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Krikey Write Up

Part 2 - Data Cleaning: (Charts created are in a separate file) After analyzing the data presented, I determined that there were a few steps necessary to clean the data. First, I wanted to combine the watchedVideo, users, and videos CSV files. I utilized a few Pandas libraries to go about my analyses. I cleaned the data to merge based on user id and video id to get an understanding of important user/creator metrics. I checked for null values, none of which were found. I also changed column names to allow for merging.

For further investigation, I wanted to analyze various relationships between number of shares, duration of video, user engagement, creator, and feed. Some of my initial areas of focus were: the relationship between video duration and number of shares, the most active feeds, the most used music, and devices. First, I wanted to measure some basic metrics. I found that there were 5 different user classes, 10 feeds, 5000 videos, 992 creators, max number of shares was 20, and there were 2 OS, and only half of the videos were created using AR. The number of users of each OS was also almost identical, showing equal distribution of users across Android and iOS. Next, I determined that the most users of the app were gamers, followed by super gamer, super creator, creator, and viewer. Something to note is that the most used app version was 2.1.2, followed by 3.0.0. Some of the versions newer than 2.1.2 were actually used less, which could indicate that many users are not upgrading their app. I also found the most active users based on videos created. The most used music was c3721b09... which was used 550 times. The least used music was used 472 times, which shows that all of the music was used almost equally. The feeds with the most videos were fashion, travel, and sports. Some limitations were that the name of the

music was not available, so I cannot make recommendations on specific types of music that was most popular.

Based on my familiarity with the app and my findings, I would recommend implementing tailored ads toward the classes that were most popular. Therefore, you would know that the most users are on the fashion, travel, and sports feeds and would generate the most engagement with these ads, thereby increasing the likelihood that advertisers will continue to pay for ads on Krikey. The product could also target partnerships with popular travel/fashion brands and sports teams in India to further tailor ad content and promote user engagement with those ads. I would also recommend running further user segmentation analyses on user classes and creators to figure out what types of videos creators are making and what advertising we can run to target the most popular user class, gamer. Since gamer is the most popular class and super creator/creator are 3rd and 4th, respectively, there should be more focus on making gaming the primary focus of the app. From my first impression, it seemed the app is pursuing more of a TikTok based model, which might not capture the most value from the most engaged users. Lastly, I would try to increase the value of the most active users by further increasing their retention rates and creating a referral/incentive system to bring additional likely high value users to the platform.

For next steps, the team could pursue different types of advertising content, different home screens catered to different users, a more curated for you page, and more music/AR character options, such as animals or objects.

Part 3:

1. User length of stay and page view reports. This would allow for more tailored content for different users, which would promote retention/engagement through personalized content.
2. Demographics of different users, including location, race, gender, and age. This would also promote growth through more tailored content. The next phase of growth is to both keep retention high/reduce churn and also to increase the number of users. When users feel that an app is more relevant to their demographic, they would be inclined to recommend it to others and feel that the app is more entertaining.
3. Report on how effective the AR actually is. Since half of the videos created do not use the AR feature, it is possible that they find the AR is too difficult or time consuming to place inside the videos. Perhaps the team could look into user traffic data and unique monthly visitor count to assess the AR's contribution to engagement. Based on these findings, the team could pursue a different approach to video creation.