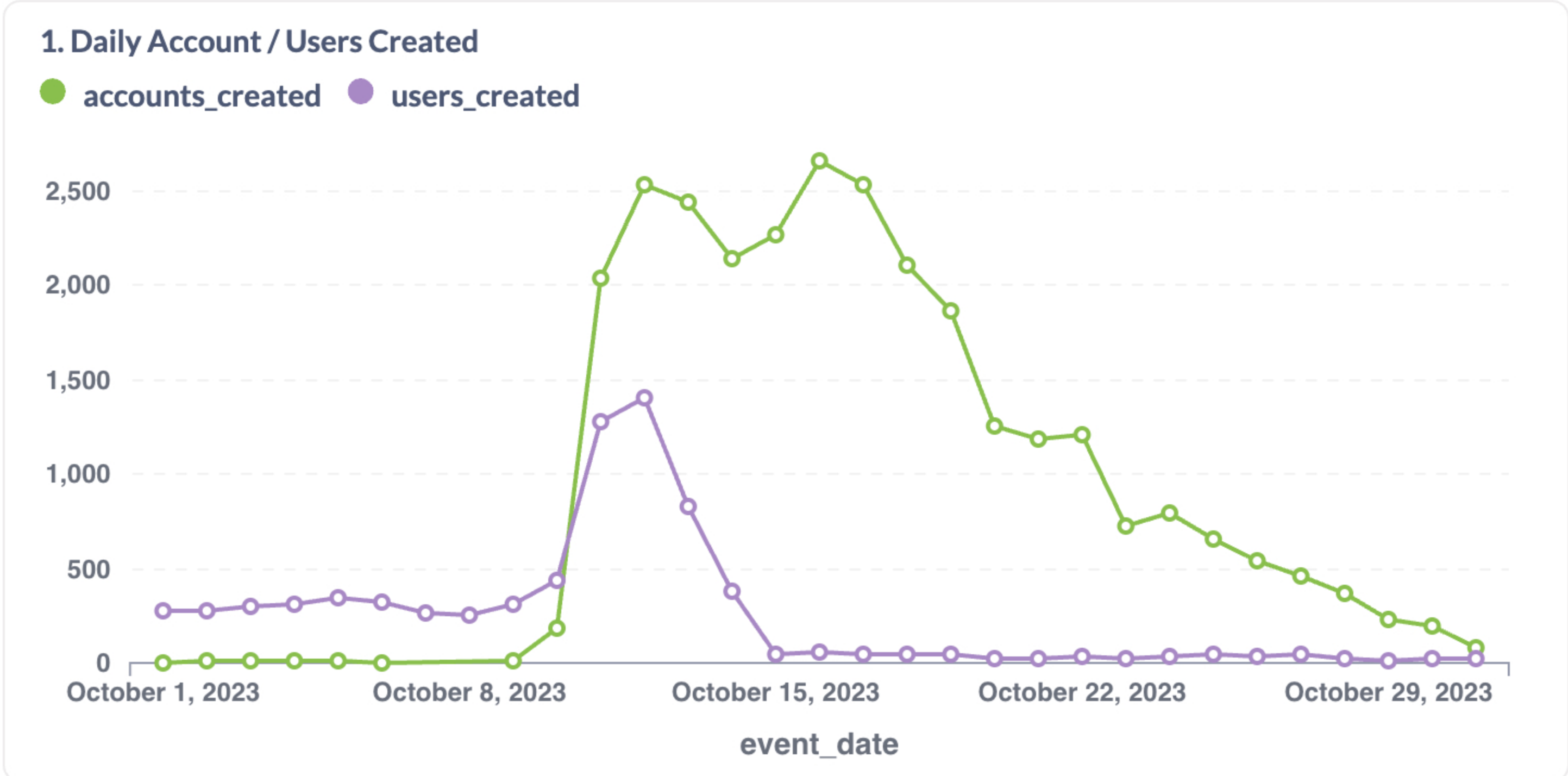
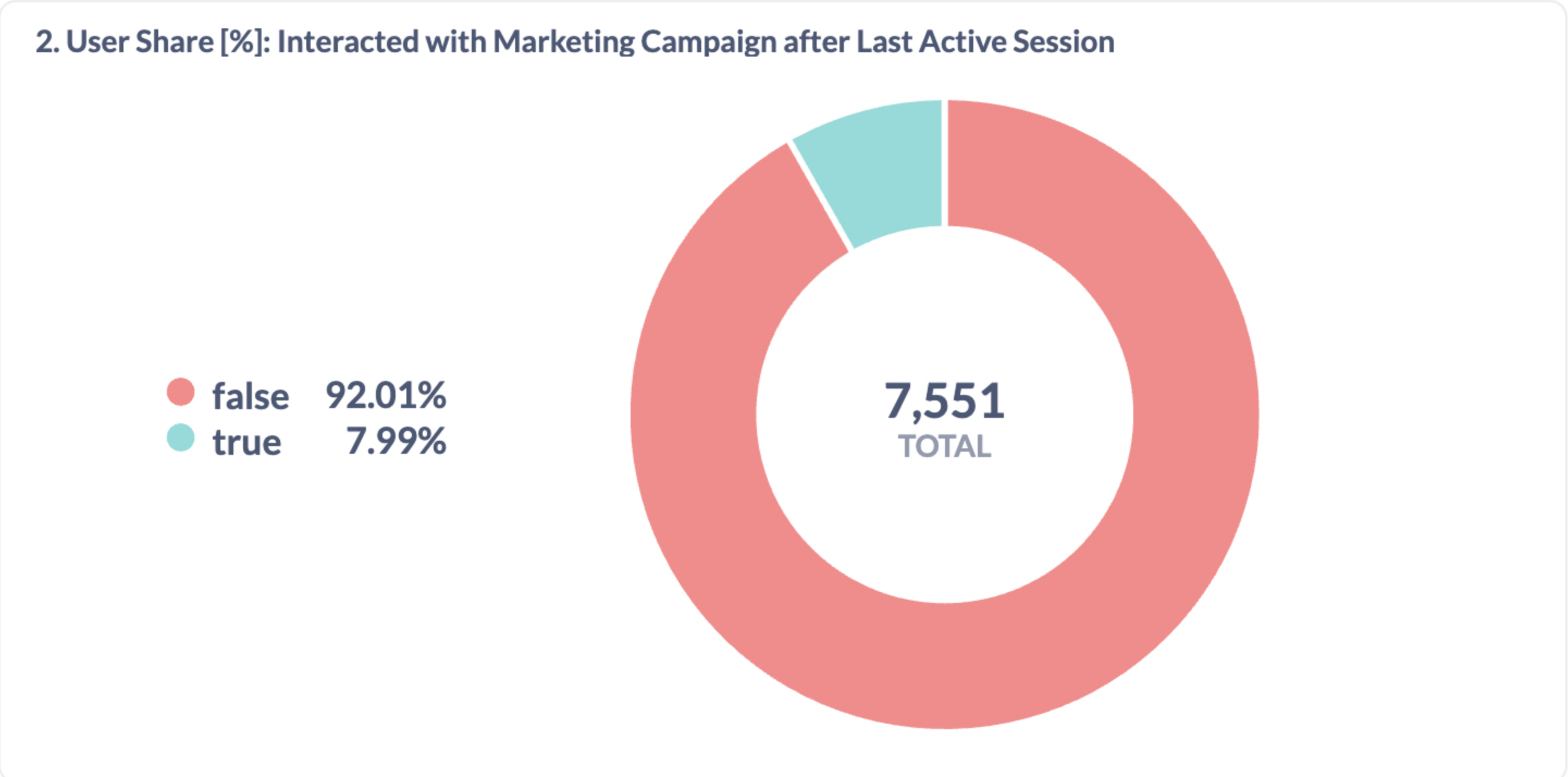


1. What is the number of users & accounts created on a daily basis?



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

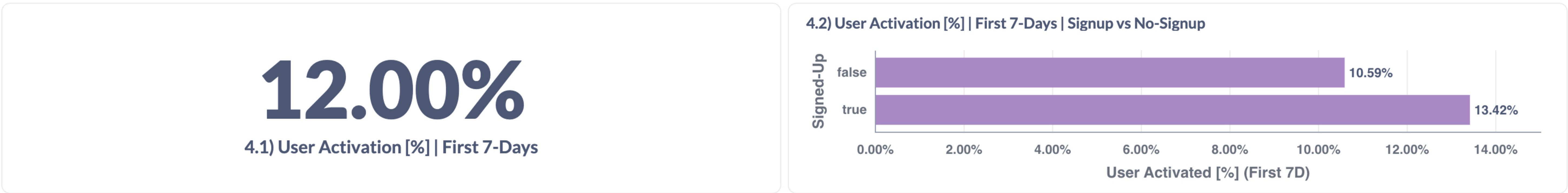


3. App Usage: Compared between users who signed-up vs who did not sign-up?



- Using a selection of 'Document Creation' and 'Document Exported' metrics, specifically:
  - First 7-days after user creation
  - Last 7-days of reported dataset
- This provides us a look at early and later activity
- We observe generally higher activity for users who Sign-up, with a notable exception for Documents Exported in the Last 7-days

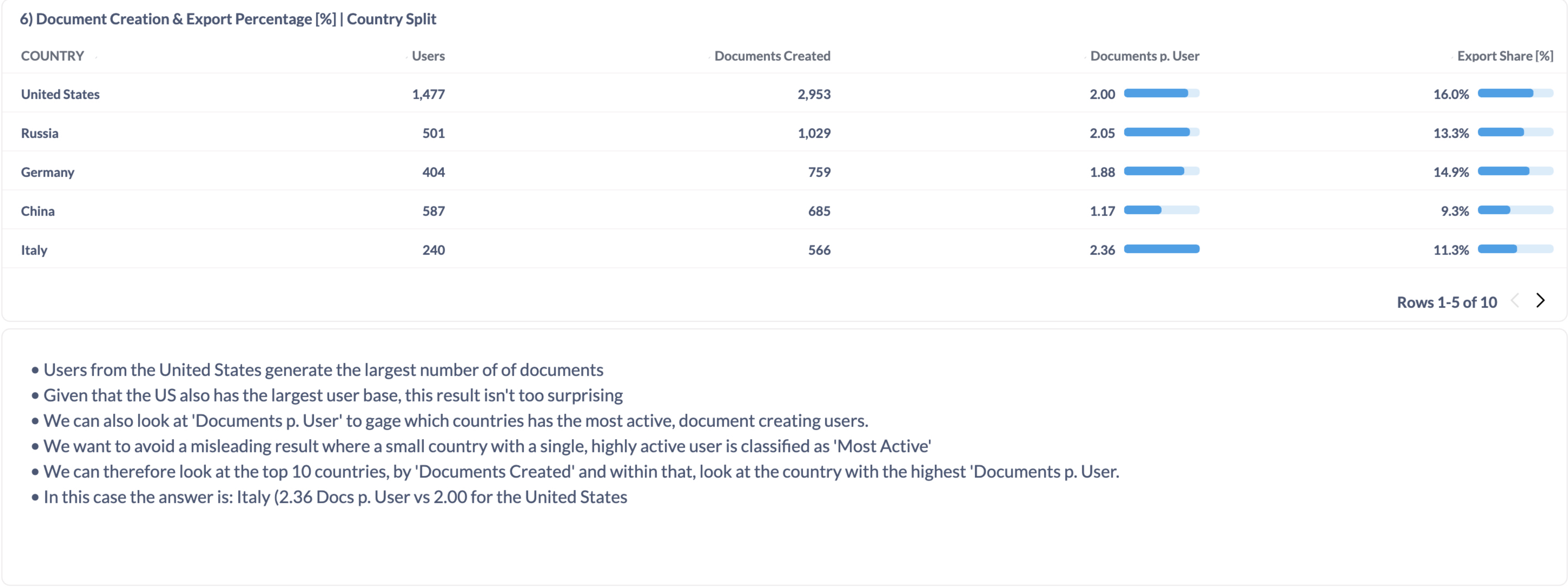
4. User Activation [%]: Percentage of users activated within the first 7 days overall & by split between signed-up & not signed-up?



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?



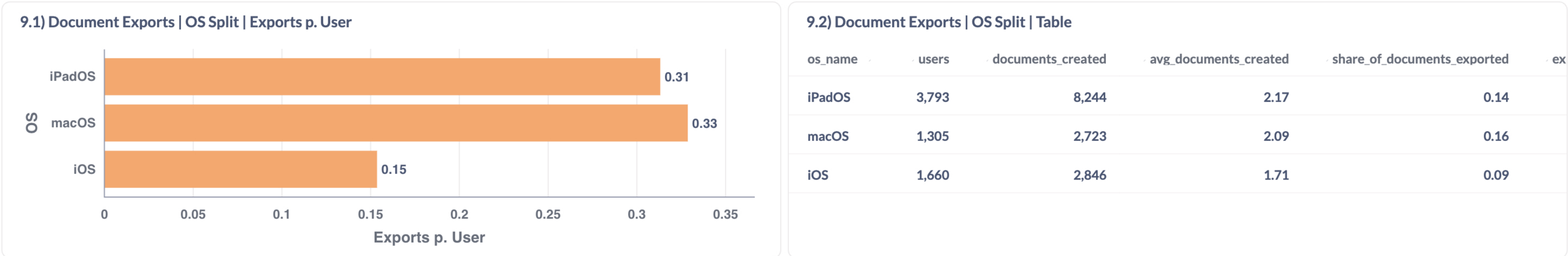
7. App Version: Percentage of users are on the latest version of the application?

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

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

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?



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%

10.2) User Churn [%]   Users returning after 7-days   Sign-Up vs No Sign-Up			
Flag: Returned after 7-Days	Flag: User Signed-Up	User	Share [%]
false	false	3,207	84.68%
false	true	3,237	86%