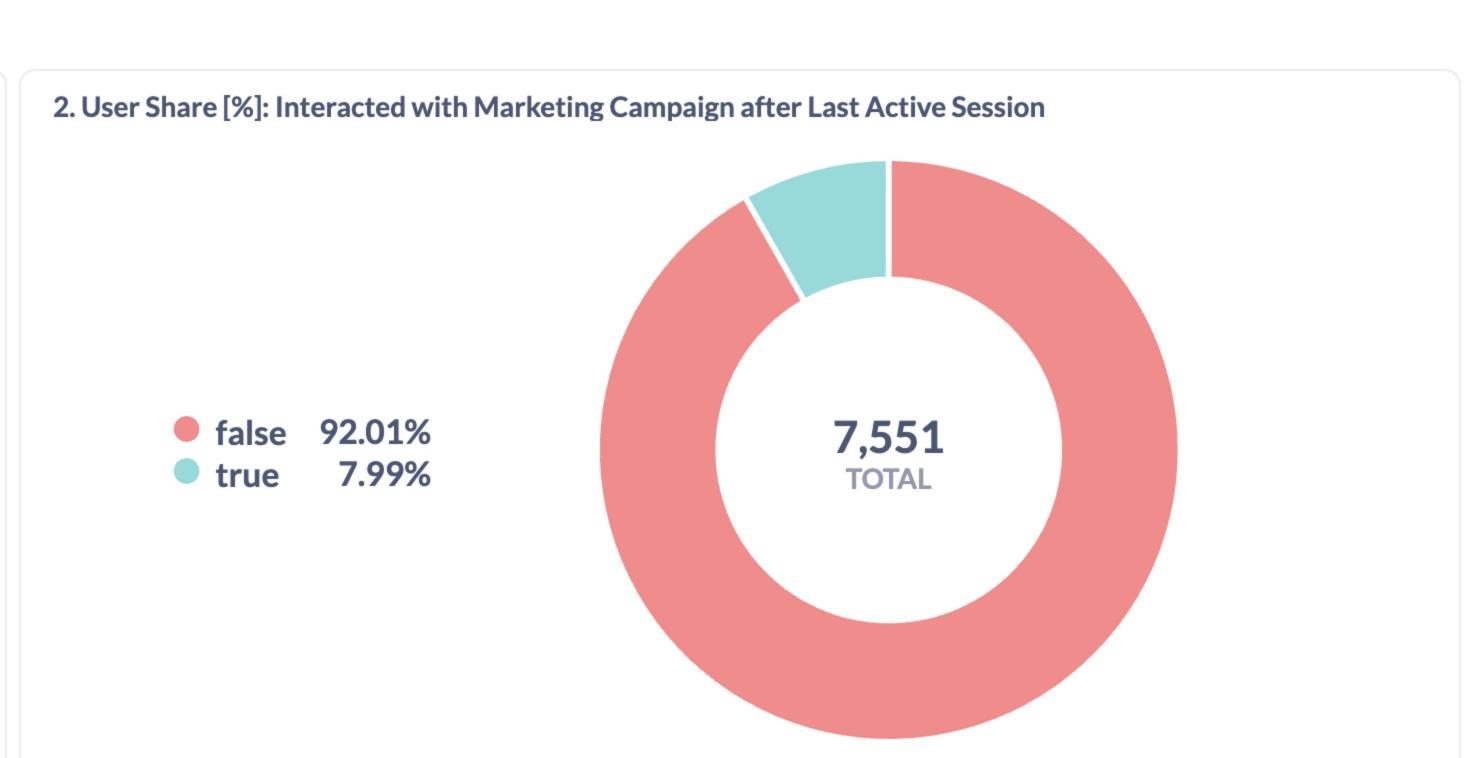
1. What is the number of users & accounts created on a daily basis?

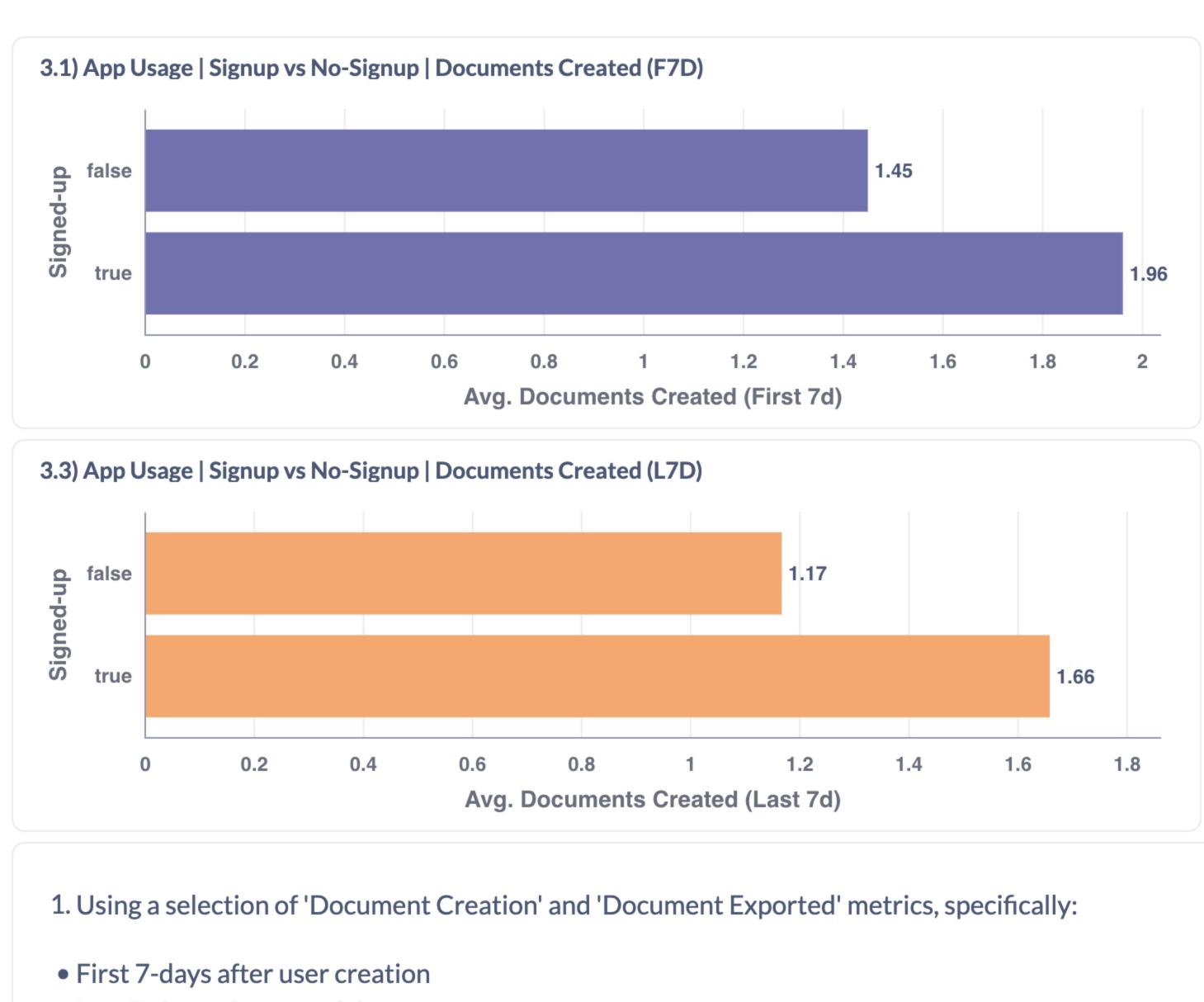
1. Daily Account / Users Created accounts_created users_created 2,500 2,000 1,500 October 8, 2023 October 15, 2023 October 1, 2023 October 22, 2023 October 29, 2023

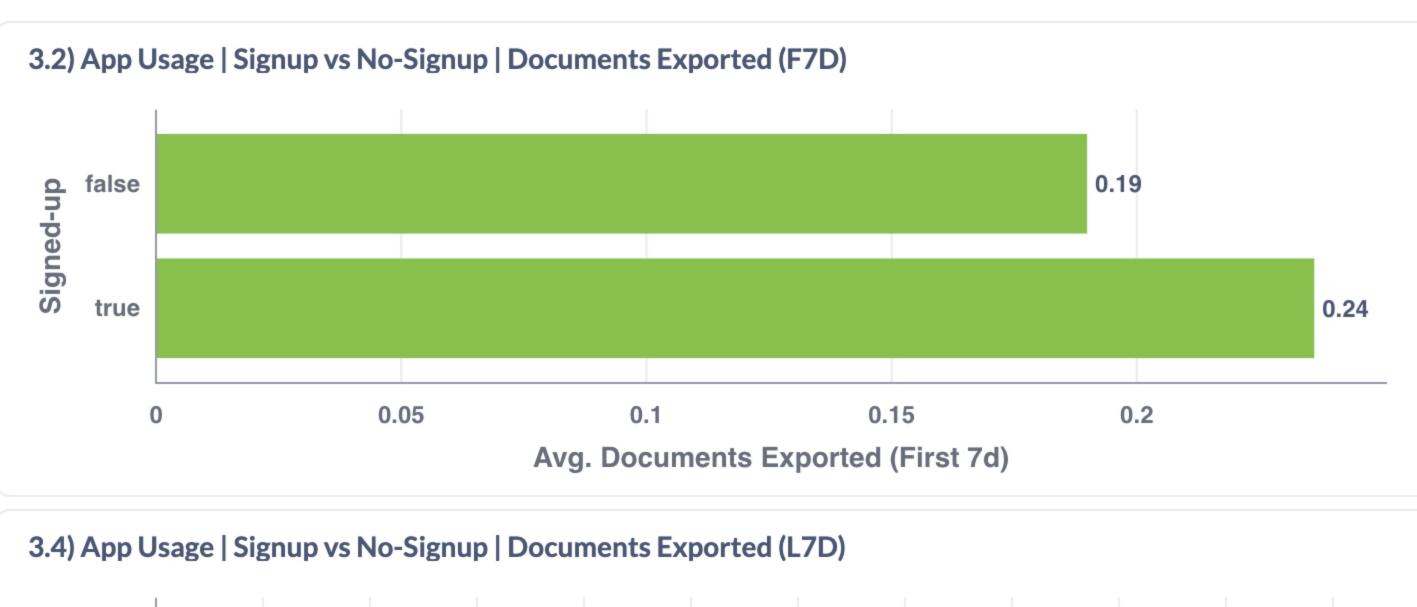
2. How many users might have interacted with a marketing campaign after their last active session?

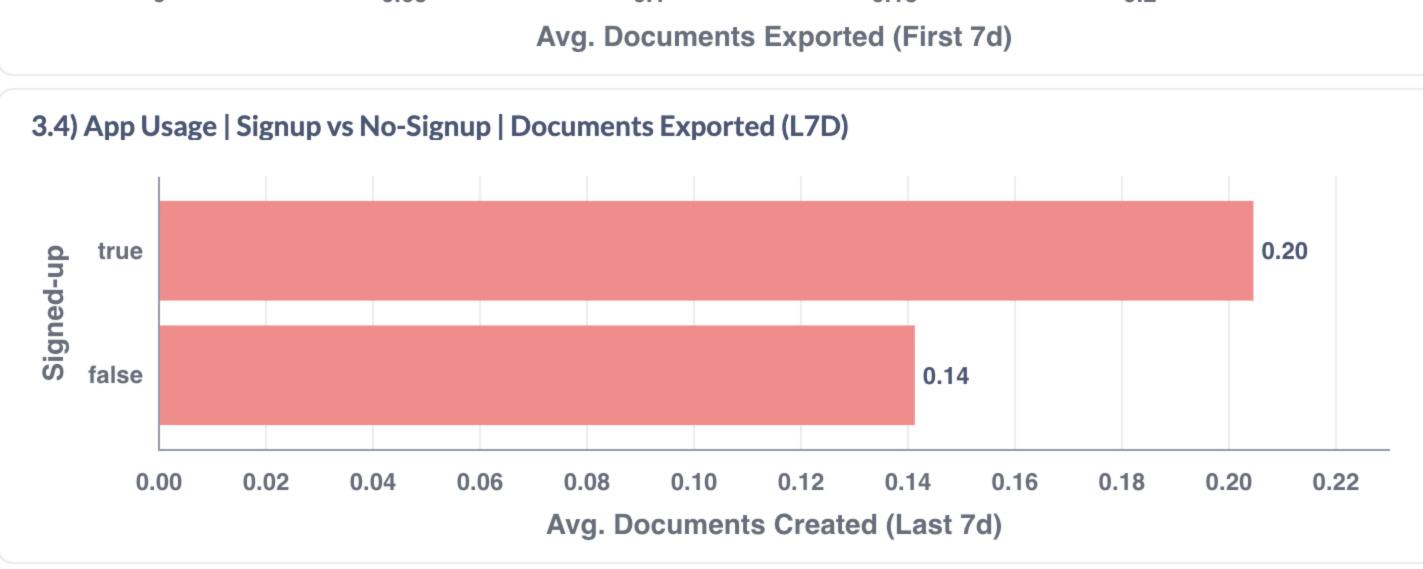


3. App Usage: Compared between users who signed-up vs who did not sign-up?

event_date



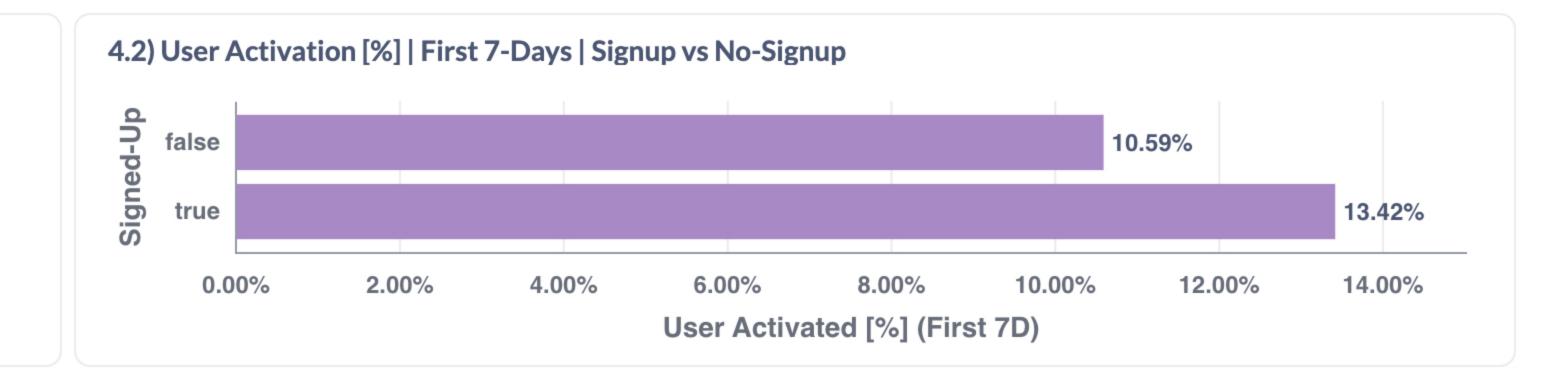




- Last 7-days of reported dataset
- 2. This provides us a look at early and later activity
- 3. We observe generally higher activity for users who Sign-up, with a notable exception for Documents Exported in the Last 7-days

4. User Activation [%]: Percentage of users activated within the first 7 days overall & by split between signed-up & not signed-up?





5. Correlation: Onboarding completion <> activation?

- Correlation between onboarding completion and activation = 0.121
- This is a very low correlation value, indicating that there is no correlation between the completing onboarding and activation Unable to calculate value using Redshift
- Calculated in Jupyter Notebook: https://github.com/maxbenjs/Linearity/blob/main/Linearity%20Task%20-%20Analysis%20Notebook.ipynb

6. Users from which country are creating the most number of documents & what's their exporting percentage?

6) Document Creation & Export Percei	ntage [%] Country Split			
COUNTRY	Users	Documents Created	Documents p. User	Export Share [%]
United States	1,477	2,953	2.00	16.0%
Russia	501	1,029	2.05	13.3%
Germany	404	759	1.88	14.9%
China	587	685	1.17	9.3%
Italy	240	566	2.36	11.3%
				Rows 1-5 of 10 < >

- Users from the United States generate the largest number of of documents • Given that the US also has the largest user base, this result isn't too surprising
- We can also look at 'Documents p. User' to gage which countries has the most active, document creating users.
- We want to avoid a misleading result where a small country with a single, highly active user is classified as 'Most Active'
- We can therefore look at the top 10 countries, by 'Documents Created' and within that, look at the country with the highest 'Documents p. User. • In this case the answer is: Italy (2.36 Docs p. User vs 2.00 for the United States

application?

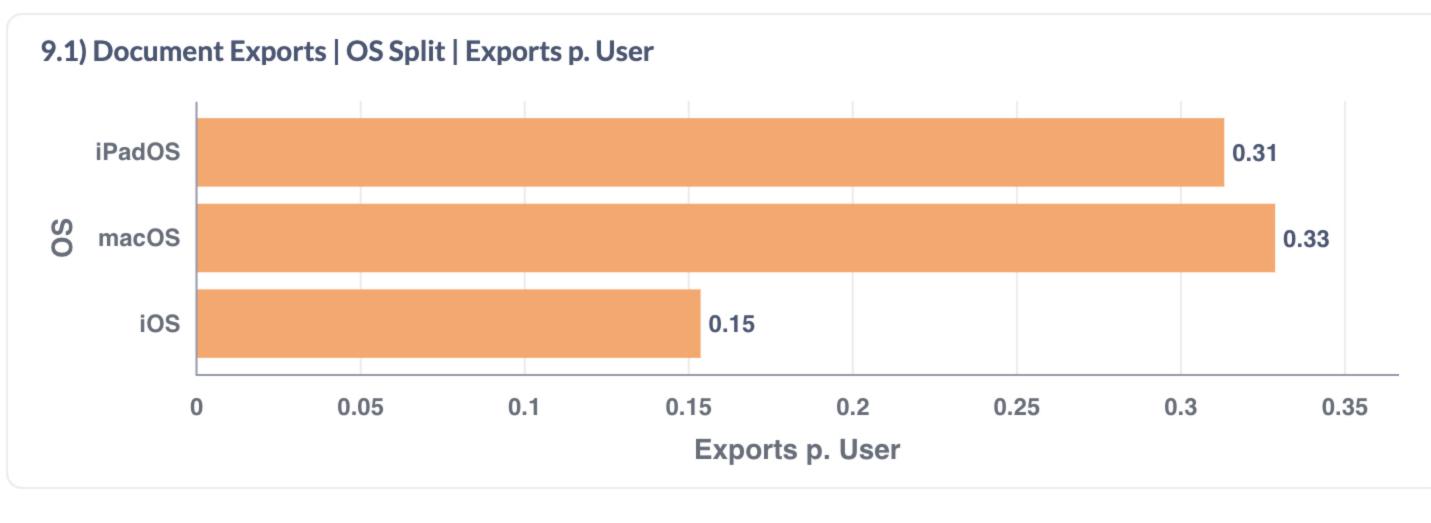
7. App Version: Percentage of users are on the latest version of the

8. Download vs Sign-up Order: Share of users who first downloaded then signed-up and vice versa?

7) App Version Share of Users on latest version [%]		
Latest Version	Users	User [%]
5.2.3	24	0.32%

8) App Downloads App Download vs Signup Order		
Download <> Signup Order	Users	Share [%]
Signup First	700	18.6%
Download First	3,064	81.4%

9. Which os type has better number of exports?



os_name users documents_created avg_documents_created share_of_documents_exported example of share sha	users	documents created	avg documents created	share of documents exported	ех
macOS 1,305 2,723 2.09 0.16			<u>a.a.a.a.a.a.a.a.a.a.a.a.a.a.a.a.a.</u>		
	3,793	8,244	2.17	0.14	
iOS 1,660 2,846 1.71 0.09	1,305	2,723	2.09	0.16	
	1,660	2,846	1.71	0.09	
		1,305	3,793 8,244 1,305 2,723	3,793 8,244 2.17 1,305 2,723 2.09	3,793 8,244 2.17 0.14 1,305 2,723 2.09 0.16

10. User Churn: Share of users who never returned after first week of usage?

10.1) User Churn [%] Users returning after 7-days		
Flag: Returned after 7-Days	Users	Share [%]
false	6,444	85.3%
true	1,107	14.7%

ing after 7-days Sign-Up vs No Sign-Up		
Flag: User Signed-Up	User	Share [%]
false	3,207	84.68%
true	3,237	86%
	Flag: User Signed-Up	false 3,207