# Superfluid Customer Analysis

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Important Points

- The goal of this analysis is to determine which customers of the client's are inactive/dormant and what the client can do to increase usage and activity of the customers.
  - We decided not to:
    - merge the two datasets, this is because there are different unique users of the two datasets, so it might complicate the analysis.
    - do cohort analysis, due to the limited information on usage date, this may not give an accurate reflection of each cohorts.
- The dashboard for the customer information can be found here

Overall Conclusions

- Despite the high sign up rate in 2018, those users also have low activity. Nearly 60% of the new users haven't had any activity in the last 3 months. There are more than 58% of users who haven't purchased SMS in the last 3 months.
- Possible reasoning to that might be because the goal that they had during sign up process is already achieved or users are unable to achieve their goal, hence they find our service useless and stop using it.
- To increase users' usage it might be beneficial to conduct further survey or interview to understand the reason of inactivity.
- If it's because the goal is achieved, we need to focus our marketing to get users who will maintain the goal each month.
- If it's because the goal is not achieved, we need to fix our product and service to get regular usage from the customers.

Sign Up Date & Last Log Date
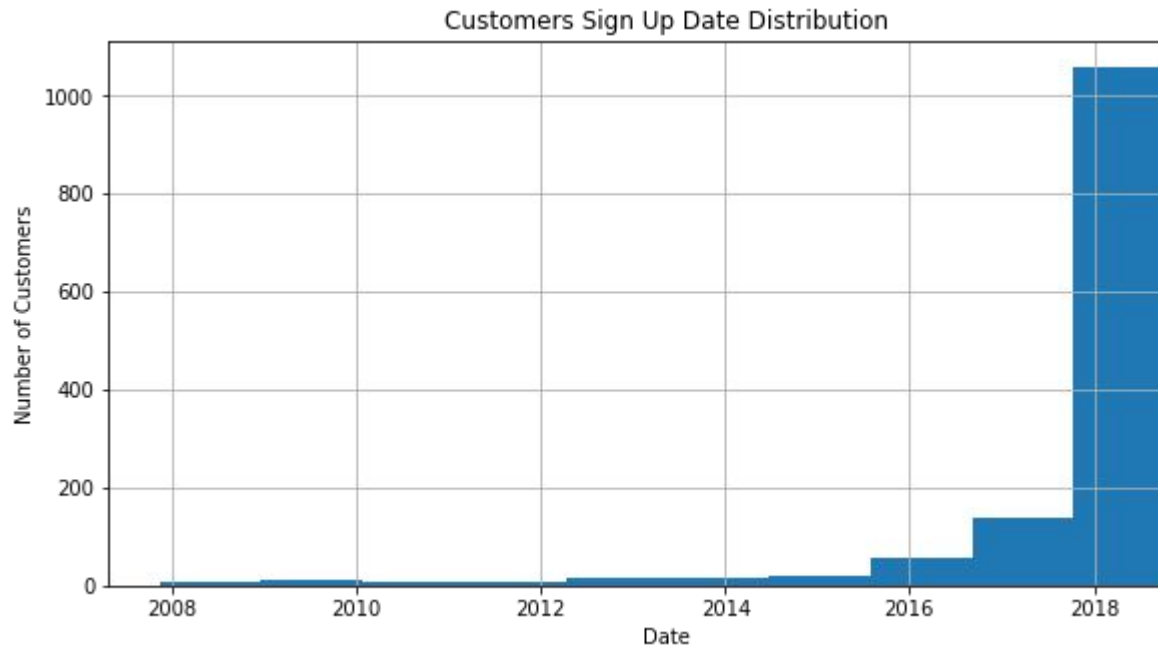
As seen in the histogram, more than 75% of users sign up in 2018 (new users).
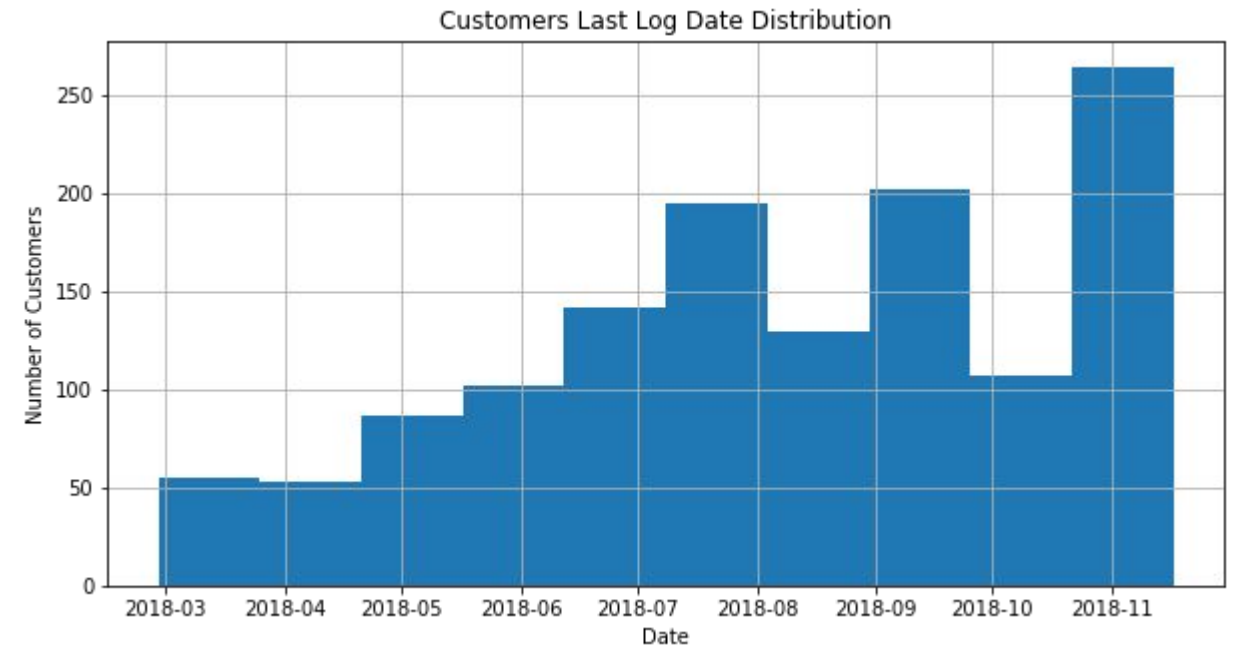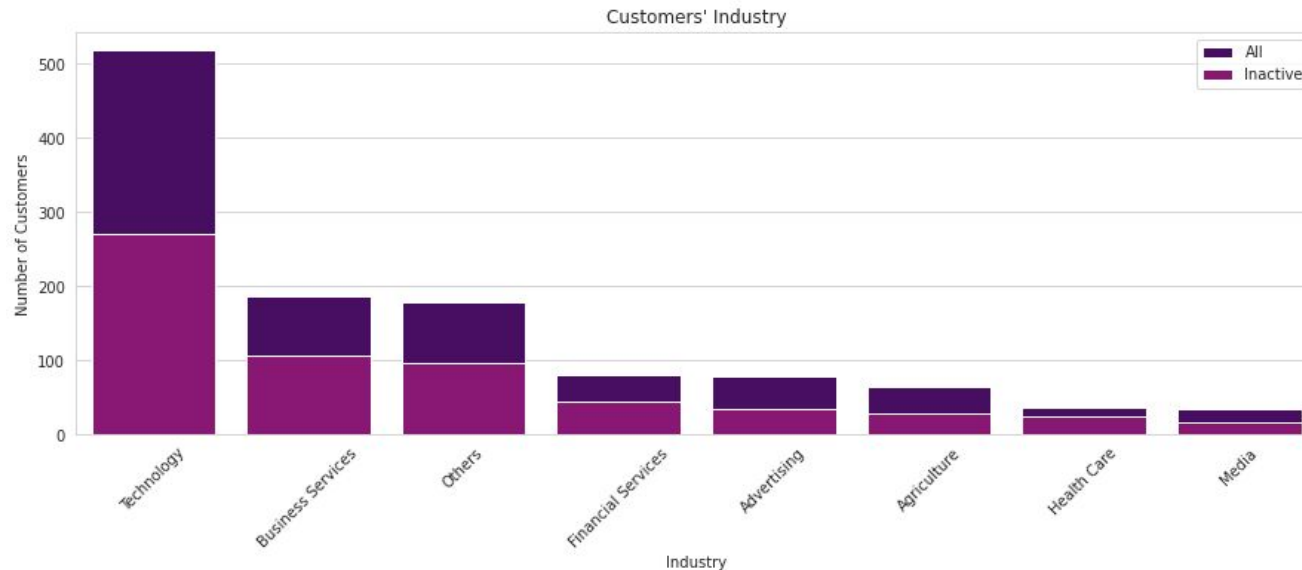
There are more than 250 users who have logged in the last three months, but the number shows that the percentage is actually higher for inactive users.
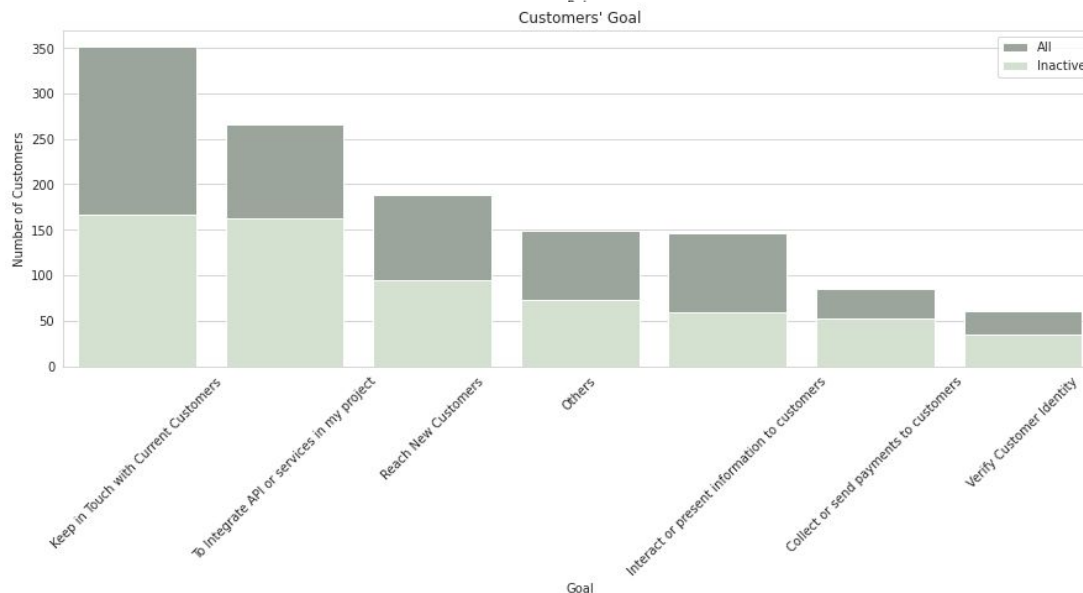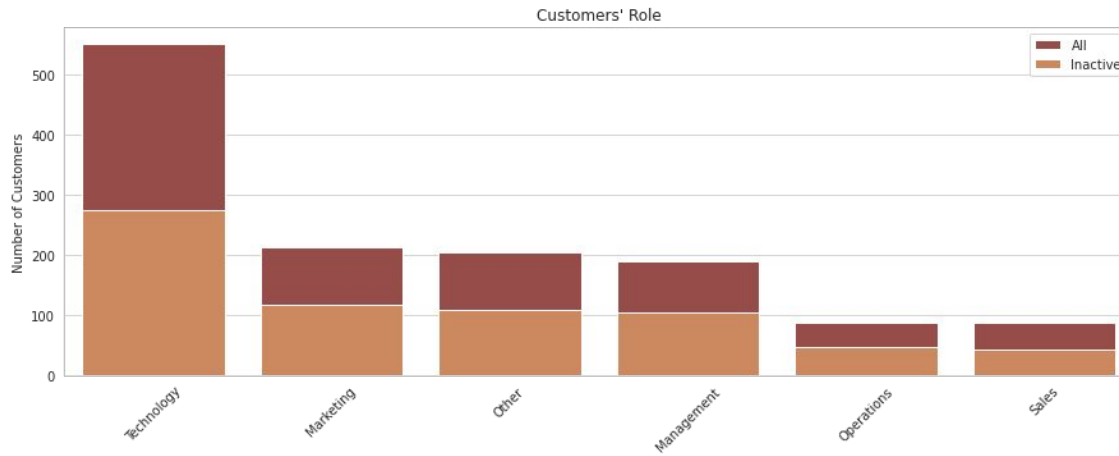
Various Customers' Demographic vs Activity

- The customers are evenly distributed between both genders, their activity levels are also similar.

- Customers from tech industry dominates, similarly they have high inactivity rates, other industries also show similar patterns.

Various Customers' Demographic vs Activity

- Significant amount of customers have tech role, the activity reflects the same circumstances as industry

- Top 2 goals of the customers are to keep in touch with the current customers and to integrate API, they have really similar amount of inactive customers

SMS Purchase Date

Customers SMS Purchase Date Distribution
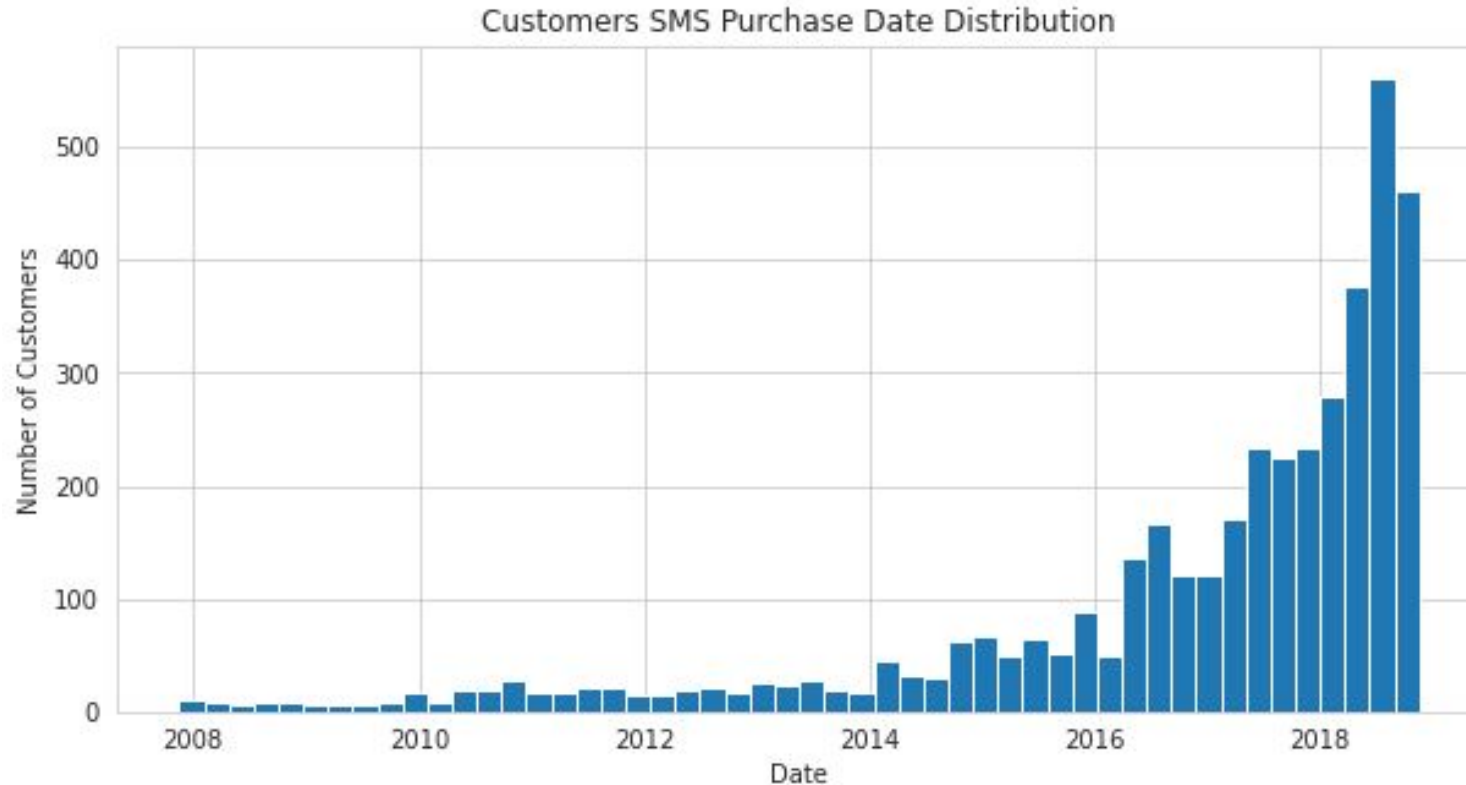
- Most customers are purchasing SMS on the last 2 years, before that the order are really low. This is similar to the sign up date's graph.
- The peak is at the highest towards the end of 2018 with more than 500 SMS

SMS Requests and Frequency vs Activity

Customer's Average SMS Requests & Frequency
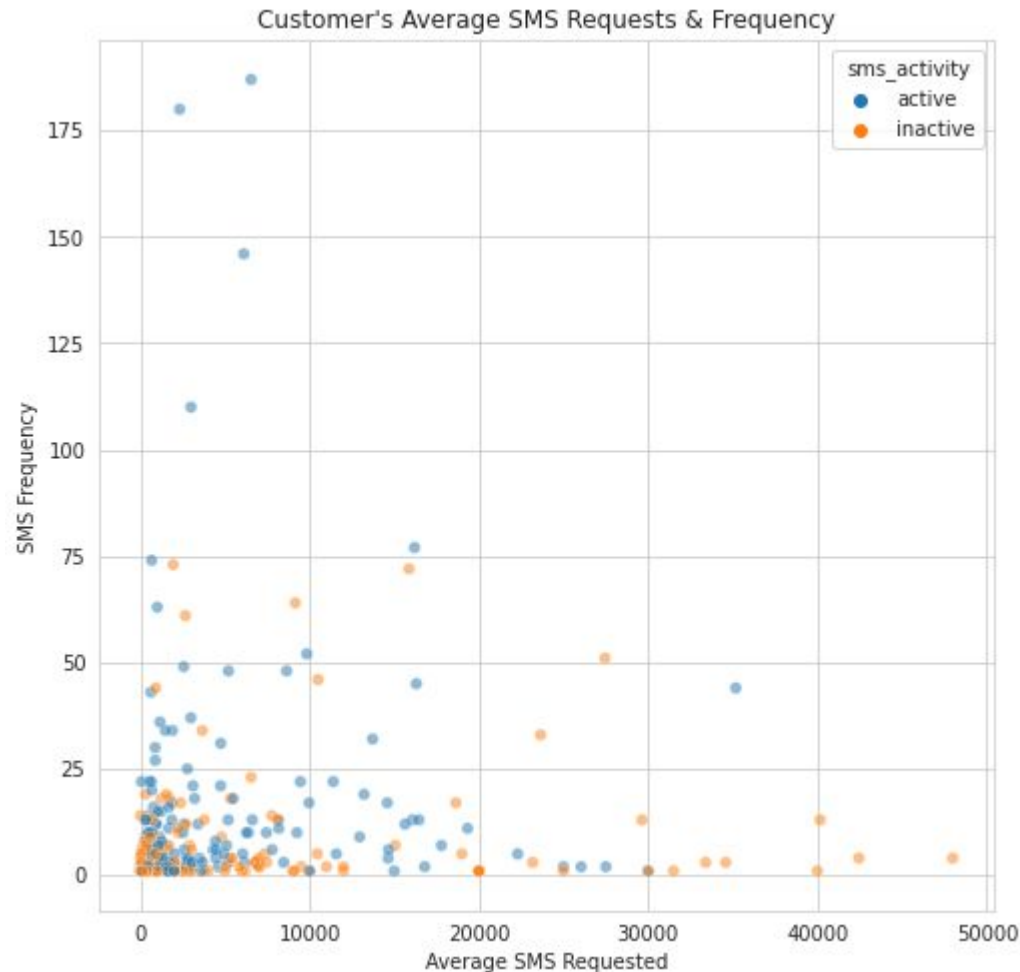
- There is no big difference in patterns of behaviour between active and inactive users.
- Active users tend to have higher SMS frequency and lower SMS requests.
- Inactive users tend to request more SMS but less frequently.

SMS Spending and Frequency vs Activity

- There is no big difference between active and inactive users behaviour patterns.
- Active users tend to have higher SMS frequency and lower spending.
- Inactive users tend to spend more but less frequently.

Customer's Total SMS Spending & Frequency