Suraj Udasi
Business Analysis with Structured Data

The analysis of the streak pattern from December 2022, covering 8,255 users, reveals significant insights for user engagement and retention strategies in the context of an education app. The dataset shows streak lengths varying from 0 to 31 days, indicating the active days of users without manual streak freezing to maintain progress. The chart below shows that there is a higher concentration of users with shorter streaks, and 4,849 users (59% of total users) have zero days. Subsequently, there is a gradual decrease in the number of users as the streak length increases, points towards a potential issue in user retention, suggesting initial downloads but limited ongoing engagement. Whereas, the top 1% of users, comprising 66 individuals, seem committed with streaks exceeding 30 days. This suggests that while user acquisition is important, there is a need for a stronger focus on engagement and retention strategies. Investing in features and tactics that keep existing users engaged might be more beneficial in the long run compared to solely focusing on acquiring new users.

Distribution of Longest Streaks
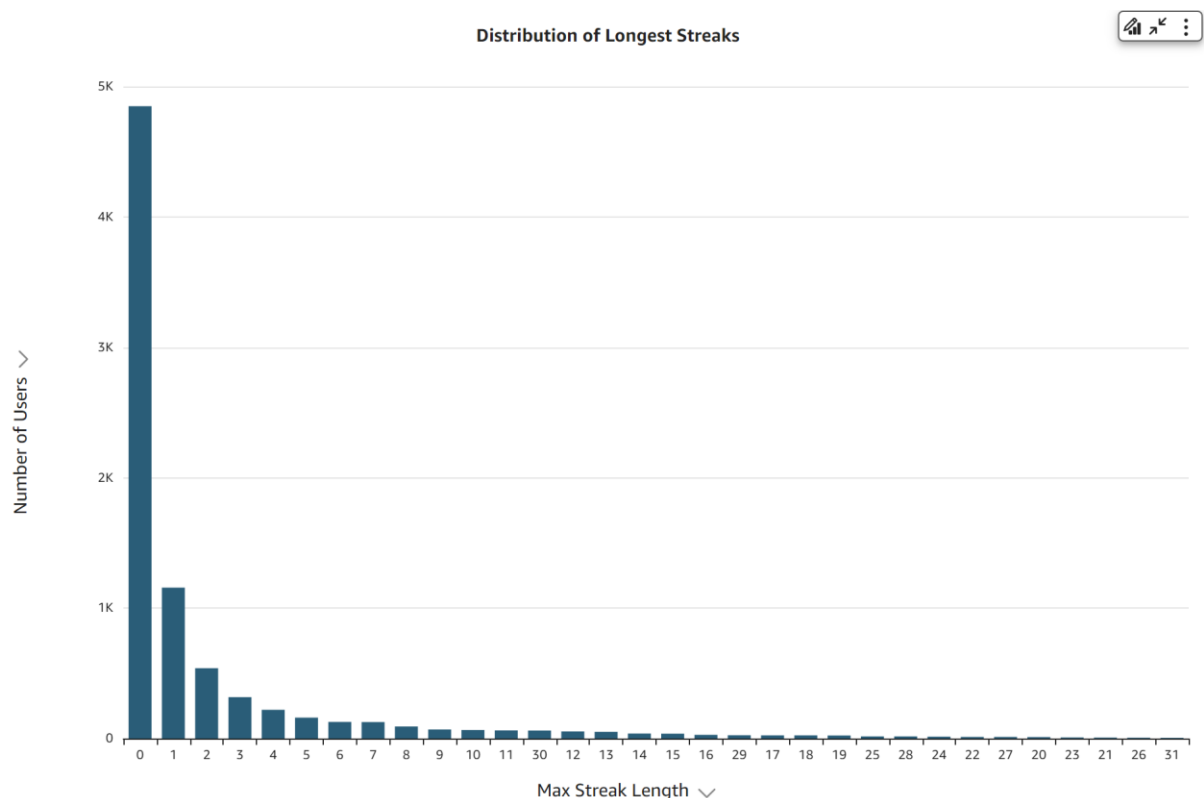
Of the 3,406 users with a max streak of at least one day, clear categorization into Low (0-10 days streak), Medium (11-20 days streak), and High (21+ days streak) segments based on engagement levels provides an opportunity for targeted strategies. This segmentation allows for customized engagement tactics, like offering 'limited time XP boosts' to incentivize Medium Engagement users to extend their streaks, or re-engaging Low Engagement users through personalized content and reminders, enhancing overall user interaction and app commitment.

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Users by Engagement Levels
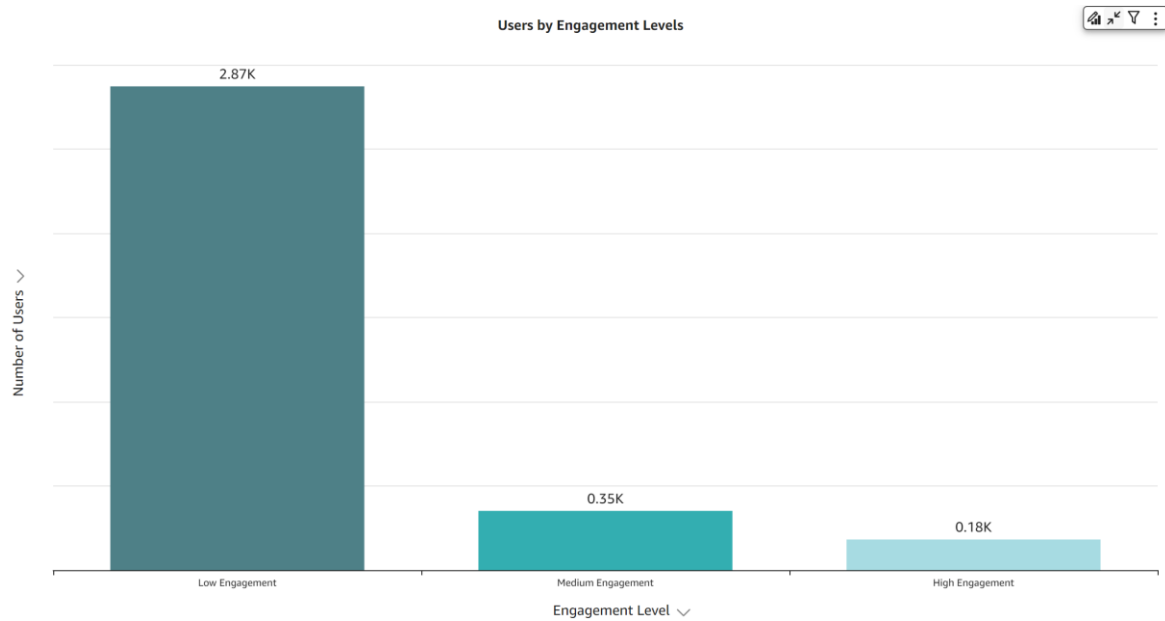
84% (2,872 users) exhibit 'Low Engagement' with streaks of 1-10 days, indicating inconsistent app usage. In contrast, 'Medium' (11-20 days) and 'High Engagement' (21+ days) categories have far fewer users, indicating a challenge in sustaining long-term engagement with the app.

Low Engagement Users
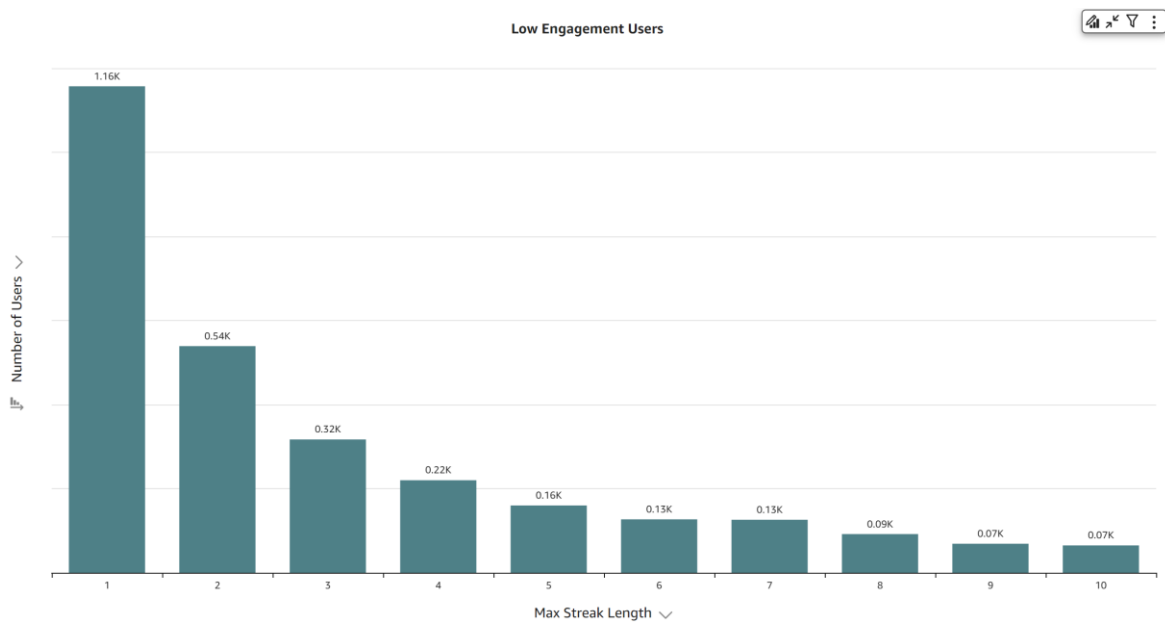
The median streak of ~2 days for low-engagement users emphasizes the short-term usage, indicating a potential opportunity to enhance retention strategies through improved push notifications and app content. Additionally, leveraging the gamified nature of streaks by integrating additional elements and rewards for reaching milestones could effectively motivate users towards longer, more consistent engagement with the app.

Medium Engagement Users
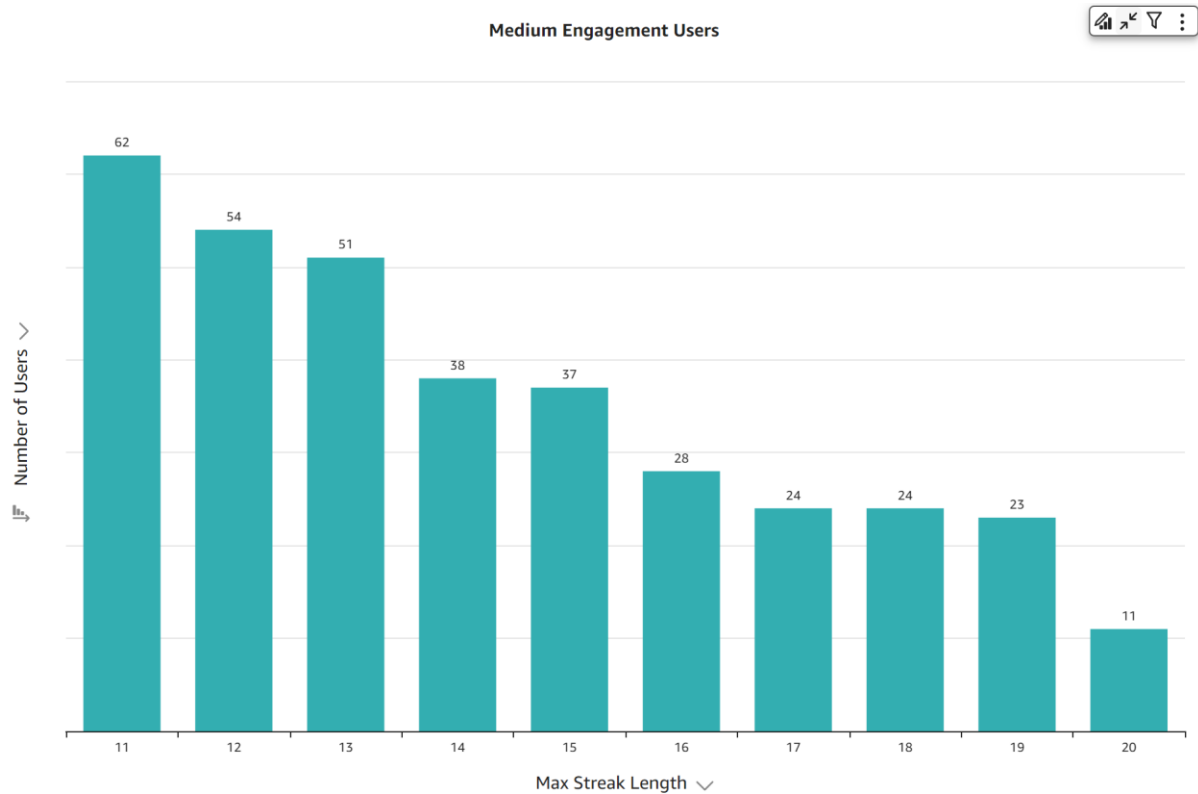
With a median streak of ~14 days, medium-engagement users show 7x higher interaction than low-engagement users, indicating a certain level of willingness to return to the app. These users present an opportunity to trial new or limited-time features, enhancing engagement as well as retention. These can be tested to see if updated app features and content, tailored to diverse preferences and learning styles, can potentially boost streak lengths.

High Engagement Users
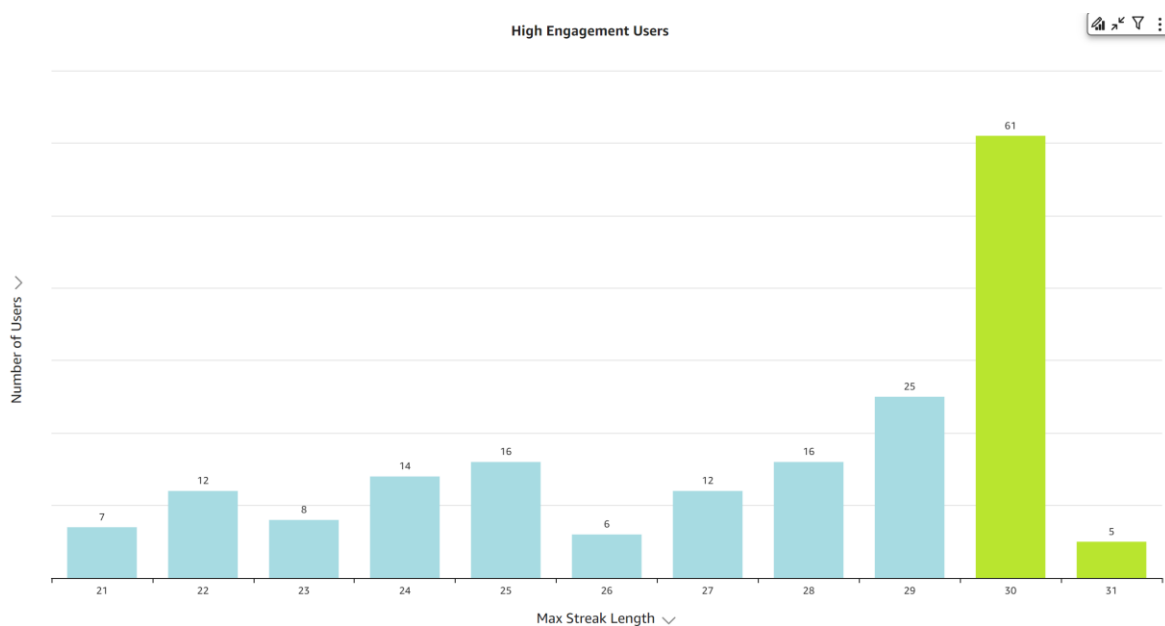
High engagement users have a median streak of ~28 days, 4x higher than that of medium engagement users. 66 users (36% of high engagement, top 1% overall) with streaks of 30+ days are particularly valuable, they could provide insights into what aspects of the app are

most engaging and what motivates them to maintain long streaks (list attached in appendix). Engaging with these users through surveys or interviews could provide qualitative data to complement the quantitative findings from the streak analysis.

The analysis of the streak data from the education app highlights significant challenges and opportunities in user engagement and retention. The business can leverage these insights to develop targeted strategies for different user segments, enhance the app's features and content, and ultimately improve user engagement and retention rates.

APPENDIX

List of Top 1% of the users based on longest streaks

Sr. No	User Id	Longest Streak	Sr. No	User Id	Longest Streak
1	242014	31	34	442476	30
2	244135	31	35	453915	30
3	293843	31	36	235095	30
4	427200	31	37	16668	30
5	181776	31	38	39164	30
6	297580	30	39	59568	30
7	335656	30	40	149472	30
8	333749	30	41	149601	30
9	324946	30	42	159370	30
10	316270	30	43	173105	30
11	314918	30	44	173561	30
12	303504	30	45	176396	30
13	348546	30	46	210670	30
14	297248	30	47	216478	30
15	295114	30	48	219488	30
16	293951	30	49	223510	30
17	291789	30	50	230273	30
18	291769	30	51	230894	30
19	291487	30	52	291015	30
20	343001	30	53	242698	30
21	284482	30	54	254713	30
22	355575	30	55	255296	30
23	382055	30	56	258321	30
24	384432	30	57	260980	30
25	407874	30	58	262580	30
26	408677	30	59	264146	30
27	414419	30	60	265685	30
28	421330	30	61	272510	30
29	423874	30	62	275132	30
30	425458	30	63	275165	30
31	425522	30	64	278459	30
32	435385	30	65	280853	30
33	438873	30	66	1200	30