

# The Report

Based on the segmentation analysis and the visualizations performed, here's an insightful report on the user segments of the app:

## Overview of User Segments

- Churn (402 users): These users are moderately active and spend a decent amount on the app but are at risk of churning, possibly due to lack of engagement or dissatisfaction.
- Retained (386 users): This segment represents loyal and satisfied users who actively use the app, engage through reviews, and spend a considerable amount on the app.
- Needs Attention (211 users): Users in this segment are less engaged, spend less time and money on the app, and have the highest rate of password requests, indicating possible issues with app access or engagement.

## Segment-Specific Insights

### Churn

- Activity Level: Moderate (Average Screen Time: ~29.65 minutes)
- Engagement: Lower engagement indicated by no reviews left.
- Spending: Moderate (Average Spent on App: ~523.90 INR)
- App Interaction: Moderate password reset requests (Average: ~4.34)
- Recent Engagement: Last visited the app, on average, ~2543.63 minutes ago.
- Potential Strategy: Enhance engagement through personalized content, reminders, or rewards. Address the possible reasons for not leaving reviews.

### Retained

- Activity Level: High (Average Screen Time: ~29.58 minutes)
- Engagement: High, with all users in this segment having left a review.
- Spending: High (Average Spent on App: ~525.66 INR)
- App Interaction: Moderate password reset requests (Average: ~4.68)
- Recent Engagement: Last visited the app, on average, ~2579.47 minutes ago.
- Potential Strategy: Maintain satisfaction through consistent quality and customer service. Explore upselling or cross-selling opportunities.

### Needs Attention

- Activity Level: Low (Average Screen Time: ~4.88 minutes)
- Engagement: Mixed, with about half of the users leaving a review but with lower ratings.
- Spending: Low (Average Spent on App: ~49.65 INR)
- App Interaction: High password reset requests (Average: ~6.57), indicating potential access issues.
- Recent Engagement: Least frequent, with the last visit on average ~14633.04 minutes ago.
- Potential Strategy: Re-engage through targeted campaigns, usability improvements, or customer support interventions. Investigate and address the high rate of password requests.

## Recommendations

- For Churn Segment: Focus on re-engagement strategies and investigate potential pain points that might be causing users to leave no reviews and possibly churn.
- For Retained Segment: Continue to provide excellent service, explore options for increased monetization, and leverage these users for referrals or testimonials.
- For Needs Attention Segment: Investigate the high number of password requests and low ratings, and implement targeted interventions to address usability issues and enhance engagement.

By tailoring strategies to each of these segments, the app can aim to improve overall user satisfaction, engagement, and profitability.

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