

Homepage as account activity indicator

## Homepage as account activity indicator - Conclusions

Task ID #962630475, by Sergey Ryzhov on Sep 12, 2022

### Status

Completed

### Dates

Backlogged (1d)

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## Introduction

This is the next step after <https://www.wrike.com/open.htm?id=948438236>. The biggest drawback there was lack of understanding which of the hundreds of accounts were actually used - and thus how relevant the numbers were today.

## What and how

Since logins from 'My demo accounts' don't appear to be tracked, we are looking at events related to the home page - as the page where you land once you log in, and the page you probably go through several times during a demo.

So we take all events from users with "@demo.wrike.com" emails that happened in the first eight months of 2022, and then cluster them together based on user id, account id and period of time between events sorted from oldest to latest.

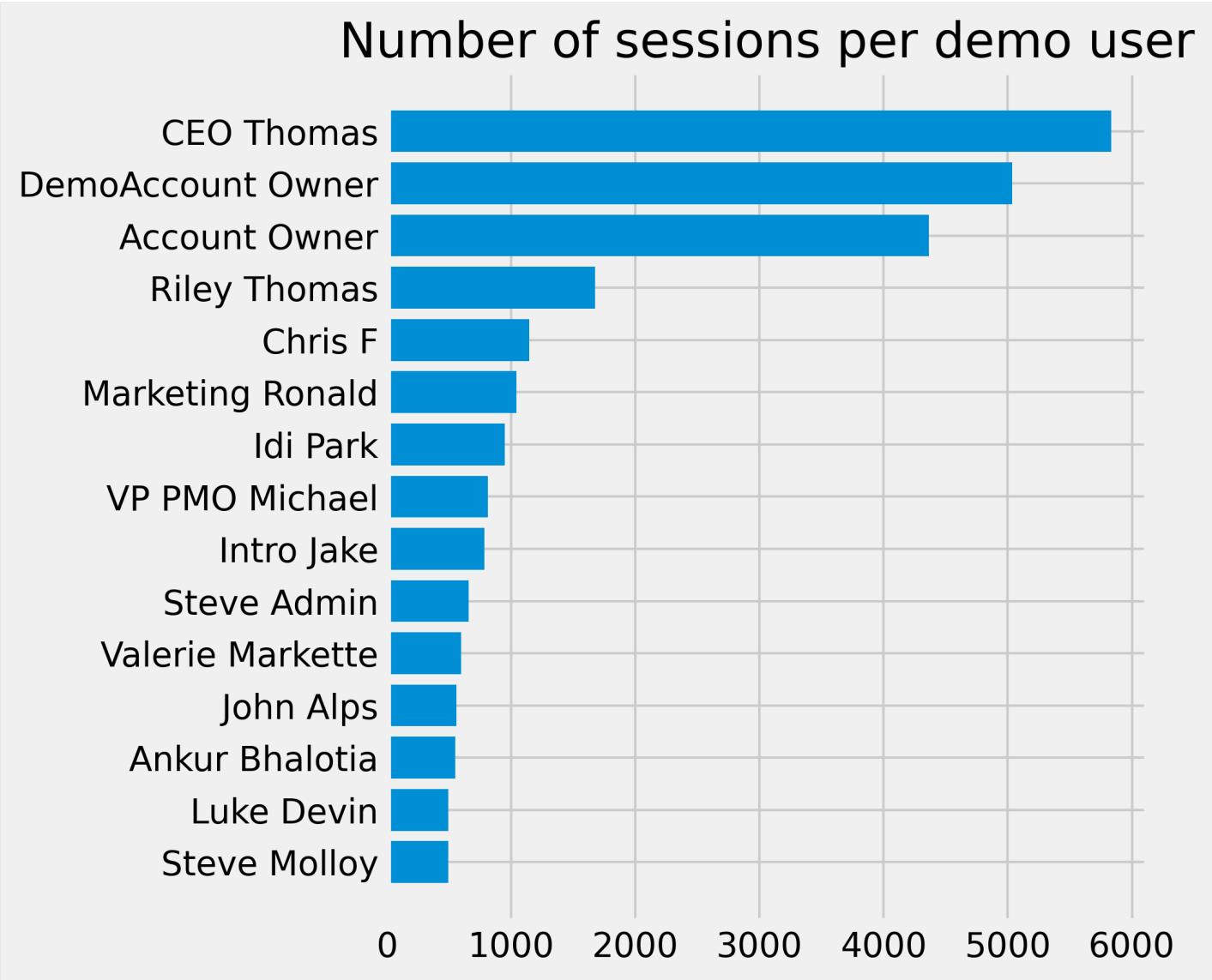
Meaning a bunch of events in the same account by the same user with not much time in between is considered to be a single "session". We also count the number of events inside a session as well as session length(= time of last event minus time of first event). As a bonus, we get to see what demo users people log in as, which gives us first insights into how demo accounts are actually used.

Finally we combine this with our demo accounts resets data to get a better look at what kind of content our sellers use.

## Insights

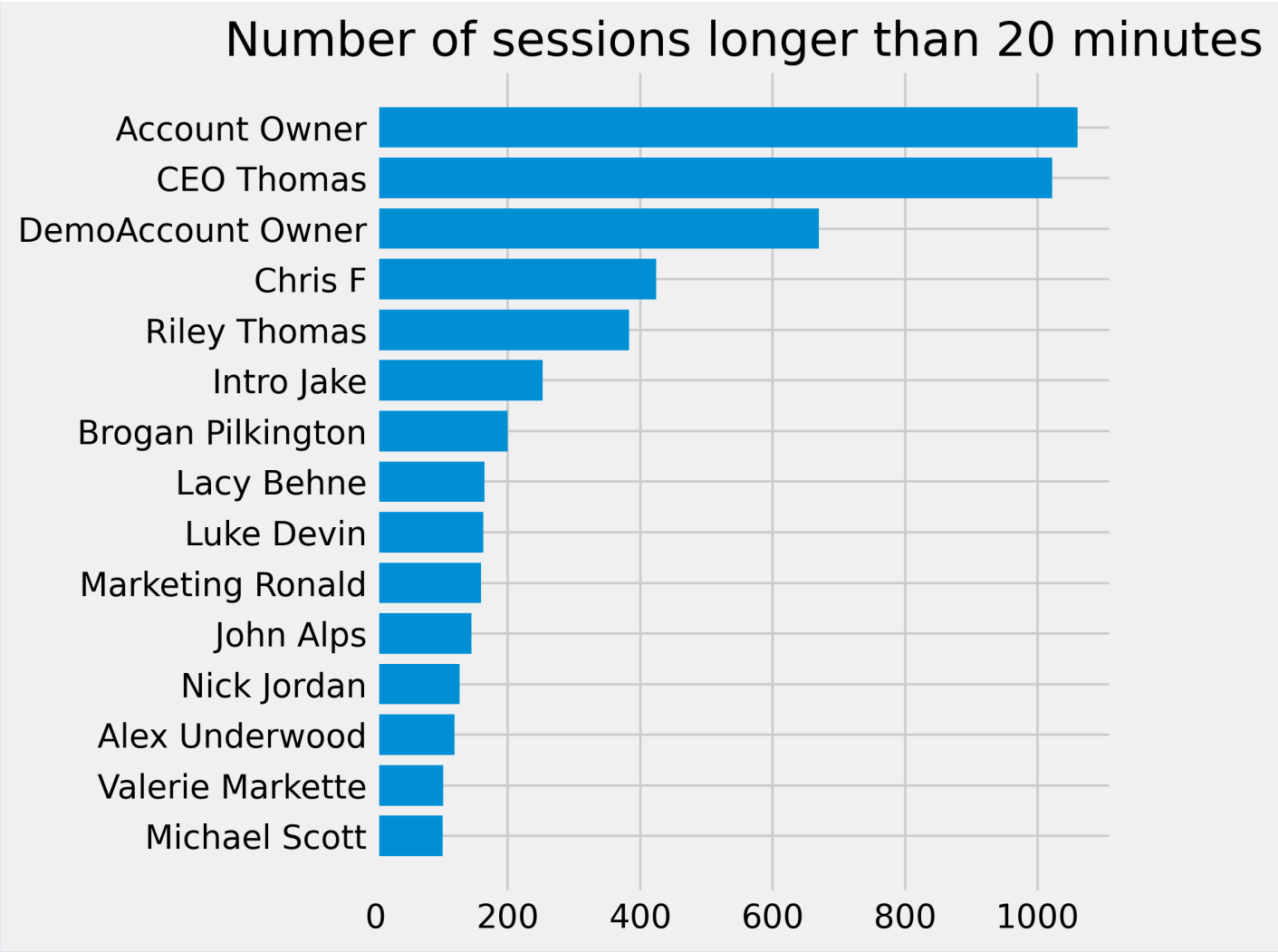
First of all a disclaimer: these events reflect activity indirectly, only from one aspect, and the "sessions" we detect here and will discuss below do not automatically equal demos. So until the approach is refined and triple checked take everything with a grain of salt; at the same time, I'm pretty confident in the overall trends and think it's better for us to keep them in mind as we continue with our work.

Let's start with a few charts showing the popularity of demo acc users in 2022:

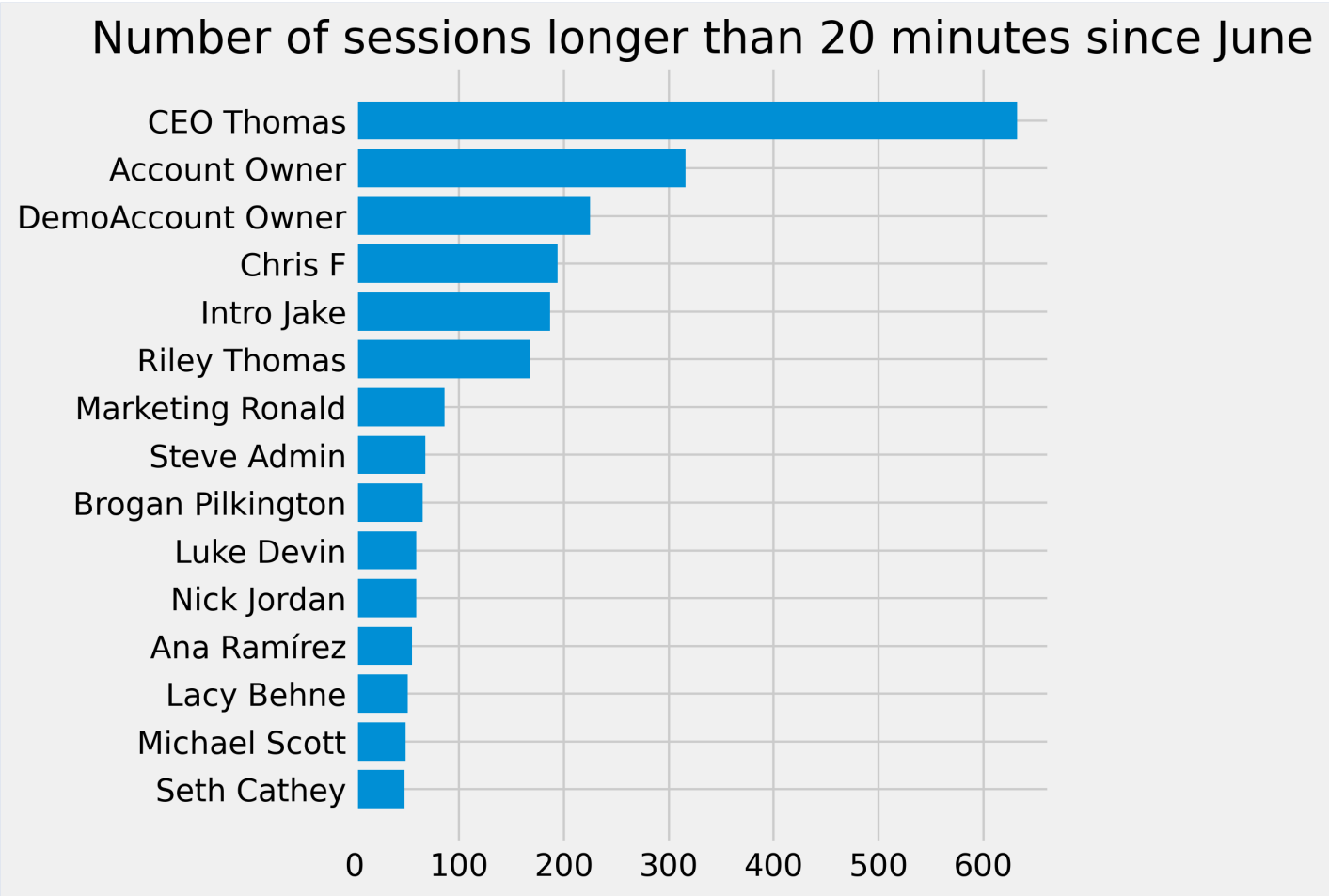


There are some familiar names here, and what is clear is how owners and power users take up the majority of it. A huge red flag is Riley Thomas - it's a user from some ancient deprecated template. And it's unlikely just one stubborn person racked up these numbers.

If we cut off shorter sessions, which make up the bulk of the chart above, the picture changes only slightly:

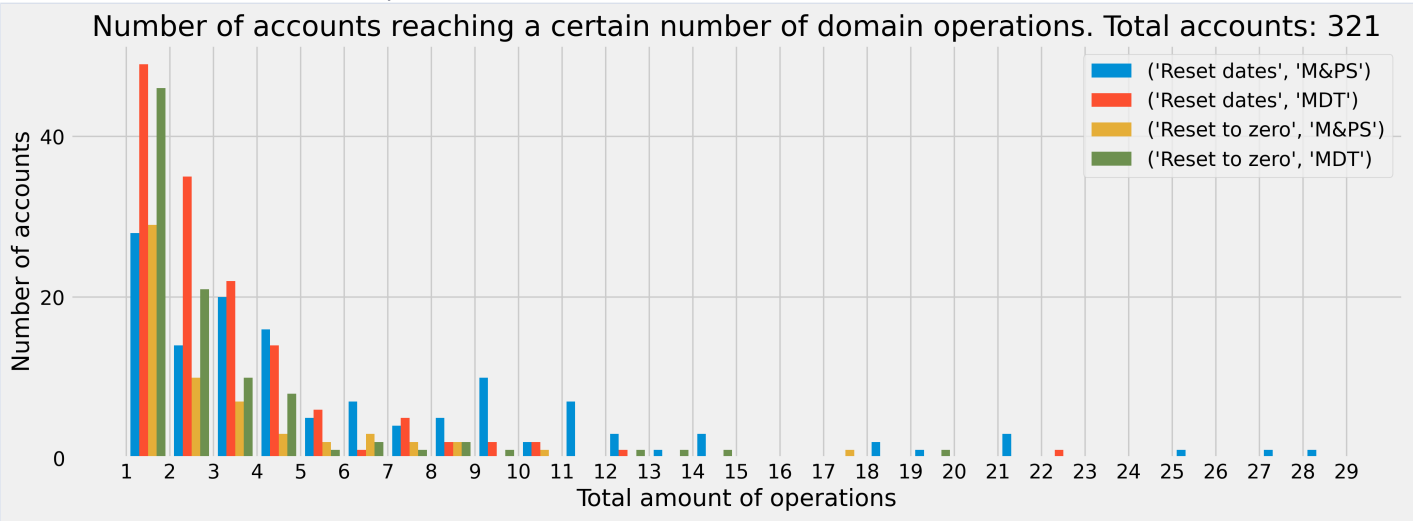


Finally, if we look only at longer sessions that happened most recently, the progress becomes much more obvious:

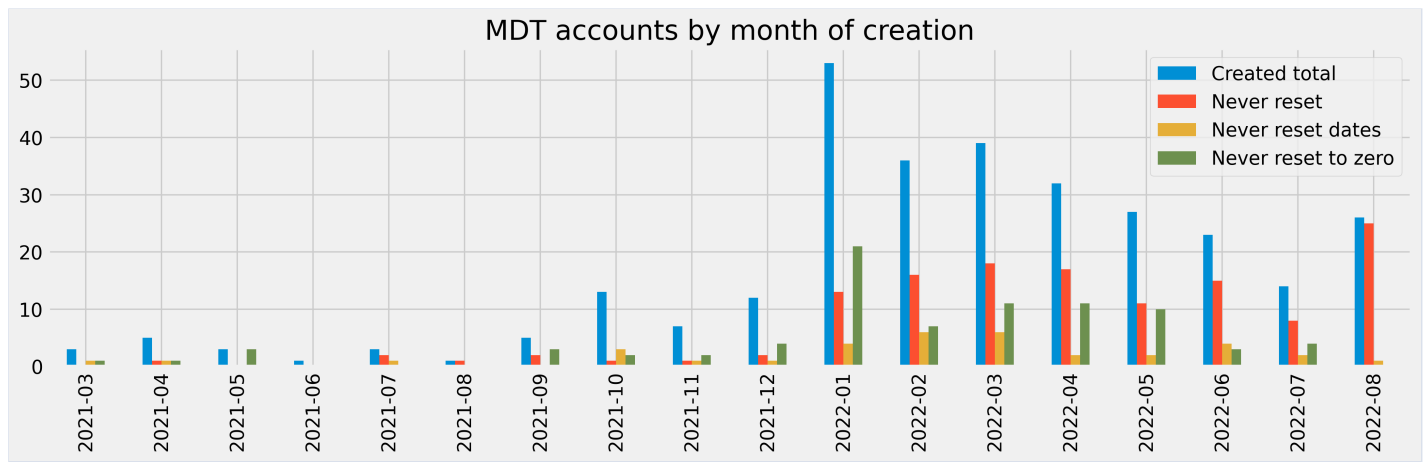


The preference for power users is still clear and our SE friends add a fair bit of noise, but it looks like our foundational demo got adopted pretty well!

Next let's examine how "fresh" the accounts really are, at least the MDT and M&PS ones.

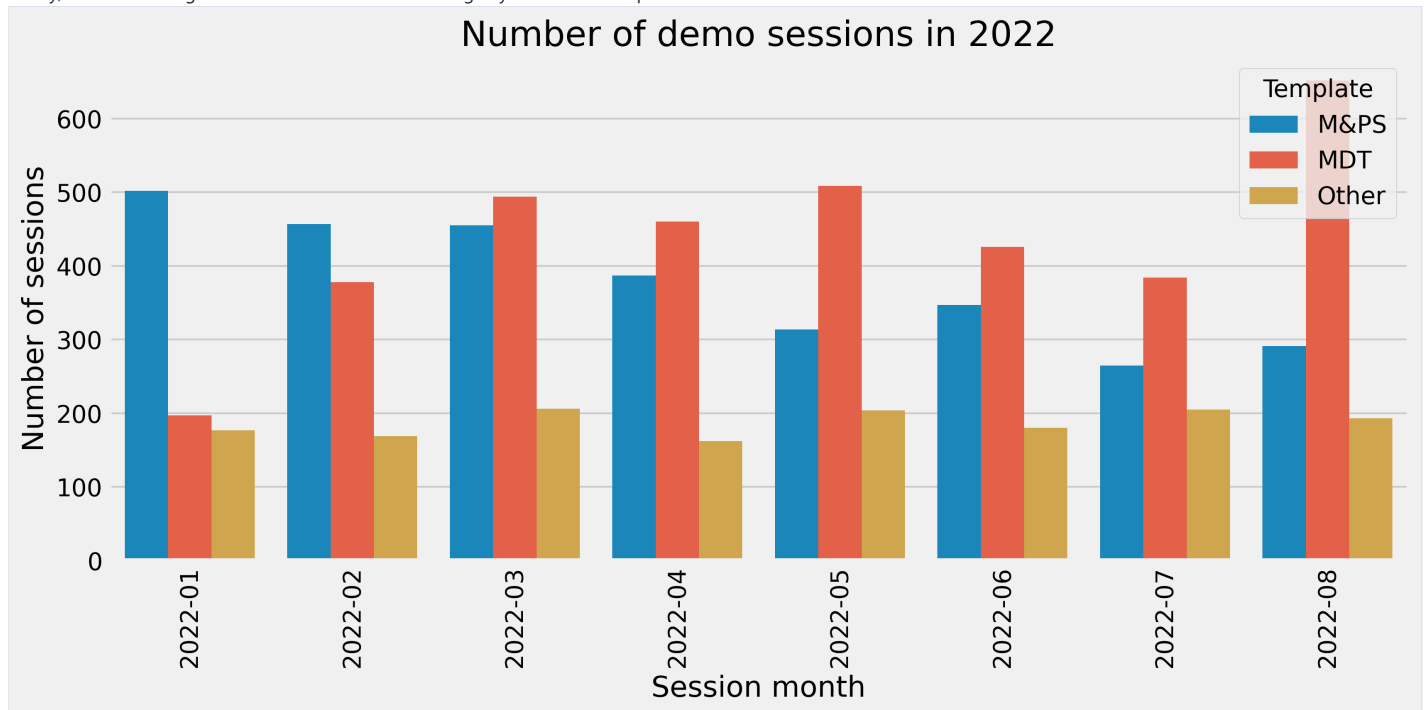


As we can see, resets still don't happen a lot, and resetting to zero is the least popular. Let's see how old certain accounts are and whether they have ever been reset.



As we can see, there is a significant chunk of accounts that have never been updated. While it's ok for the last group of bars, there are dozens of active MDT accounts that haven't gotten any of our recent developments.

Finally, here are some general stats on demo account usage by month and template:



We're definitely going in the right direction here!

## Conclusions

- MDT is becoming "the demo template" slowly but surely
- People have a preference for a single-user approach instead of using our vertical-specific admins
- A lot of activity is still happening outside of our two main templates, and it's hardly just WfM!
- Resetting to zero, and even resetting dates is not happening often enough

## Next steps

- [Sergey] filter out events by DE, BTA, Kristian and compare the results
- [Sergey] validate the findings through cross-reference with Gong and SFDC, input from analysts and potentially seller interviews
- [Sergey] combine this data with Sales org chart to see team/geo trends
  - Report on Sales separately from SEs
- [Sergey] look into "Other" templates still being used, by whom and why
- [DE] think of the ways to streamline Thomas as a demo persona
- Monitor the results of SA button renaming
- [Sergey] Raise the priority of moving the DemoAcc Owner to the background