

User Retention Analysis for New Feature Adoption at Colume

Problem Statement:

With the recent launch of three new features by Colume on February 20, 2025, we need to understand their impact on user retention. Specifically, we want to measure the weekly retention rate of users who adopted at least one of these new features within 7 days of launch and compare it to the retention rate of users who did not engage with these features. This analysis is crucial for understanding whether the adoption of new features has a direct impact on user retention and if these features contribute to long-term user engagement. By evaluating this data, we aim to identify whether early engagement with new features translates to higher retention and, if so, to what extent, enabling us to make data-driven decisions about future feature rollouts and user engagement strategies.

Stakeholder: Product Team

Key Objectives:

- Quantify the weekly retention rate of users who adopted the new features within 7 days of launch
- Compare retention rates of feature adopters versus non-adopters
- Analyze whether engaging with new features leads to increased user retention and sustained engagement over time