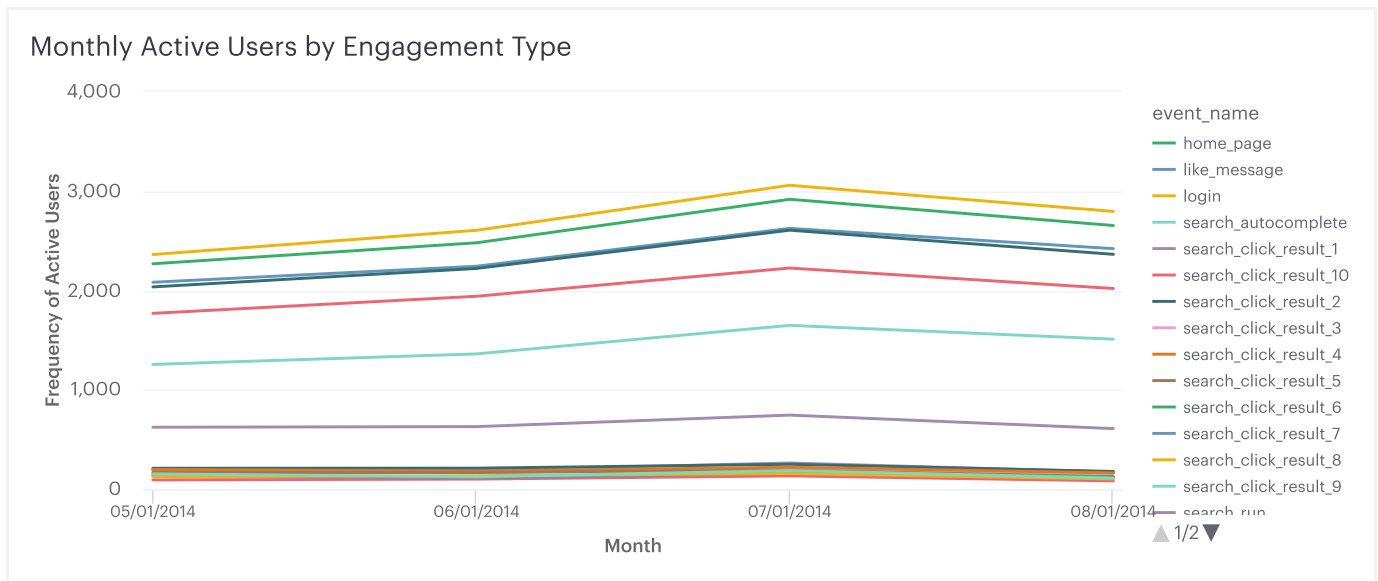


Yammer Case Study

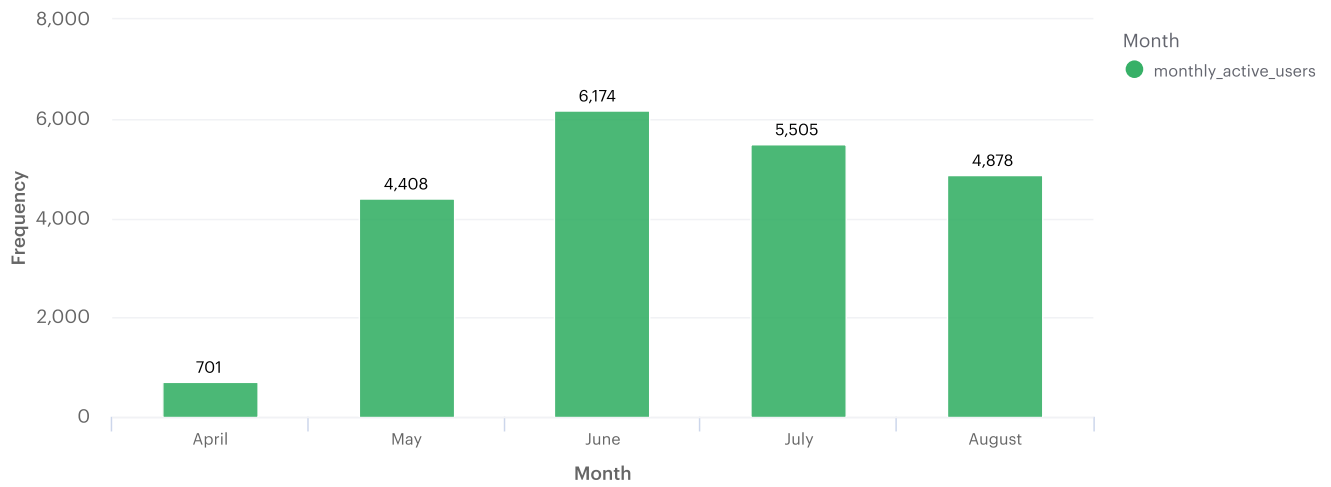
The increased probability of users going on vacation may be the cause of the dip in user engagement in July seeing how the summer months are the most popular months for vacations. To test this hypothesis, the engagement counts for the login type is counted for each month and grouped by location.

The number of engagement of the login type dips after July 27th. This concludes that with the exception of Australia, Austria, Argentina, Belgium, Brazil, and Canada. It makes sense that engagement does not dip for Australia since their seasons are the inverse of the majority of the world. When comparing between a subset of countries, where the United States is used a standard metric since its user engagement trend is consistent with the overall trend, the data shows that all other countries have a similar trend of the decrease in user engagement from the month of July to August. However, all countries, with the exception of the United States show a steady decrease and even countries like Argentina have a small increase of user engagement. The United States contributes to the majority of the decrease in user engagement.

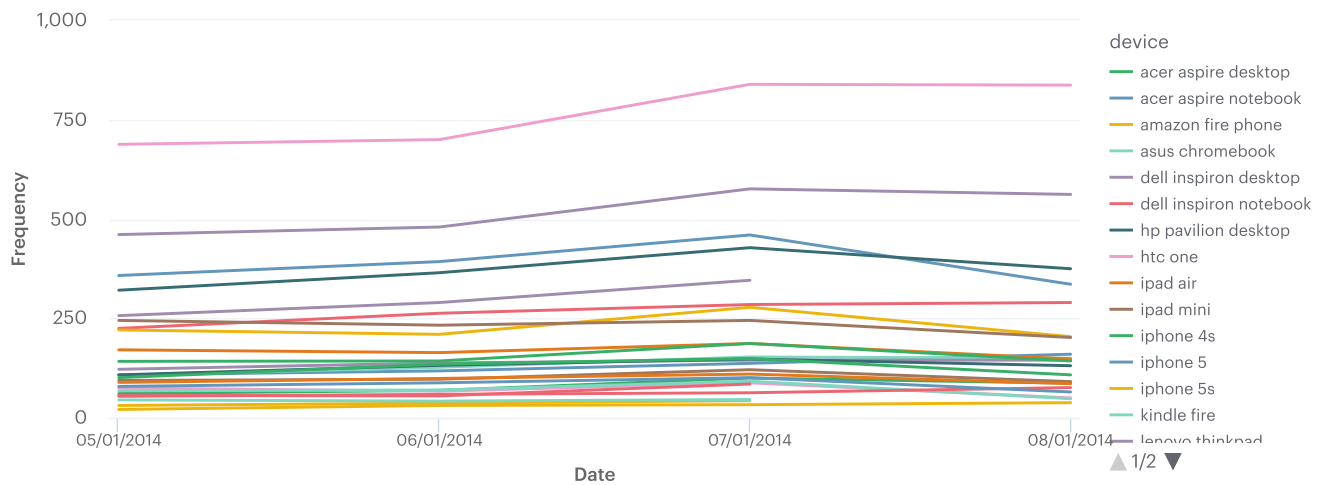
A plot of the number of engagements and the sign-up activity has the same trend as well. Therefore, the overall Yammer activity is the least after July 27th.



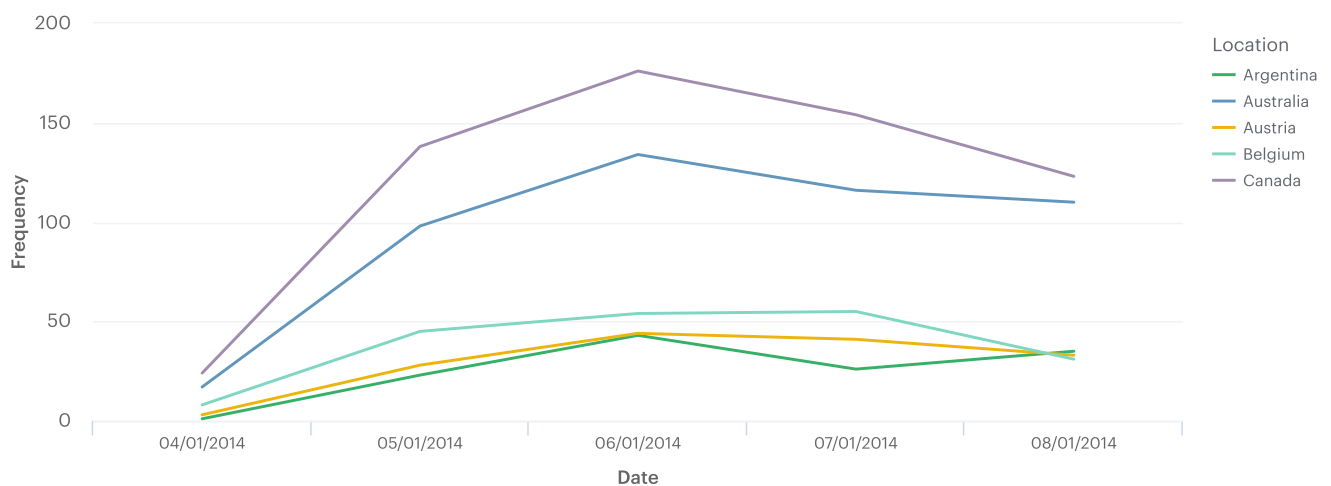
Frequency of User Engagement by Month



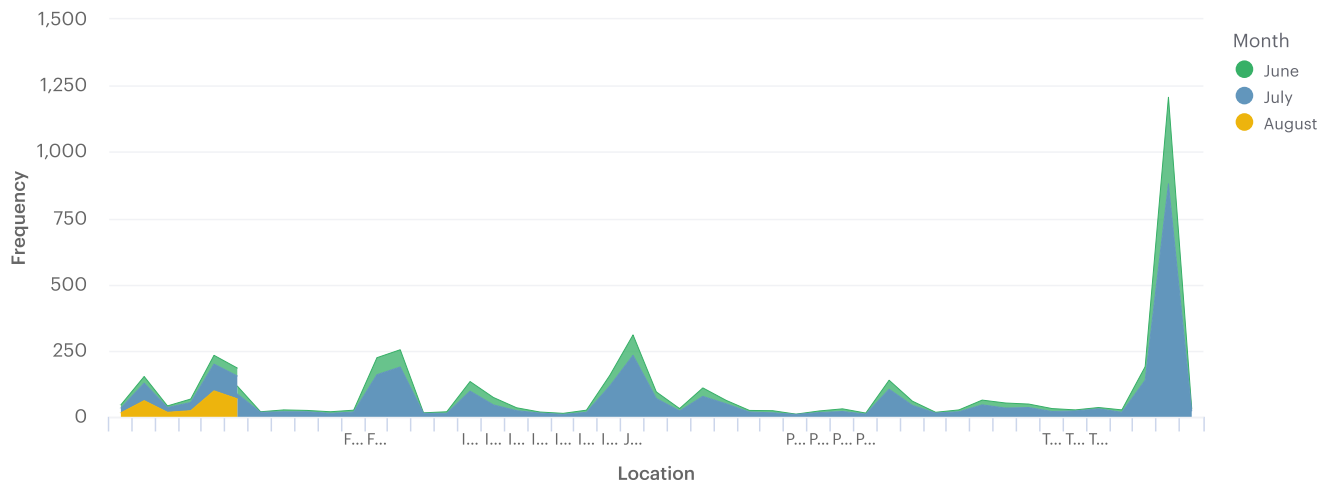
Engagement by Device



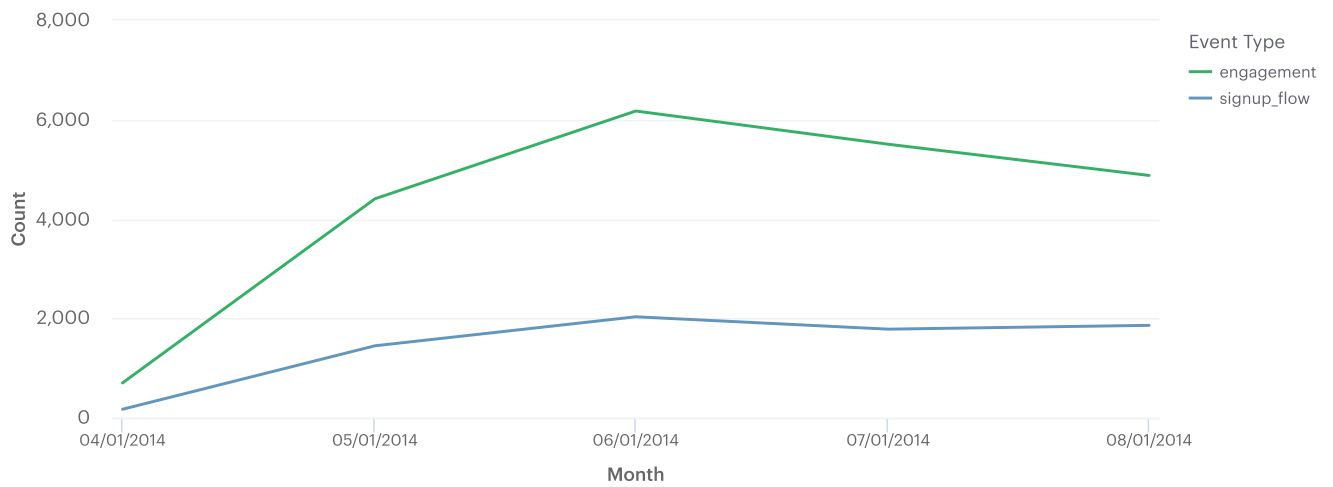
Countries with Engagement in August



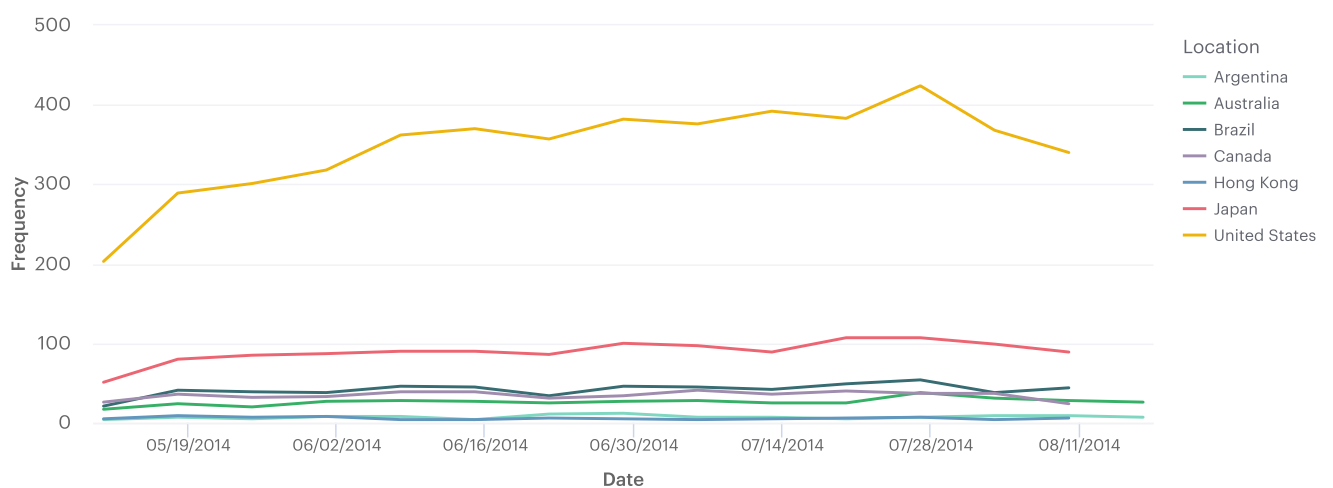
Monthly Engagement by Country

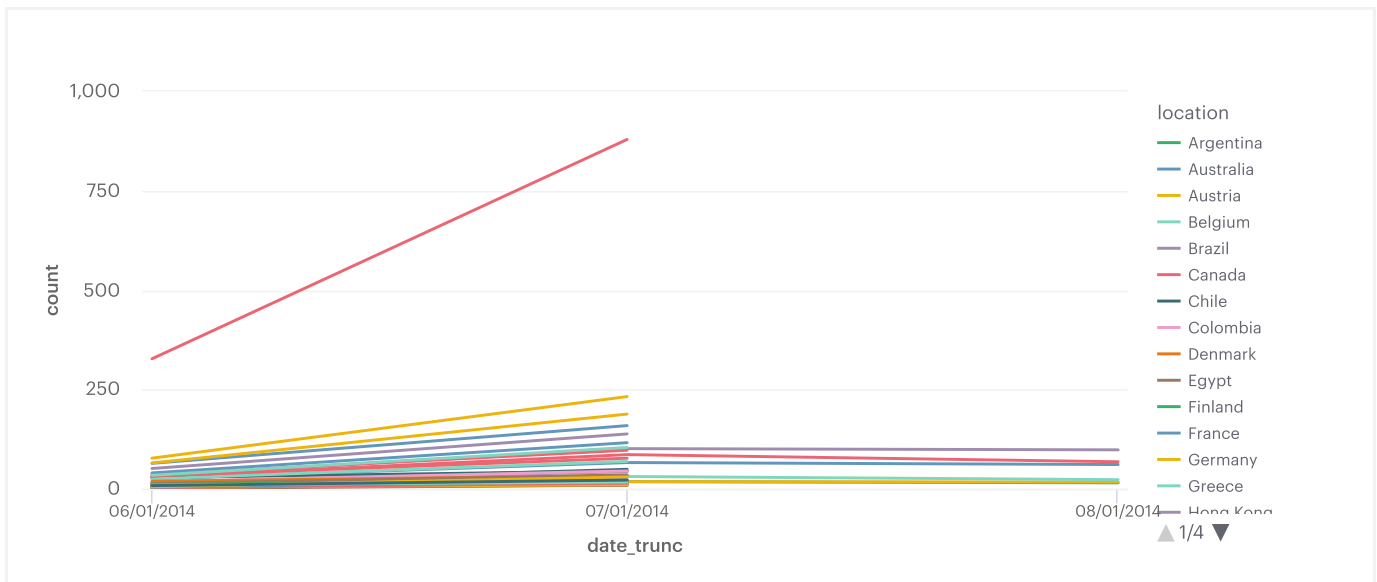


Comparison Between Event Types



Smaller Subset of Countries





Query 6

	date_trunc	monthly_active_users
1	2014-04-28 00:00:00	701
2	2014-05-05 00:00:00	1054
3	2014-05-12 00:00:00	1094
4	2014-05-19 00:00:00	1147
5	2014-05-26 00:00:00	1113
6	2014-06-02 00:00:00	1173
7	2014-06-09 00:00:00	1219
8	2014-06-16 00:00:00	1262
9	2014-06-23 00:00:00	1249
10	2014-06-30 00:00:00	1271
11	2014-07-07 00:00:00	1355
12	2014-07-14 00:00:00	1345
13	2014-07-21 00:00:00	1363
14	2014-07-28 00:00:00	1442
15	2014-08-04 00:00:00	1266
16	2014-08-11 00:00:00	1215
17	2014-08-18 00:00:00	1203
18	2014-08-25 00:00:00	1194

Query 8

	date_trunc	active_user	device
1	2014-05-01 00:00:00	61	acer aspire desktop
2	2014-05-01 00:00:00	108	acer aspire notebook
3	2014-05-01 00:00:00	21	amazon fire phone
4	2014-05-01 00:00:00	107	asus chromebook
5	2014-05-01 00:00:00	122	dell inspiron desktop
6	2014-05-01 00:00:00	225	dell inspiron notebook

7	2014-05-01 00:00:00	108	hp pavilion desktop
8	2014-05-01 00:00:00	75	htc one
9	2014-05-01 00:00:00	171	ipad air
10	2014-05-01 00:00:00	94	ipad mini
11	2014-05-01 00:00:00	142	iphone 4s
12	2014-05-01 00:00:00	358	iphone 5
13	2014-05-01 00:00:00	221	iphone 5s
14	2014-05-01 00:00:00	68	kindle fire
15	2014-05-01 00:00:00	461	lenovo thinkpad
16	2014-05-01 00:00:00	321	macbook air
17	2014-05-01 00:00:00	688	macbook pro
18	2014-05-01 00:00:00	54	mac mini
19	2014-05-01 00:00:00	89	nexus 10
20	2014-05-01 00:00:00	245	nexus 5
21	2014-05-01 00:00:00	101	nexus 7
22	2014-05-01 00:00:00	79	nokia lumia 635
23	2014-05-01 00:00:00	31	samsung galaxy tablet
24	2014-05-01 00:00:00	45	samsung galaxy note
25	2014-05-01 00:00:00	257	samsung galaxy s4
26	2014-05-01 00:00:00	56	windows surface
27	2014-06-01 00:00:00	69	acer aspire desktop
28	2014-06-01 00:00:00	118	acer aspire notebook
29	2014-06-01 00:00:00	31	amazon fire phone
30	2014-06-01 00:00:00	127	asus chromebook
31	2014-06-01 00:00:00	138	dell inspiron desktop
32	2014-06-01 00:00:00	263	dell inspiron notebook
33	2014-06-01 00:00:00	132	hp pavilion desktop
34	2014-06-01 00:00:00	67	htc one
35	2014-06-01 00:00:00	164	ipad air
36	2014-06-01 00:00:00	97	ipad mini
37	2014-06-01 00:00:00	143	iphone 4s
38	2014-06-01 00:00:00	393	iphone 5
39	2014-06-01 00:00:00	210	iphone 5s
40	2014-06-01 00:00:00	70	kindle fire
41	2014-06-01 00:00:00	480	lenovo thinkpad
42	2014-06-01 00:00:00	365	macbook air
43	2014-06-01 00:00:00	700	macbook pro
44	2014-06-01 00:00:00	59	mac mini
45	2014-06-01 00:00:00	99	nexus 10
46	2014-06-01 00:00:00	233	nexus 5
47	2014-06-01 00:00:00	135	nexus 7
48	2014-06-01 00:00:00	88	nokia lumia 635
49	2014-06-01 00:00:00	37	samsung galaxy tablet
50	2014-06-01 00:00:00	42	samsung galaxy note
51	2014-06-01 00:00:00	290	samsung galaxy s4

52	2014-06-01 00:00:00	55	windows surface
53	2014-07-01 00:00:00	100	acer aspire desktop
54	2014-07-01 00:00:00	137	acer aspire notebook
55	2014-07-01 00:00:00	33	amazon fire phone
56	2014-07-01 00:00:00	153	asus chromebook
57	2014-07-01 00:00:00	145	dell inspiron desktop
58	2014-07-01 00:00:00	285	dell inspiron notebook
59	2014-07-01 00:00:00	148	hp pavilion desktop
60	2014-07-01 00:00:00	88	htc one
61	2014-07-01 00:00:00	187	ipad air
62	2014-07-01 00:00:00	121	ipad mini
63	2014-07-01 00:00:00	187	iphone 4s
64	2014-07-01 00:00:00	460	iphone 5
65	2014-07-01 00:00:00	278	iphone 5s
66	2014-07-01 00:00:00	92	kindle fire
67	2014-07-01 00:00:00	576	lenovo thinkpad
68	2014-07-01 00:00:00	428	macbook air
69	2014-07-01 00:00:00	839	macbook pro
70	2014-07-01 00:00:00	63	mac mini
71	2014-07-01 00:00:00	110	nexus 10
72	2014-07-01 00:00:00	245	nexus 5
73	2014-07-01 00:00:00	149	nexus 7
74	2014-07-01 00:00:00	101	nokia lumia 635
75	2014-07-01 00:00:00	43	samsung galaxy tablet
76	2014-07-01 00:00:00	46	samsung galaxy note
77	2014-07-01 00:00:00	346	samsung galaxy s4
78	2014-07-01 00:00:00	85	windows surface
79	2014-08-01 00:00:00	87	acer aspire desktop
80	2014-08-01 00:00:00	160	acer aspire notebook
81	2014-08-01 00:00:00	38	amazon fire phone
82	2014-08-01 00:00:00	150	asus chromebook
83	2014-08-01 00:00:00	145	dell inspiron desktop
84	2014-08-01 00:00:00	290	dell inspiron notebook
85	2014-08-01 00:00:00	131	hp pavilion desktop
86	2014-08-01 00:00:00	50	htc one
87	2014-08-01 00:00:00	148	ipad air
88	2014-08-01 00:00:00	91	ipad mini
89	2014-08-01 00:00:00	143	iphone 4s
90	2014-08-01 00:00:00	336	iphone 5
91	2014-08-01 00:00:00	204	iphone 5s
92	2014-08-01 00:00:00	48	kindle fire
93	2014-08-01 00:00:00	562	lenovo thinkpad
94	2014-08-01 00:00:00	375	macbook air
95	2014-08-01 00:00:00	837	macbook pro
96	2014-08-01 00:00:00	76	mac mini
97	2014-08-01 00:00:00	86	nexus 10

98	2014-08-01 00:00:00	202	nexus 5
99	2014-08-01 00:00:00	108	nexus 7

Query 6

	date_trunc	count	location
1	2014-06-01 00:00:00	12	Argentina
2	2014-06-01 00:00:00	25	Australia
3	2014-06-01 00:00:00	6	Austria
4	2014-06-01 00:00:00	13	Belgium
5	2014-06-01 00:00:00	33	Brazil
6	2014-06-01 00:00:00	30	Canada
7	2014-06-01 00:00:00	2	Chile
8	2014-06-01 00:00:00	7	Colombia
9	2014-06-01 00:00:00	5	Denmark
10	2014-06-01 00:00:00	6	Egypt
11	2014-06-01 00:00:00	7	Finland
12	2014-06-01 00:00:00	64	France
13	2014-06-01 00:00:00	65	Germany
14	2014-06-01 00:00:00	2	Greece
15	2014-06-01 00:00:00	6	Hong Kong
16	2014-06-01 00:00:00	36	India
17	2014-06-01 00:00:00	28	Indonesia
18	2014-06-01 00:00:00	11	Iran
19	2014-06-01 00:00:00	4	Iraq
20	2014-06-01 00:00:00	4	Ireland
21	2014-06-01 00:00:00	8	Israel
22	2014-06-01 00:00:00	40	Italy
23	2014-06-01 00:00:00	77	Japan
24	2014-06-01 00:00:00	25	Korea
25	2014-06-01 00:00:00	9	Malaysia
26	2014-06-01 00:00:00	32	Mexico
27	2014-06-01 00:00:00	13	Netherlands
28	2014-06-01 00:00:00	6	Nigeria
29	2014-06-01 00:00:00	8	Norway
30	2014-06-01 00:00:00	1	Pakistan
31	2014-06-01 00:00:00	6	Philippines
32	2014-06-01 00:00:00	10	Poland
33	2014-06-01 00:00:00	4	Portugal
34	2014-06-01 00:00:00	34	Russia
35	2014-06-01 00:00:00	16	Saudi Arabia
36	2014-06-01 00:00:00	3	Singapore
37	2014-06-01 00:00:00	7	South Africa
38	2014-06-01 00:00:00	18	Spain
39	2014-06-01 00:00:00	19	Sweden
40	2014-06-01 00:00:00	13	Switzerland
41	2014-06-01 00:00:00	11	Taiwan

42	2014-06-01 00:00:00	4	Thailand
43	2014-06-01 00:00:00	5	Turkey
44	2014-06-01 00:00:00	9	United Arab Emirates
45	2014-06-01 00:00:00	51	United Kingdom
46	2014-06-01 00:00:00	327	United States
47	2014-06-01 00:00:00	8	Venezuela
48	2014-07-01 00:00:00	18	Argentina
49	2014-07-01 00:00:00	66	Australia
50	2014-07-01 00:00:00	18	Austria
51	2014-07-01 00:00:00	31	Belgium
52	2014-07-01 00:00:00	101	Brazil
53	2014-07-01 00:00:00	86	Canada
54	2014-07-01 00:00:00	17	Chile
55	2014-07-01 00:00:00	19	Colombia
56	2014-07-01 00:00:00	19	Denmark
57	2014-07-01 00:00:00	13	Egypt
58	2014-07-01 00:00:00	18	Finland
59	2014-07-01 00:00:00	159	France
60	2014-07-01 00:00:00	188	Germany
61	2014-07-01 00:00:00	13	Greece
62	2014-07-01 00:00:00	13	Hong Kong
63	2014-07-01 00:00:00	97	India
64	2014-07-01 00:00:00	45	Indonesia
65	2014-07-01 00:00:00	23	Iran
66	2014-07-01 00:00:00	14	Iraq
67	2014-07-01 00:00:00	9	Ireland
68	2014-07-01 00:00:00	17	Israel
69	2014-07-01 00:00:00	116	Italy
70	2014-07-01 00:00:00	232	Japan
71	2014-07-01 00:00:00	69	Korea
72	2014-07-01 00:00:00	22	Malaysia
73	2014-07-01 00:00:00	77	Mexico
74	2014-07-01 00:00:00	49	Netherlands
75	2014-07-01 00:00:00	18	Nigeria
76	2014-07-01 00:00:00	15	Norway
77	2014-07-01 00:00:00	9	Pakistan
78	2014-07-01 00:00:00	16	Philippines
79	2014-07-01 00:00:00	20	Poland
80	2014-07-01 00:00:00	10	Portugal
81	2014-07-01 00:00:00	104	Russia
82	2014-07-01 00:00:00	43	Saudi Arabia
83	2014-07-01 00:00:00	14	Singapore
84	2014-07-01 00:00:00	19	South Africa
85	2014-07-01 00:00:00	45	Spain
86	2014-07-01 00:00:00	33	Sweden
87	2014-07-01 00:00:00	35	Switzerland

88	2014-07-01 00:00:00	20	Taiwan
89	2014-07-01 00:00:00	22	Thailand
90	2014-07-01 00:00:00	30	Turkey
91	2014-07-01 00:00:00	17	United Arab Emirates
92	2014-07-01 00:00:00	138	United Kingdom
93	2014-07-01 00:00:00	879	United States
94	2014-07-01 00:00:00	22	Venezuela
95	2014-08-01 00:00:00	15	Argentina
96	2014-08-01 00:00:00	61	Australia
97	2014-08-01 00:00:00	17	Austria
98	2014-08-01 00:00:00	23	Belgium
99	2014-08-01 00:00:00	98	Brazil
100	2014-08-01 00:00:00	68	Canada

Query 7

	date_trunc	count	event_type
1	2014-04-28 00:00:00	701	engagement
2	2014-04-28 00:00:00	171	signup_flow
3	2014-05-05 00:00:00	1054	engagement
4	2014-05-05 00:00:00	350	signup_flow
5	2014-05-12 00:00:00	1094	engagement
6	2014-05-12 00:00:00	362	signup_flow
7	2014-05-19 00:00:00	1147	engagement
8	2014-05-19 00:00:00	371	signup_flow
9	2014-05-26 00:00:00	1113	engagement
10	2014-05-26 00:00:00	366	signup_flow
11	2014-06-02 00:00:00	1173	engagement
12	2014-06-02 00:00:00	390	signup_flow
13	2014-06-09 00:00:00	1219	engagement
14	2014-06-09 00:00:00	413	signup_flow
15	2014-06-16 00:00:00	1263	engagement
16	2014-06-16 00:00:00	421	signup_flow
17	2014-06-23 00:00:00	1249	engagement
18	2014-06-23 00:00:00	404	signup_flow
19	2014-06-30 00:00:00	1271	engagement
20	2014-06-30 00:00:00	405	signup_flow
21	2014-07-07 00:00:00	1355	engagement
22	2014-07-07 00:00:00	424	signup_flow
23	2014-07-14 00:00:00	1345	engagement
24	2014-07-14 00:00:00	426	signup_flow
25	2014-07-21 00:00:00	1363	engagement
26	2014-07-21 00:00:00	458	signup_flow
27	2014-07-28 00:00:00	1443	engagement
28	2014-07-28 00:00:00	476	signup_flow
29	2014-08-04 00:00:00	1266	engagement
30	2014-08-04 00:00:00	406	signup_flow
31	2014-08-11 00:00:00	1215	engagement
32	2014-08-11 00:00:00	473	signup_flow
33	2014-08-18 00:00:00	1203	engagement
34	2014-08-18 00:00:00	468	signup_flow
35	2014-08-25 00:00:00	1194	engagement
36	2014-08-25 00:00:00	514	signup_flow