Asana User Engagement Report

Summary: In this analysis, I will demonstrate an analysis of three primary factors: regular marketing email drip, creation source, referring to how a user first signed up for the product, and whether the user opted in to mailing list to analyze trends of adopted users, users who logged onto the product across three separate days within a seven day period. At a high level, while the fraction of opt-is for the mailing list and marketing drip were largely uncorrelated with the fraction of adopted users, the source of signups among the product users did yield promising results, pointing out how to identify users that would be engaged versus those who would not.

Analysis: There were substantially greater numbers of users that were not considered adopted users versus those who were considered adopted users (~13.8% of all users fell into this category). Thus, the analysis conducted would be more meaningful to compare the relative fraction of users in regard to the aforementioned factors, instead of examining the total number of users. Ultimately, the fraction of users that opted into the mailing list for both adopted and unadopted users were similar, both around 25%. Meanwhile, the fraction of adopted users versus those unadopted were also similar, with roughly 15% of both categories of users subscribing to the regular email marketing drip. While the similarities point to the difficulty in identifying user engagement in respect to the definition of the "adopted user" framework, other metrics may yield more meaningful results, especially given the opt-in model of the mailing list. However, one statistically meaningful result stemmed from the source of signup. Those more likely to become an adopted user were more likely to have joined from a guest invitation or through google authentication signup, while those who remained unadopted users were more likely to cite their signup as personal projects. Not all signups were equally impactful: while the fraction of organizational invites were relatively similar between the two groups, around 34% of both categories, nearly twice the fraction of unadopted users cited personal projects for signups This provides insight into how Asana could target specific user bases to maximize engagement.[1]

Limitations and Future Exploration: With more time and resources, I would like to not only explore factors such as whether organization ID or email domain had a correlation, but also to look at different variables in conjunction to see if statistically meaningful results arise. Variables such as email domain and creation time were not examined due to a large number of categories, without obvious emergent trends. Moreover, other data should be collected, such as the age and demographic information of the users. This may likely factor into whether certain users, such as those using the product for educational purposes, might be inclined to utilize the product in future applications, and could thus provide a network effect by encouraging others around them to adopt the product as well.

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[1] Graphs demonstrating this analysis in next page

Source Totals

Source Fractions

Fraction of Mailing Lists

Fraction of marketing drip