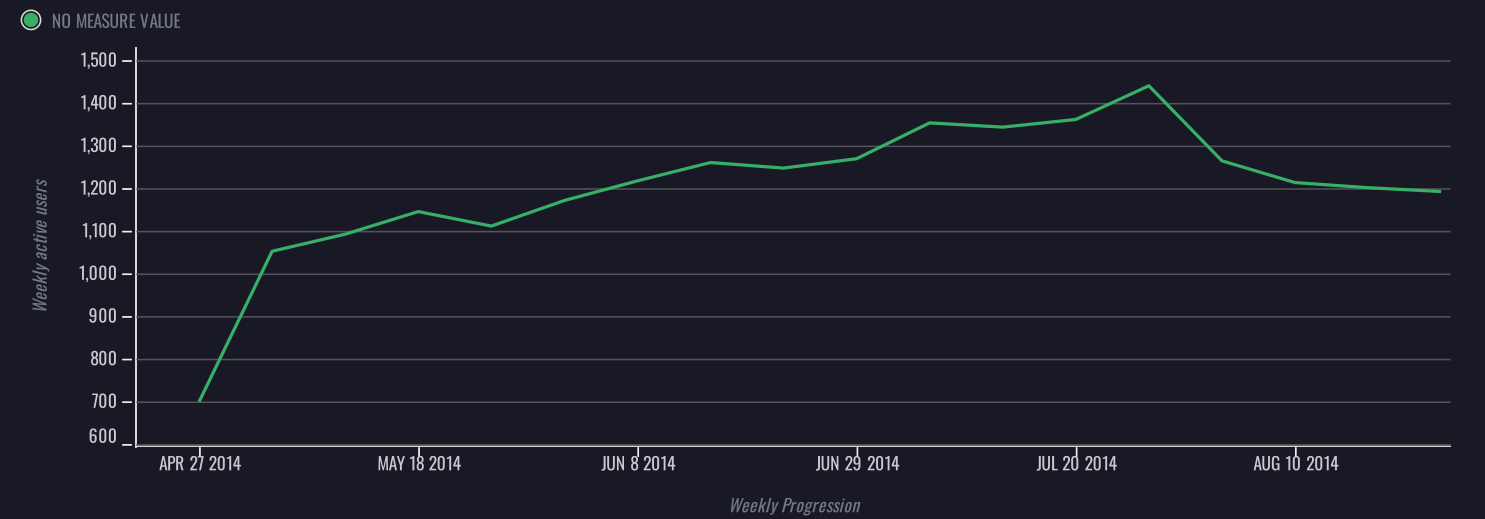


# DROP IN USER ENGAGEMENT

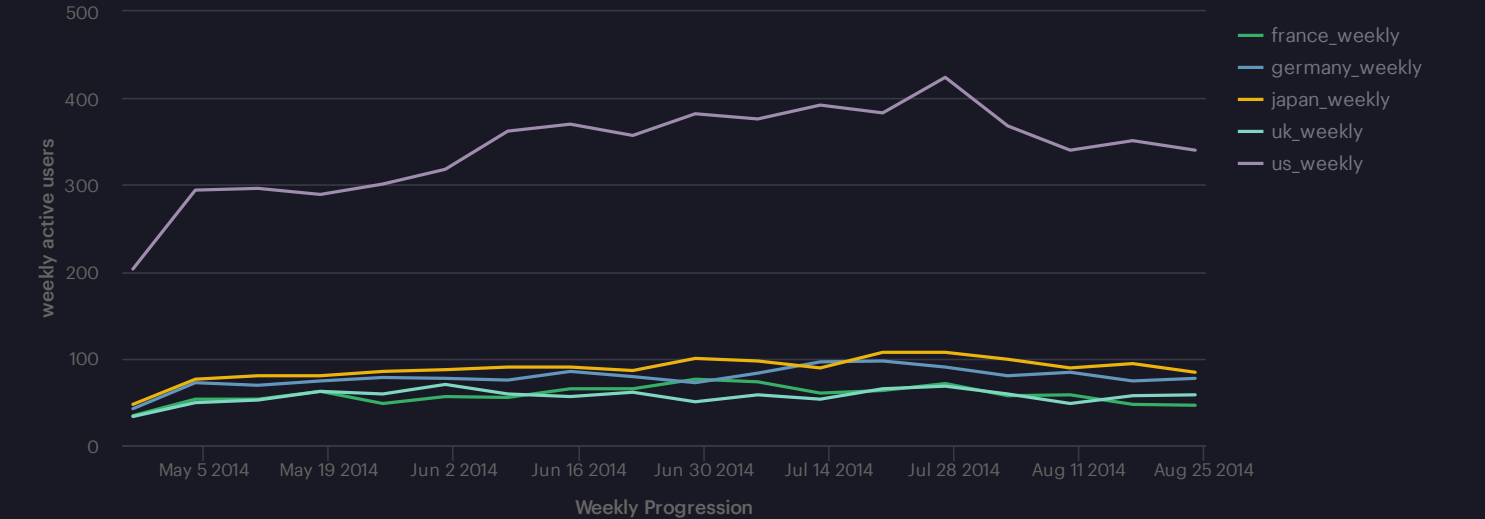
At the later half of August, Yammer detected a drop in overall user engagement through a graph that looks like this.

## DECREASE IN ACTIVE USERS



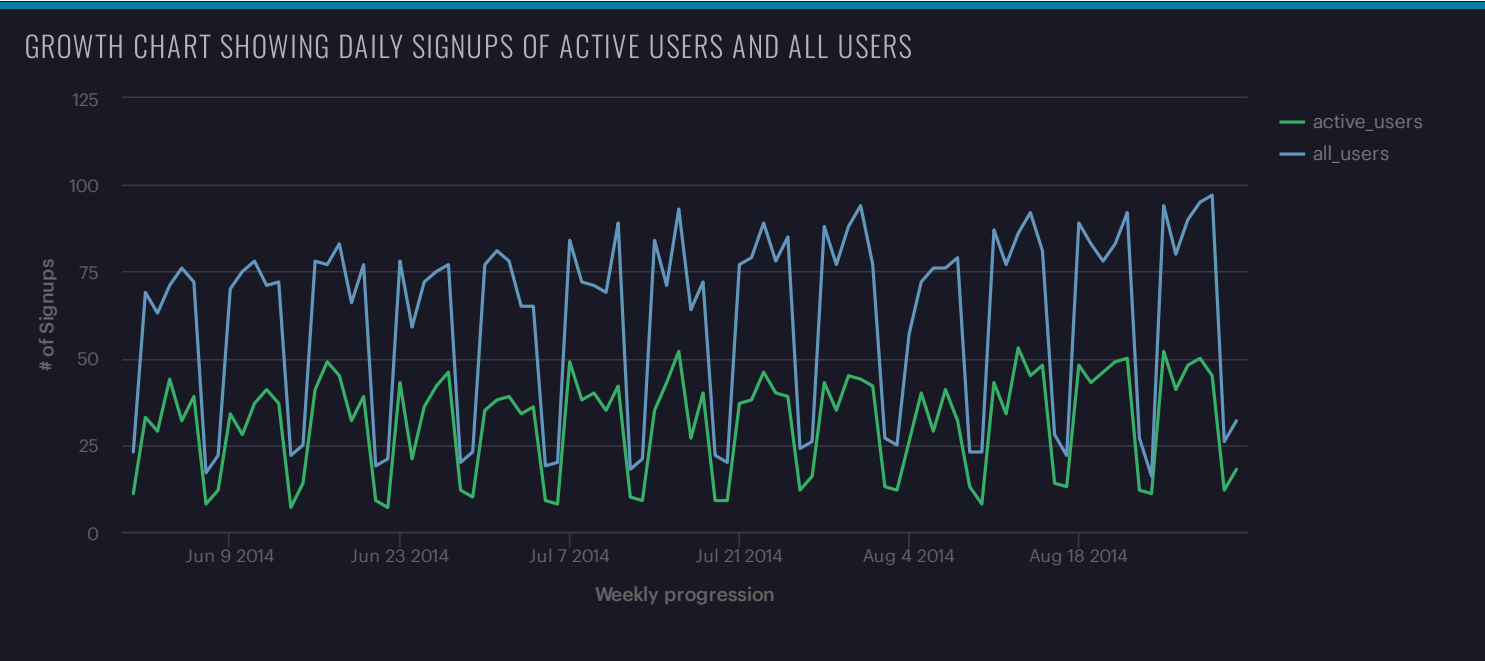
Below is the graph showing drop in user engagement in Top 5 countries which tells us that it is not a country specific problem.

## TOP 5 COUNTRY WEEKLY ACTIVE USERS



Below is the graph showing daily signups and there is a clear pattern that signups are decreasing on weekend and there is no change in number of signups.

# DROP IN USER ENGAGEMENT

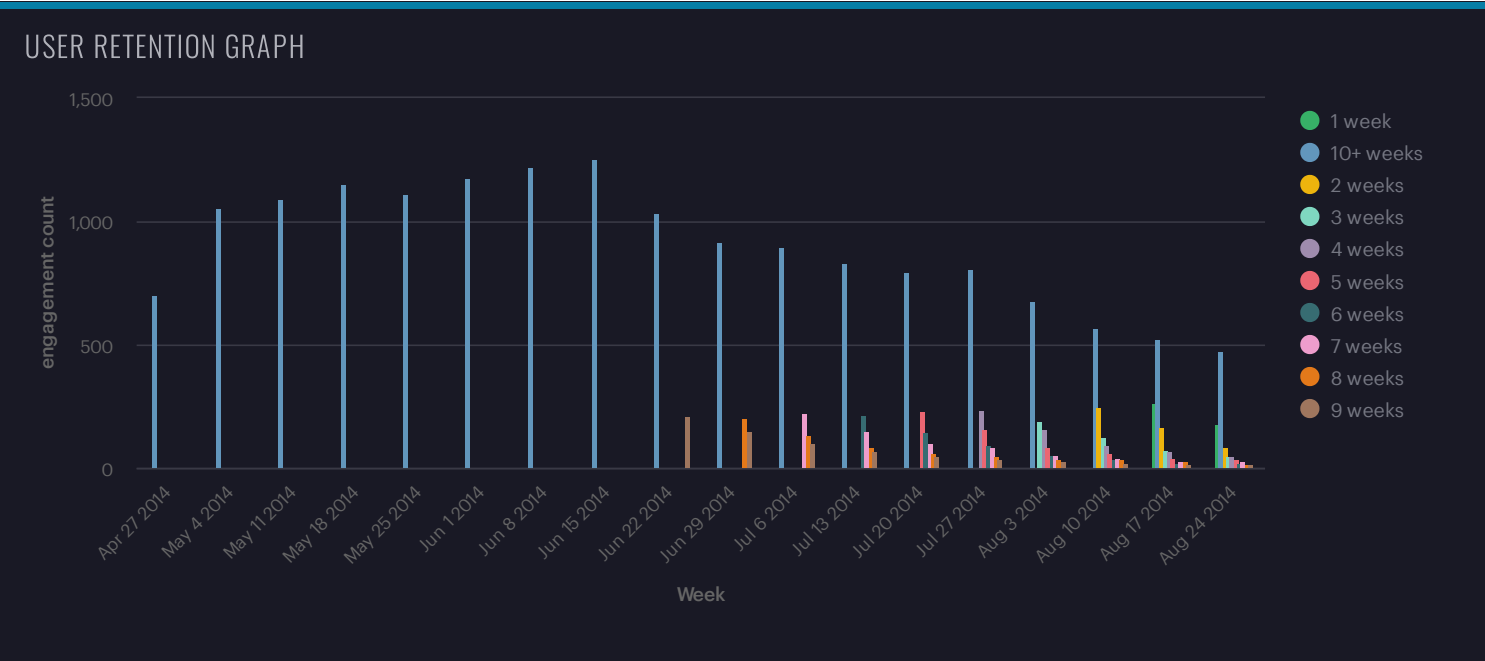


The below Graph Shows monthly signups and engagement so there is increase in signups but there is a decrease in engagement.

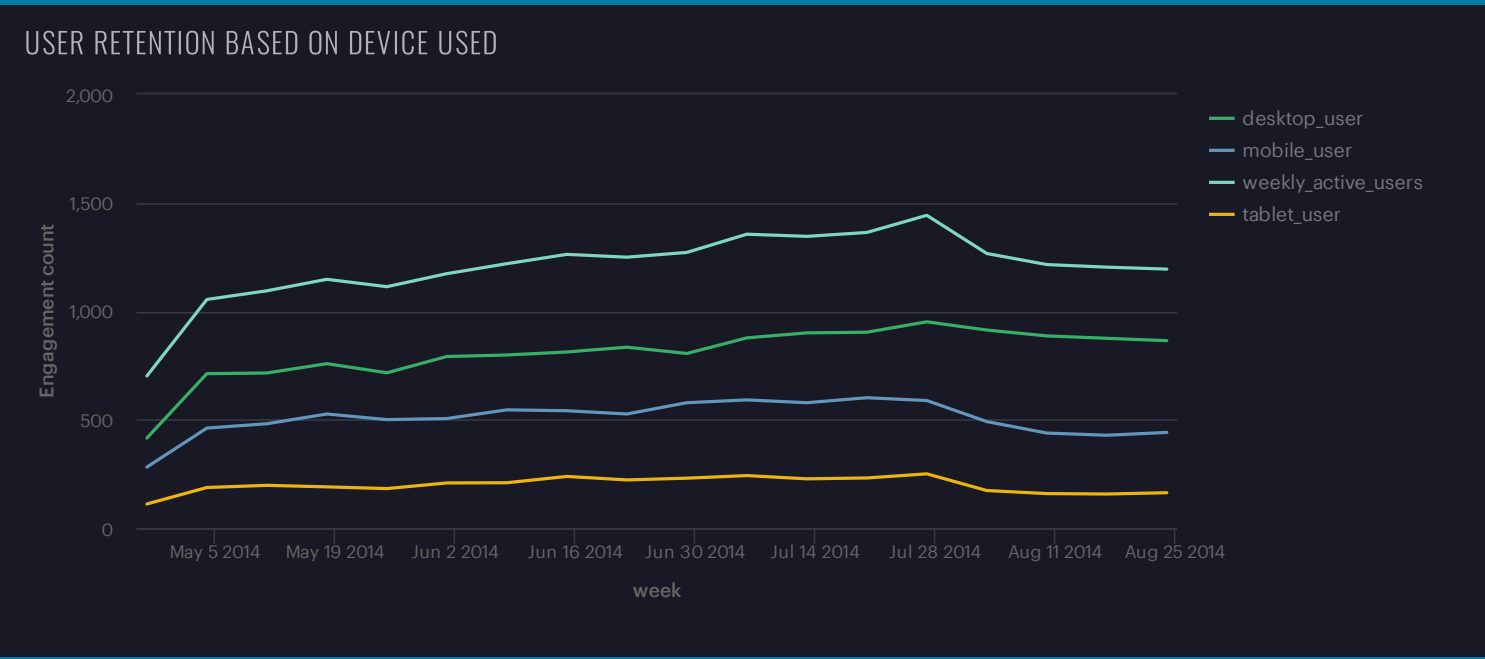


Below Graph shows drop in engagement of old user base and not the new one.

# DROP IN USER ENGAGEMENT

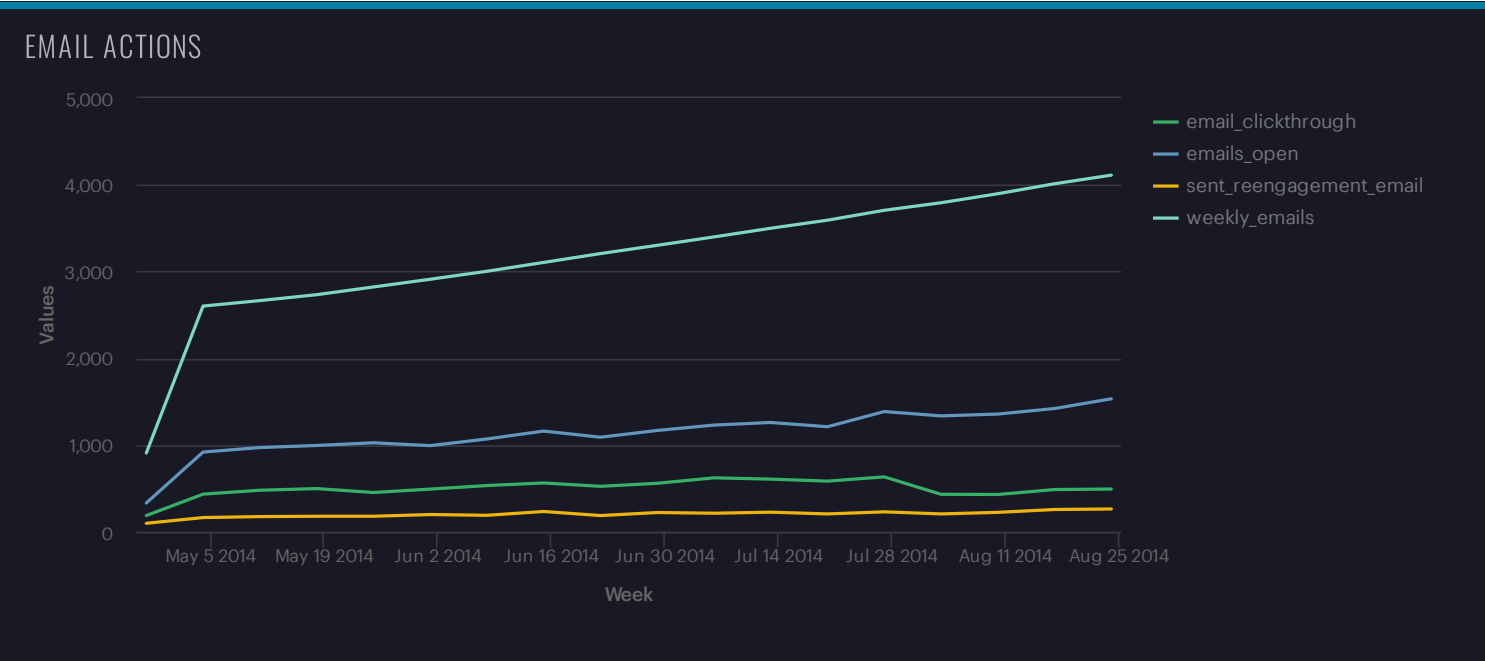


There is a drop in user engagement with the users accessing the app via mobile



It can be easily determined from the log file that the users are clicking the emails, but they are not clicking the links in the weekly digest, there is a problem in the weekly activity.

# DROP IN USER ENGAGEMENT



If you filter out the clickthroughs you can see that clearly that the weekly click through are decreasing which confirms our assumption that there is something wrong with the clickthroughs.

