

Subject: Exciting Challenge for Data Mining and MIS Specialists: Help Bullspreer Optimize User Insights and Retention Strategies!

Dear Data Enthusiasts,

We are excited to present a unique challenge for data mining and MIS specialists to collaborate with Bullspreer (<https://bullspreer.page.link/M5Ty>), India's leading stock market gamified learning mobile app. We are seeking your expertise to develop systems that will empower us with actionable insights on user behavior and campaign performance. This is your chance to demonstrate your analytical prowess and contribute to our strategic growth.

Challenge Overview:

We have identified two critical problem areas where your skills can make a significant impact:

Problem 1: Comprehensive User Behavior Tracking System

- Current Gap: We lack a system to track and analyze key user behaviors, such as:

- New user registrations
- Course clicks and purchase attempts
- Single and multiple course purchases
- Time gaps between purchases by the same user
- Time taken from registration to course purchase (min, avg, max)
- Course completion rates
- Quiz participation and success rates
- Average daily time spent on the app
- Timing of maximum uninstalls and course purchases

Deliverables:

1. Required Data for Analysis:

- Define the specific data points needed to capture the above metrics.
- Outline data sources and data collection mechanisms.

2. Steps of Execution:

- Propose a detailed plan for implementing a comprehensive tracking system.
- Include data integration, storage, and processing methodologies.

3. Daily MIS Tracking:

- Design a daily MIS report format to track and visualize key metrics.
- Recommend tools and technologies for generating and maintaining the MIS.

4. Data-Driven Suggestions:

- Provide actionable insights based on the data collected.
- Suggest strategies to enhance user engagement and optimize the user journey.

Problem 2: Retention Campaign Performance Analysis System

- Current Gap: We do not have a system to analyze the performance of our retention campaigns effectively.

Deliverables:

1. Required Data for Retention Analysis:

- Identify data points necessary to evaluate the success of retention campaigns.
- Define metrics for activation, retention, user experience, and course improvement.

2. Steps of Execution:

- Outline the process for setting up a retention analysis framework.
- Include campaign tracking, data collection, and performance evaluation techniques.

3. Daily MIS Tracking for Retention:

- Develop a daily MIS report format to monitor retention campaign performance.
- Recommend tools for campaign tracking and analysis.

4. Data-Driven Suggestions:

- Offer insights to refine retention strategies based on campaign performance data.
- Suggest improvements to user experience and course offerings based on analysis.

Submission and Selection:

Participants are required to submit a comprehensive plan detailing their approach to solving these challenges. The most innovative and practical solutions will be shortlisted for a chance to collaborate as an intern and get chance for PPO with Bullspre, where you will play a pivotal role in enhancing our data-driven decision-making capabilities.