**Problem Statement**

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80% of consumers are more likely to make a purchase when brands offer personalized experiences. (“New Epsilon research,” 2018) This is a statement that has been used repeatedly in the retail industry today. Personalization is like someone giving you a fitted baseball cap with your favorite team’s logo on the front and your initials stitched in on the side. As human beings, we are naturally more inclined to engage with information that we find relevant and interesting. (“The Psychology of,” 2017) Today, in 2020, it has become evident that shopper expect personalization and relevant content. With 1000s of applications out there, understanding user behavior and severing relevant content has become the new normal.

While that is one high level, when we go into details: as compared to rudimentary capabilities, retailers that use personalization can see, on average, four times revenue lift. (“The Next Level,” 2019) This proves that personalization also helps to improve conversation rates. Customers will tend to go towards brands that attract them. Research says that 48% of consumers have left a company’s website and made a purchase elsewhere. (“What is Personalization,” n.d.) The only reason: the experience was poorly curated.

Having said that, when it comes to a retail reviews application that is in the early stages, irrelevant content without tracking user engagement data only drives users away from the app. This will only make them to uninstall the application as soon as they installed it. This also makes it difficult for users to find products. As the customers face those issues, the team that is managing the application will face multiple challenges without tracking the user engagement data. One of the main ways to track the success or performance of the application is to understand the user engagement on the application and see how long they have spent on the app or how many products they bought. The product team will also find it difficult to curate content without any data on what the user likes or information about top users. It is difficult to come up with a strategy for customer loyalty or develop new features without tracking user behavior.

Considering the current trends, user requirements, industry standards and to help the application product team perform better, tracking user behavior and engagement on the application is important.

**References**

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