

Retention Analysis Dashboard

Dataset Domain: Application Based Data

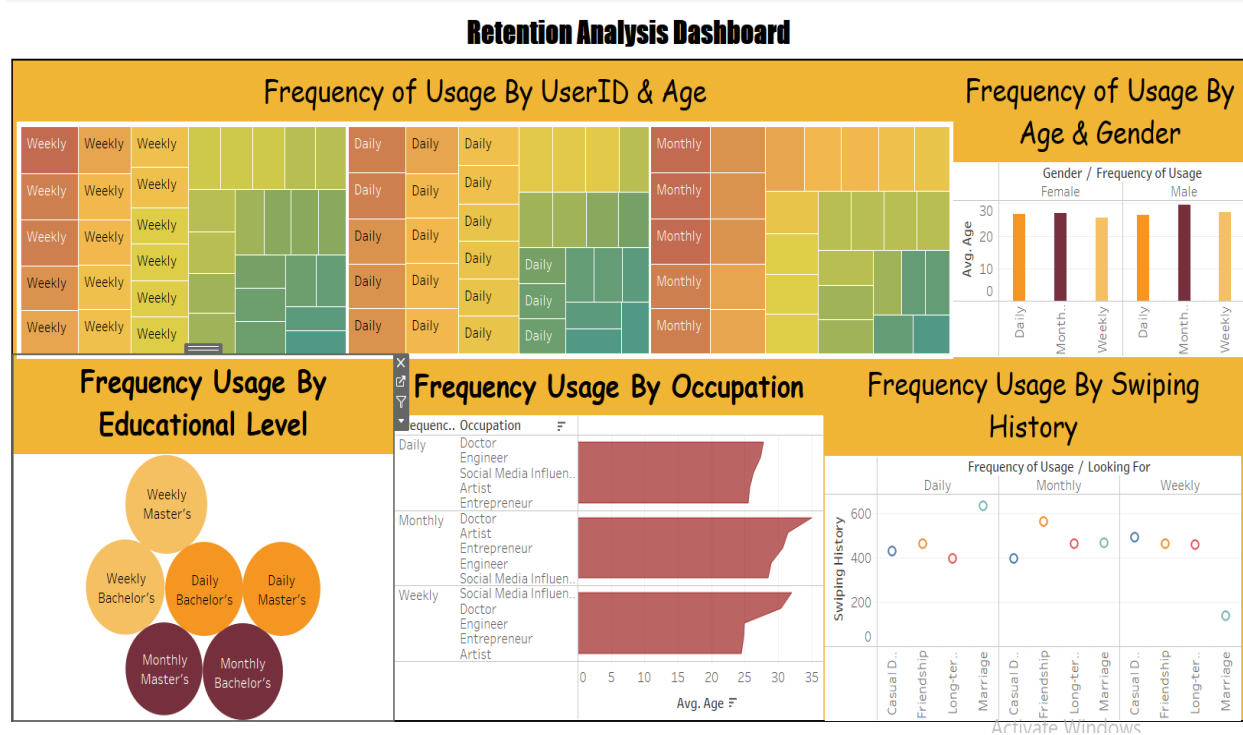
Dataset Details: Extracted from Kaggle.com

Dataset: Dating App 500 rows and 11 columns

Dashboard/Project Title: Retention Analysis Dashboard

Problem Statement: Identify factors influencing app usage frequency or swiping history

Charts Used: Tree Map, Bar Chart, Scatter Plot, Packed Bubble Chart, Area Chart



Insights:

The user id 84 and 56 has age less than 18 to use dating app.

Male of average age 29.5 have more monthly usage than female.

Female has average age 26.7 have more daily usage than male.

Frequency of usage is highest among the users looking for marriage than casual dating by 2.8%.

Average age of users using app monthly is more having Bachelor's degree of age 29 whereas master's degree 26.

Social media influencer has the highest weekly usage than any other occupation.