Analysis of message interactions

Goal of the analysis

Problem statement

- While "social" is fundamental to our product strategy, in 2022, **only 5% of users have sent a message** on the UH app.

- In order to fulfill our vision to differentiate our product with social, **we need to reach at least 20% of users** send a message.

- To reach 20% long term, **we need to factor in retention rate**. 20% talking users at M0 will not be equal to 20% talking users at M6.
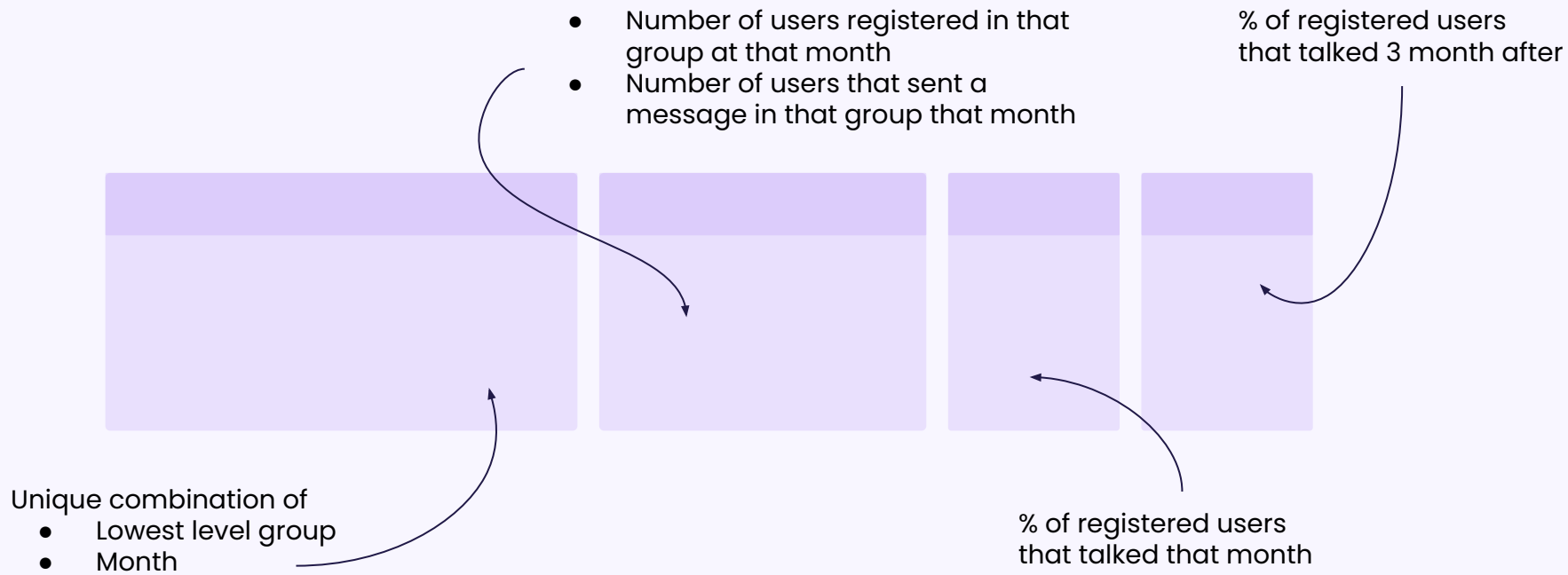
Analysis objective

1. Understand how many users need to send messages in a conversation in order to get closer that objective in a sustainable way.

2. Understand the key topics and message subjects that yield the highest % of talking users in conversations

Possible resulting actions

- Set objectives and targets for product + CRM teams

- Push best practices through company wall + ambassadors

- Potentially prioritize features accordingly

Methodology of analysis

- Number of users registered in that group at that month
- Number of users that sent a message in that group that month

% of registered users that talked 3 month after

Unique combination of
- Lowest level group
- Month

% of registered users that talked that month
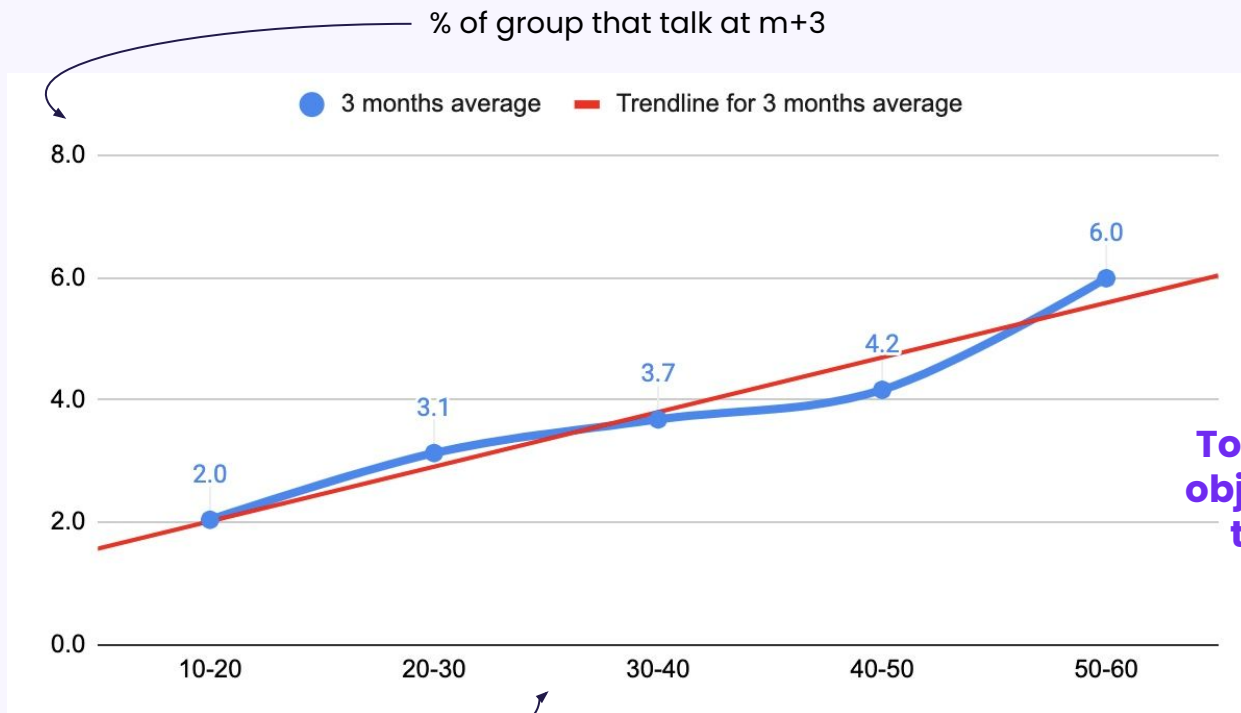
Methodology of analysis

18,297 distinct groups analyzed.

We look at messages sent between 2022-01-01 and 2023-03-31

Only 3.6% of group / month combinations have more than 10% of registered users that talk

22% of groups have had more than 10% of their registered users that talk at least 1 month
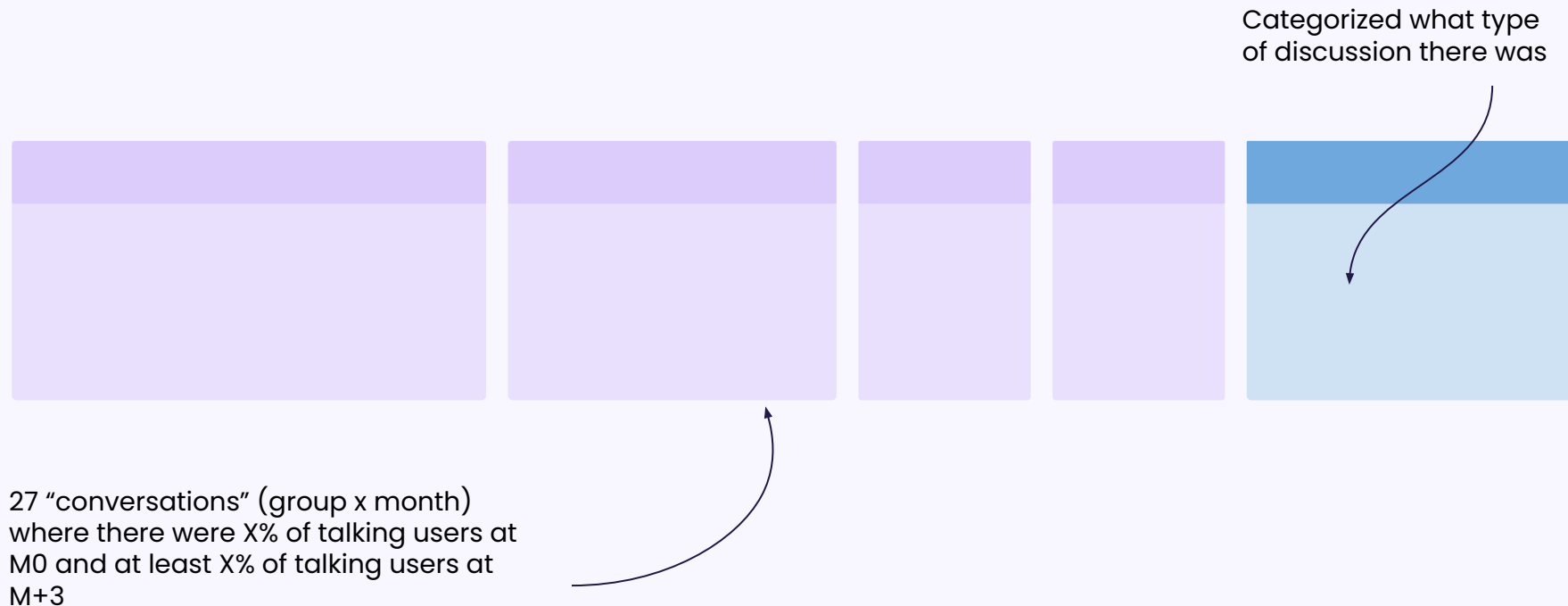
Retention rates are steep

% of group that talk at m+3

● 3 months average ▬ Trendline for 3 months average

8.0

6.0 — 6.0

4.2

4.0 — 3.7

3.1

2.0 — 2.0

0.0

10-20   20-30   30-40   40-50   50-60

To reach our 20% objective we need to target 50% rates

% of group that talk at m0

We looked at the STAR conversations and asked them what they were talking about

Categorized what type of discussion there was

27 "conversations" (group x month) where there were X% of talking users at M0 and at least X% of talking users at M+3

A few subjects appeared to be the most important

Message type	Presence among star conversations	Power within conversation	Full score
Have a nice week/motivation posts	56%	67%	37%
Activities pictures	37%	100%	37%
Leaderboard congratulations	41%	46%	19%
Activities review	22%	67%	15%
Small talk	41%	27%	11%
Product usage advices/questions	19%	20%	4%