

# Growth Accounting

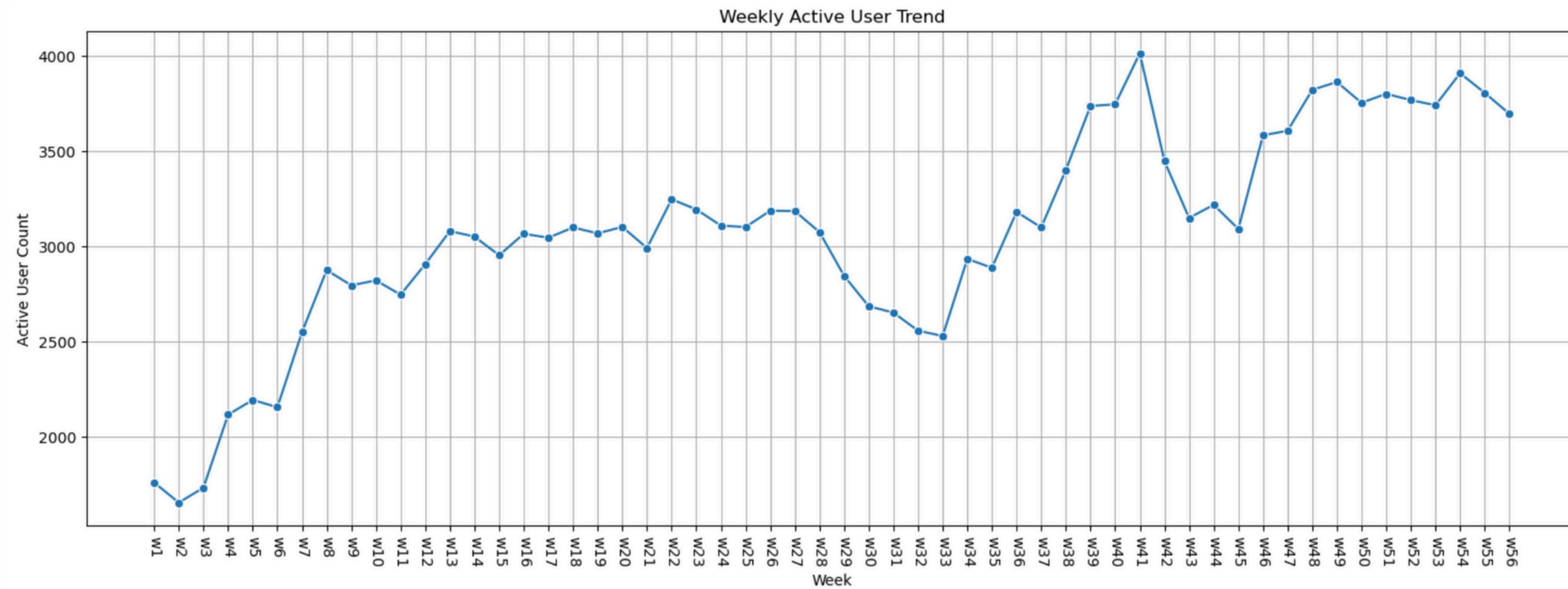
Presented By: Devesh Parashar

# Monthly Active User Growth Accounting

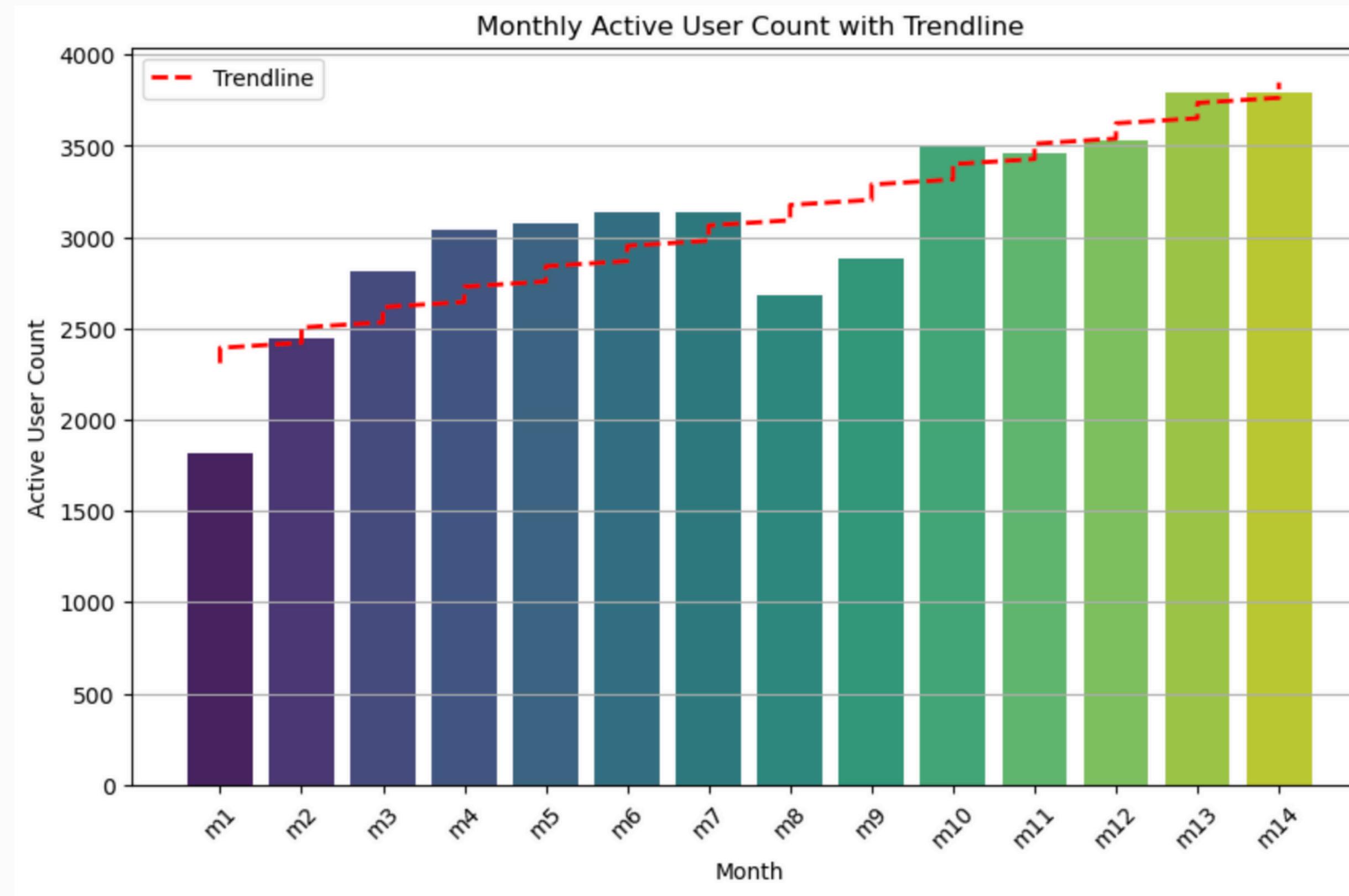
**Monthly Active User (MAU) Growth Accounting** tracks the sources and dynamics of user base changes over time, providing insights into new user acquisition, retention, and churn.



# Weekly Active User Trend

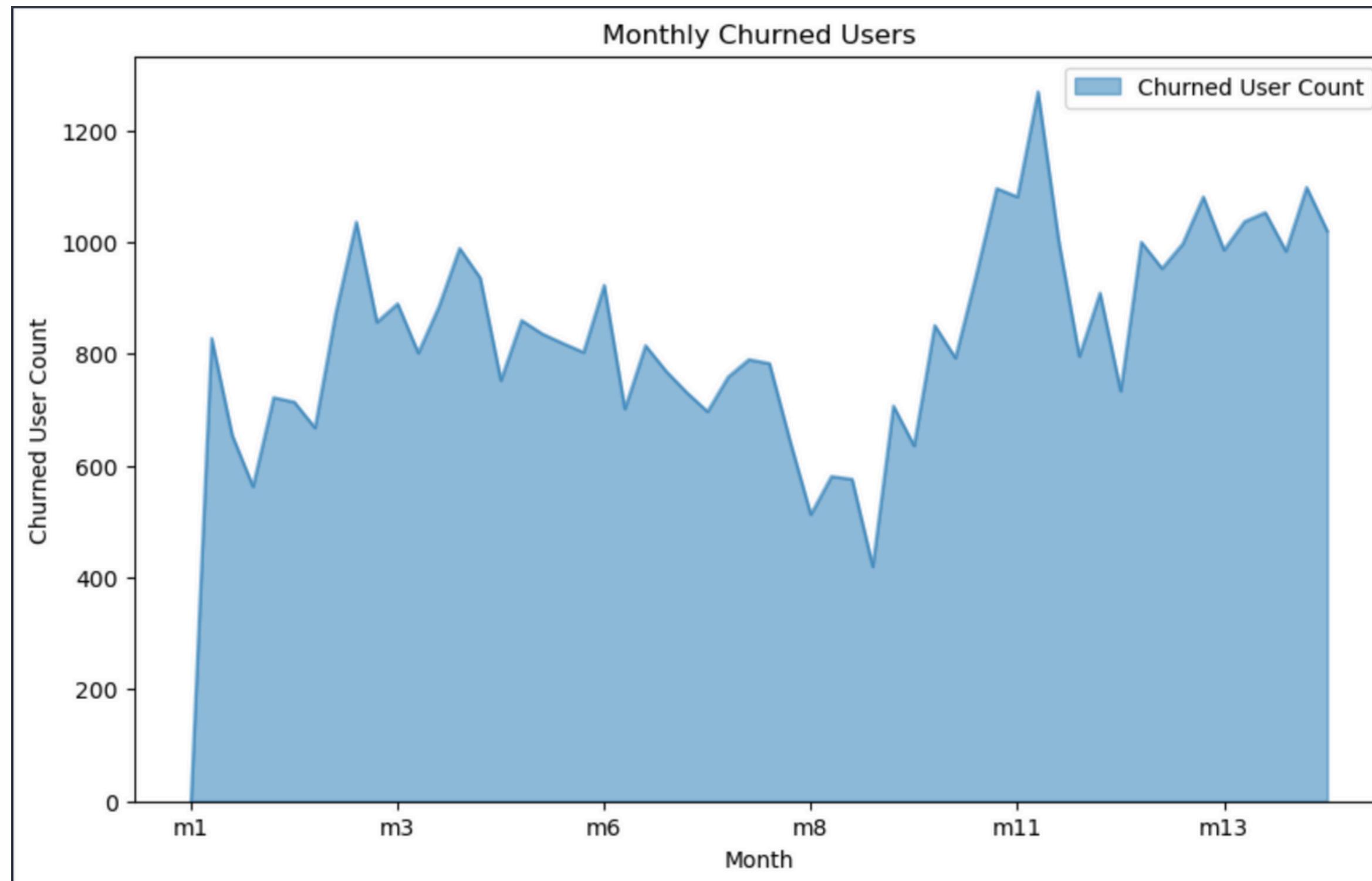


# Monthly Active User Trend



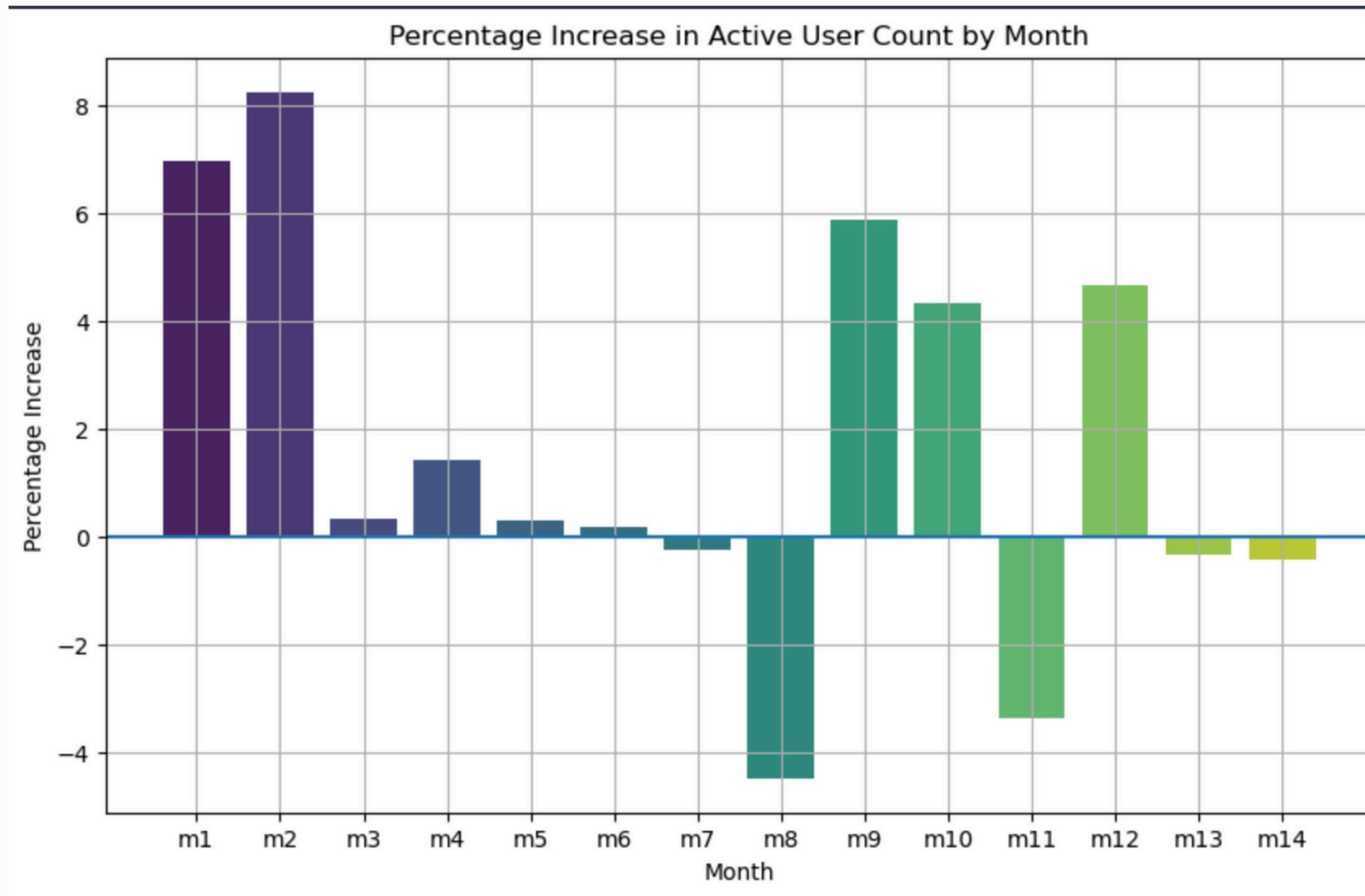
Note: 1 Month = 4 Weeks

# Volume of Monthly Churned Users



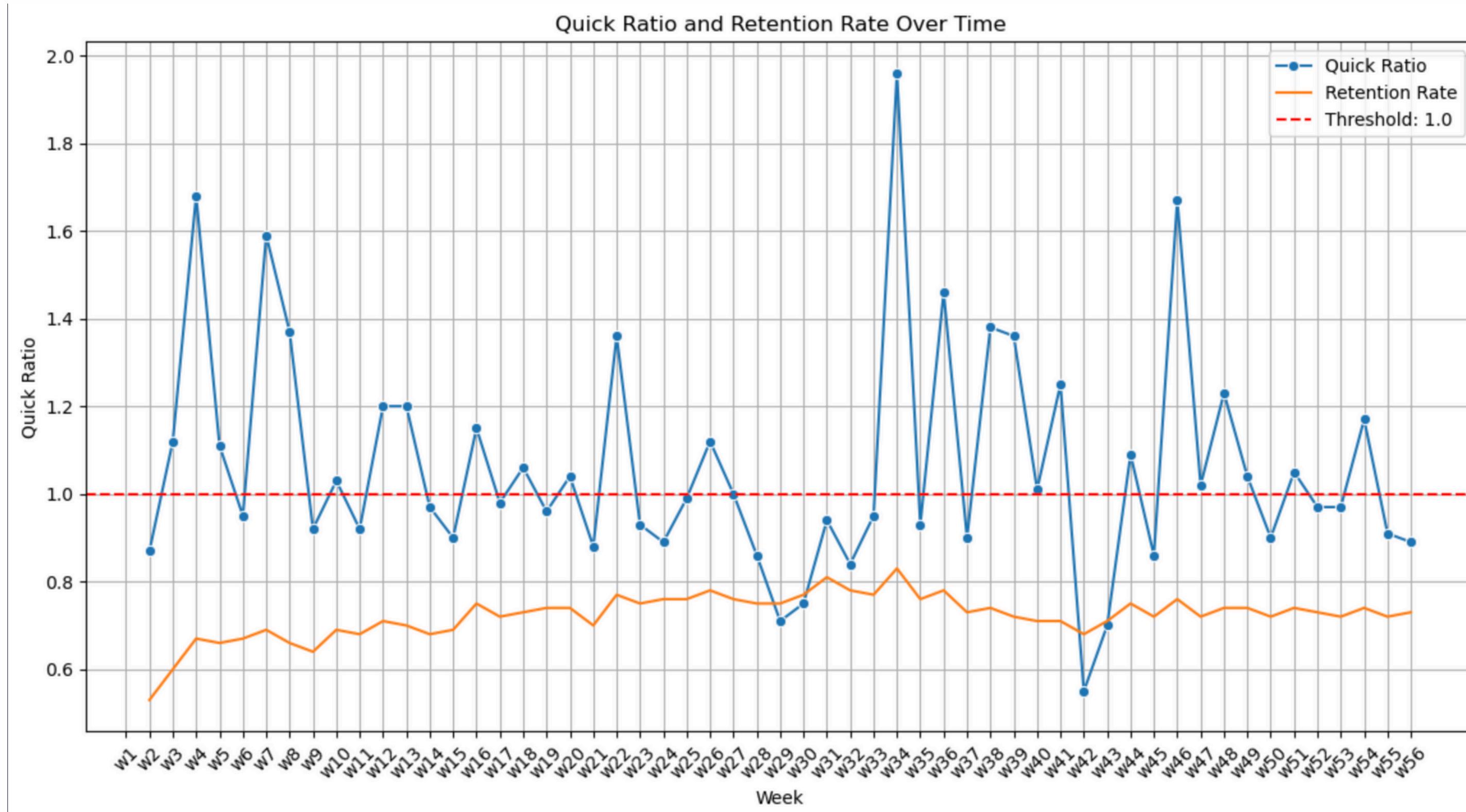
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# Month-on-Month %Increase in Active Users

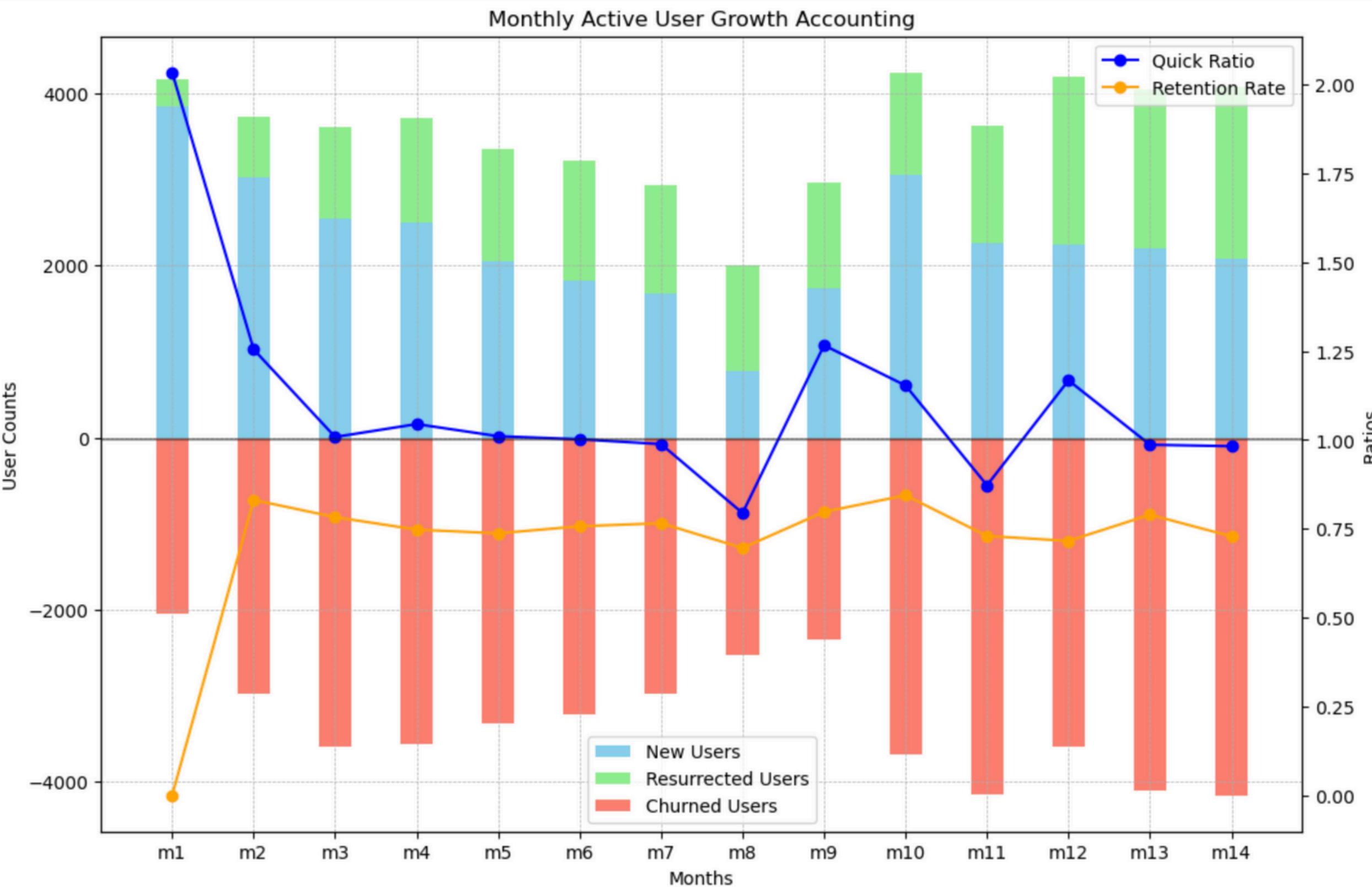


Note: 1 Month = 4 Weeks

# Quick Ratio Vs Retention Rate



# MAU Growth Accounting



- New Users peak in 1st month (3849) but generally decline over time, hitting a low in 8th Month (776) before rebounding.
- Resurrected Users consistently rise, peaking at 12th Month (1950), indicating effective re-engagement strategies.
- Quick Ratio is highest in 1st Month(2.03) since that's when the company started. It stabilizes around 1 in subsequent months, with notable dips below 1 in the 8th month and 11th Month, suggesting churn sometimes outpaced growth.
- Retention Rate is stable overall, peaking at 10th month (0.84), showing successful user retention.

Note: 1 Month = 4 Weeks

# Summary

- The early 4 months show strong growth and engagement but face a decline in new users.
- Mid-period (m5-m8) shows a struggle with retaining new users, but stability in resurrected users and a quick ratio of around 1.
- Later months (m9-m14) indicate a recovery in new users and a sustained focus on resurrected users, with steady retention efforts.



# Thank you very much!

Thank you for exploring the Monthly Active User Growth Accounting project. Your interest and feedback are invaluable.

For more details, to view the codebase of the project, please visit this [GitHub repository](#) (<https://github.com/parashardevesh/Assignment-Data-Analytics-internship>).