

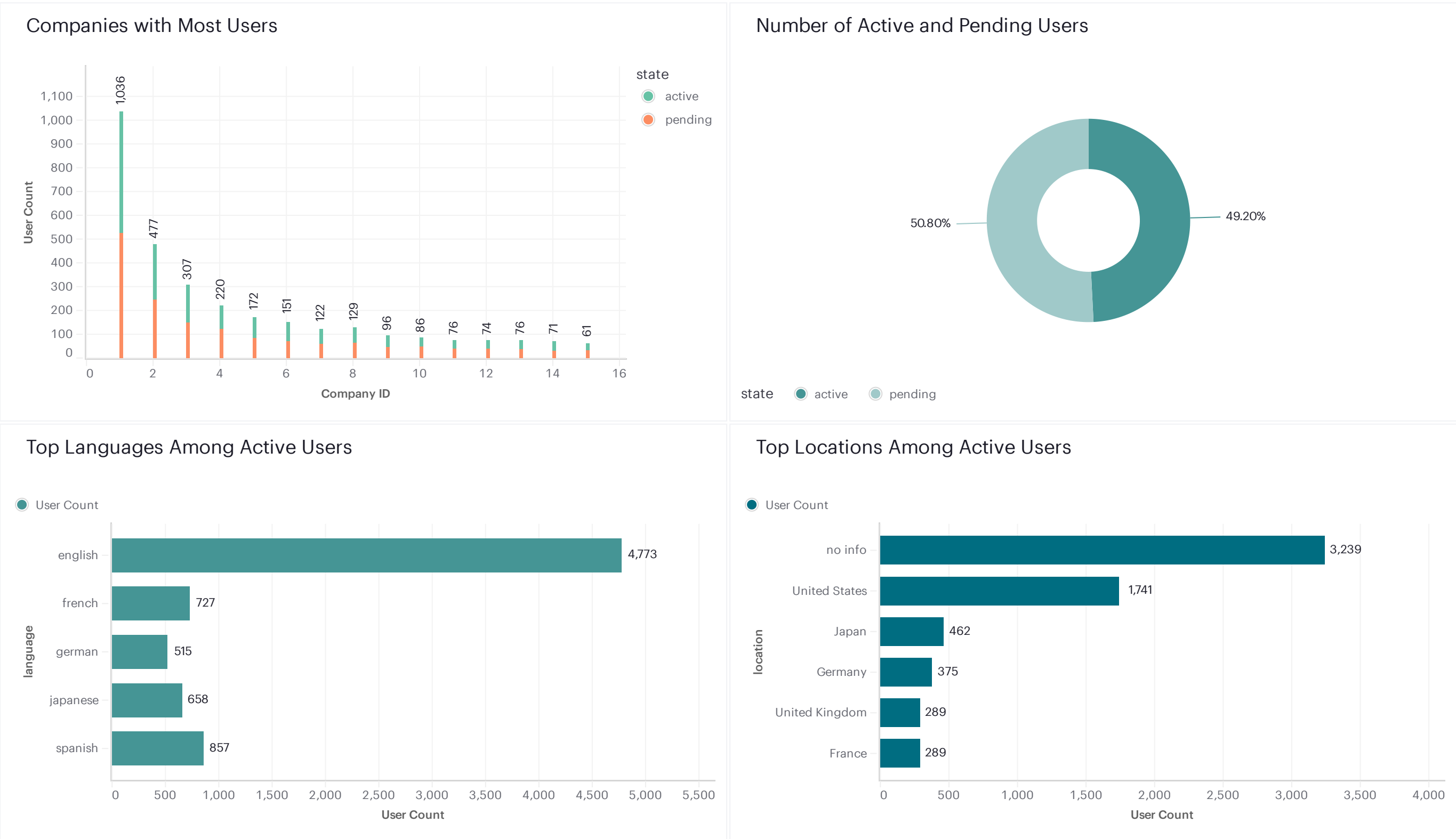
Yammer Report

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Yammer is a tool used by companies to promote social interactions among employees and encourage communication and development of interest-related communities. I was founded in USA on 2012 and subsequently acquired by Microsoft.

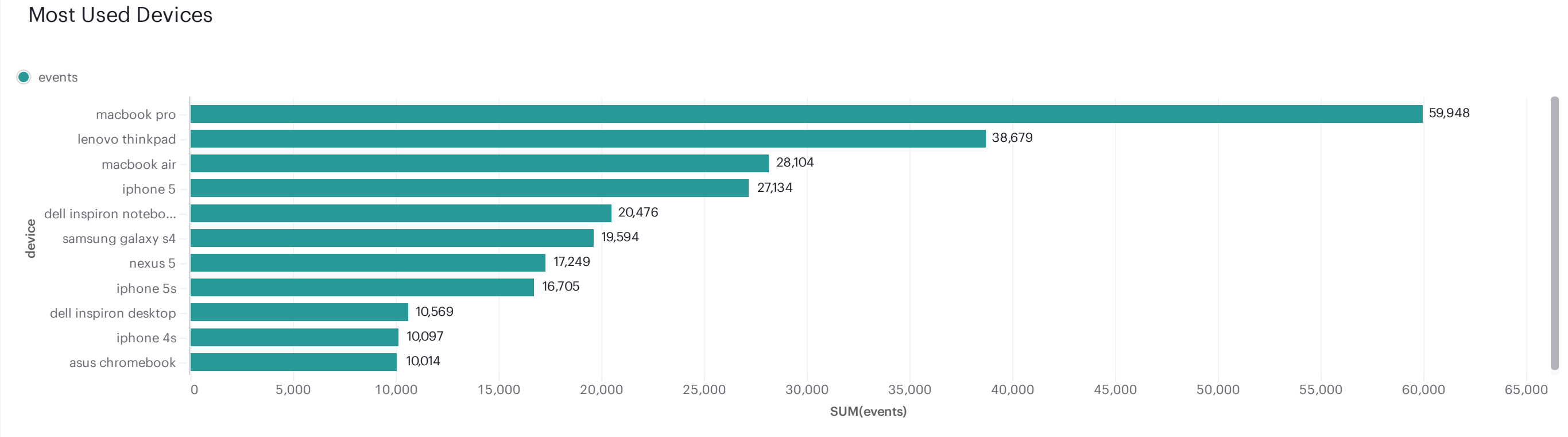
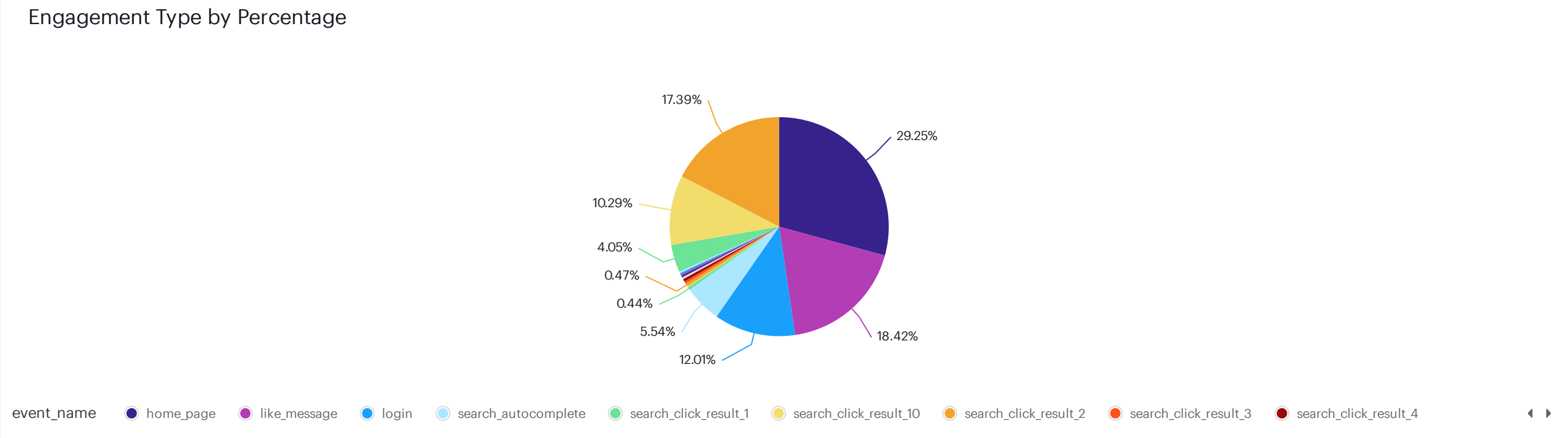
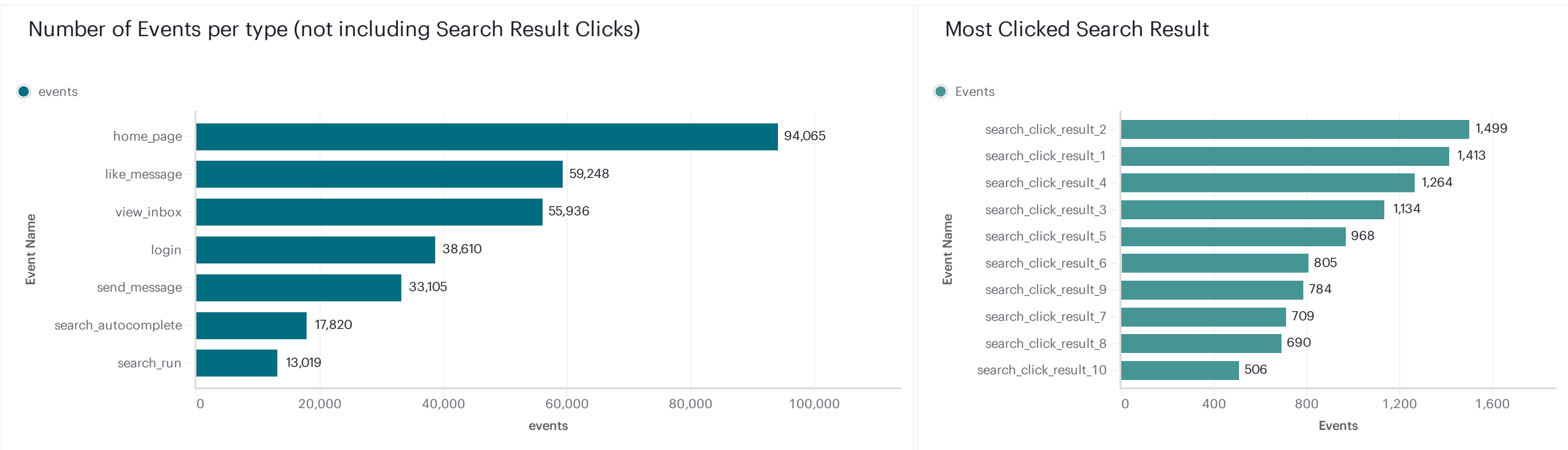
Who uses Yammer?

- As a company tool, it is possible that employees are automatically added in the platform but many have not been able to try it out. This could be the reason why out of 19066 users, more than half are still in "Pending" state.
- English is the most used language by active users and a significant number of them are in United States. This is not surprising since Yammer was founded in USA.



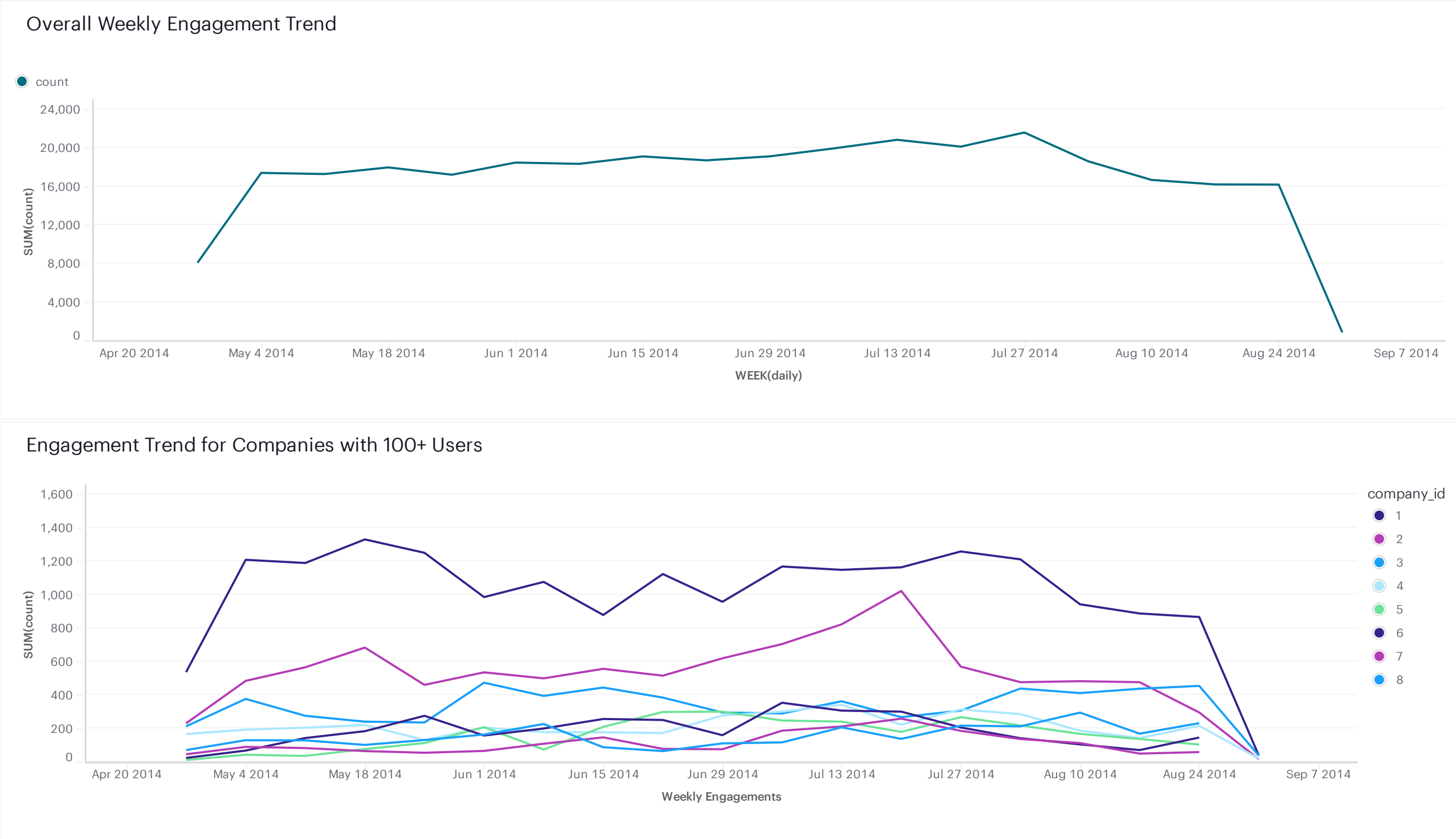
How do users use Yammer?

- The number 1 thing users do is visit the homepage
- Users also utilize the platform's messaging feature a lot
- Thirdly, users like to engage by liking messages
- Users use laptops or desktops more when accessing Yammer but they also use mobile devices almost as much
- 41% of activities were done through mobile devices



2014 Engagement Trend

- From May to June/July, there is an increasing trend in user activities. But in August there is a steep decline.
- The decline is striking in the two companies with most users (companies 1 and 2)
- Many other companies show this decline though varying in how drastic it is



Summary

- United States is where Yammer is most used
- English is the most used language
- Users love the messaging feature of Yammer and liking messages
- Users use mobile almost as much as laptops or desktops
- There is a drastic decline in user engagement starting August 2014