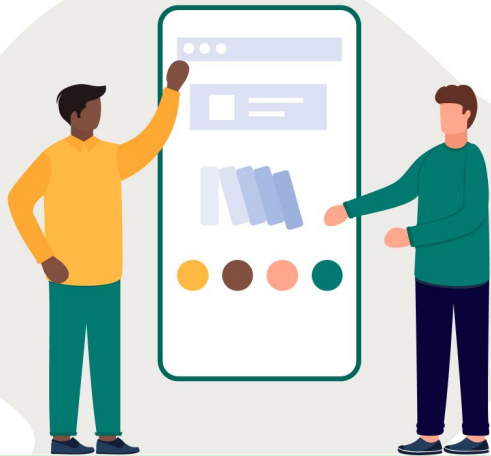
Correlation analysis
Principal Component Analysis
Weight of Evidence & Information Value
Threshold value for each variable
K-means clustering

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graph TD; A[Advantages and disadvantages for each method] --> B[Result on 3 different and complementary results giving us a global vision of the engagement profiles];
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Result on 3 different and complementary results giving us a global vision of the engagement profiles

Advantages and disadvantages for each method

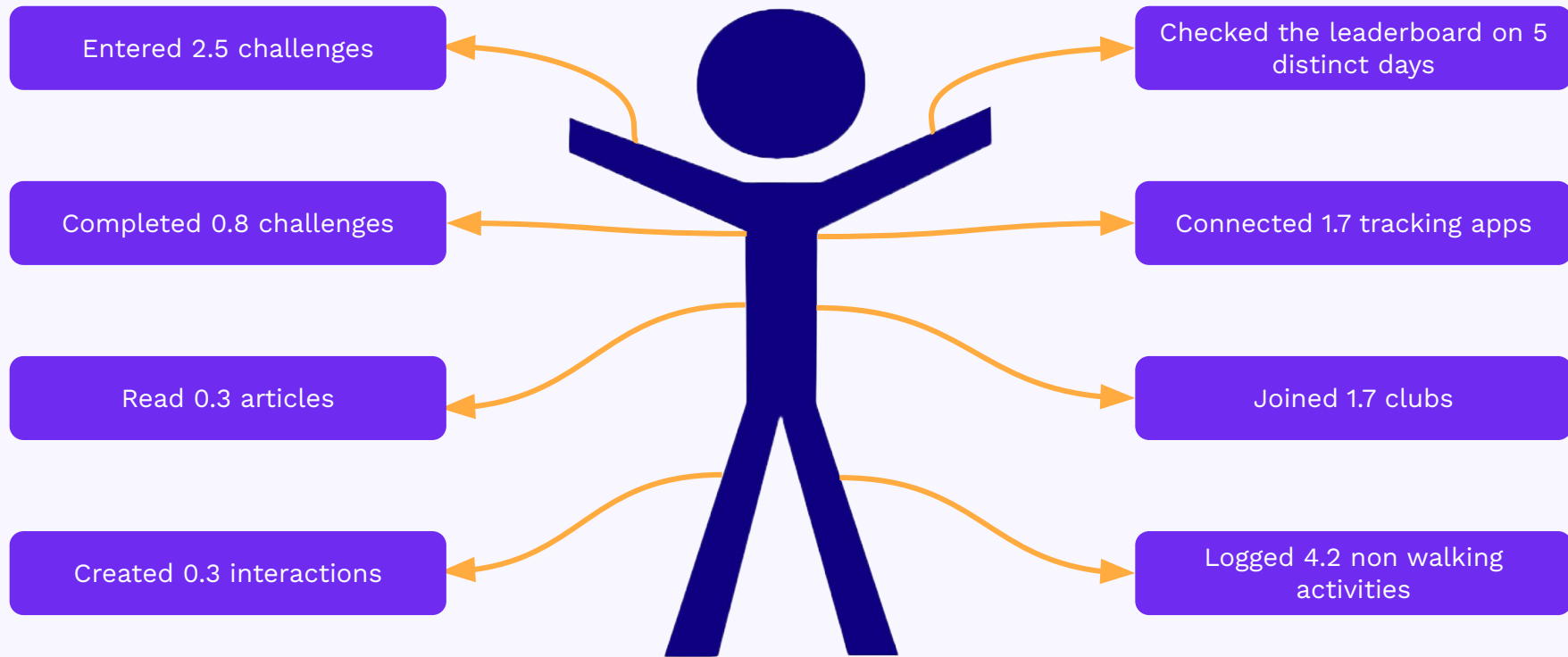
Our conclusions



Which variables have the greatest impact on 1 month retention?

action	Percentage of total users	1 month retention of these users
Users who have connected at least 1 tracking app	80%	32%
Users who have checked the leaderboard at least 1 day	68%	36%
Users who have logged at least 1 non walking activity	26%	51%
Users who have entered at least 1 challenge	24%	48%
Users who have joined at least 1 club	24%	41%
Users who have completed at least 1 challenge	12%	58%
Users who have read at least 1 article	6%	50%
Users who have created at least 1 interaction	7%	39%

Average anatomy of a user coming back at least 4 days after a month



Presentation of the different levels of engagement

Users that came back 2 days in month +1

In their first 7 days they :

Entered 1.2 challenges
Completed 0.3 challenges
Read 0.2 articles
Created 0.2 interactions
Checked 3.5 days the
leaderboard
Logged 2.2 non walking
activities
Connected 1.5 tracking apps
Joined 1.4 clubs

Users that came back 11 days in month +1

In their first 7 days they :

Entered 2.2 challenges
Completed 0.7 challenges
Read 0.3 articles
Created 0.2 interactions
Checked 4.8 days the
leaderboard
Logged 4.0 non walking
activities
Connected 1.7 tracking apps
Joined 1.6 clubs

Users that came back 24 days in month +1

In their first 7 days they :

Entered 3.5 challenges
Completed 1.2 challenges
Read 0.4 articles
Created 0.3 interactions
Checked 6.0 days the
leaderboard
Logged 6.0 non walking
activities
Connected 1.9 tracking apps
Joined 1.8 clubs