

Capstone Project



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Project objective:

To calculate users' engagement and retention rates by looking at social actions they received.

Data was collected from PicsArt application: Social Actions

August (01-10.08.2016)

1-3 likes

4+ likes

1-3 comments

4+ comments

1-3 followers

4+ followers

1-3 uploads

4+ uploads

September (01-10.09.2016)

1-3 likes

4+ likes

1-3 comments

4+ comments

1-3 followers

4+ followers

1-3 uploads

4+ uploads

October (01-10.10.2016)

1-3 likes

4+ likes

1-3 comments

4+ comments

1-3 followers

4+ followers

1-3 uploads

4+ uploads

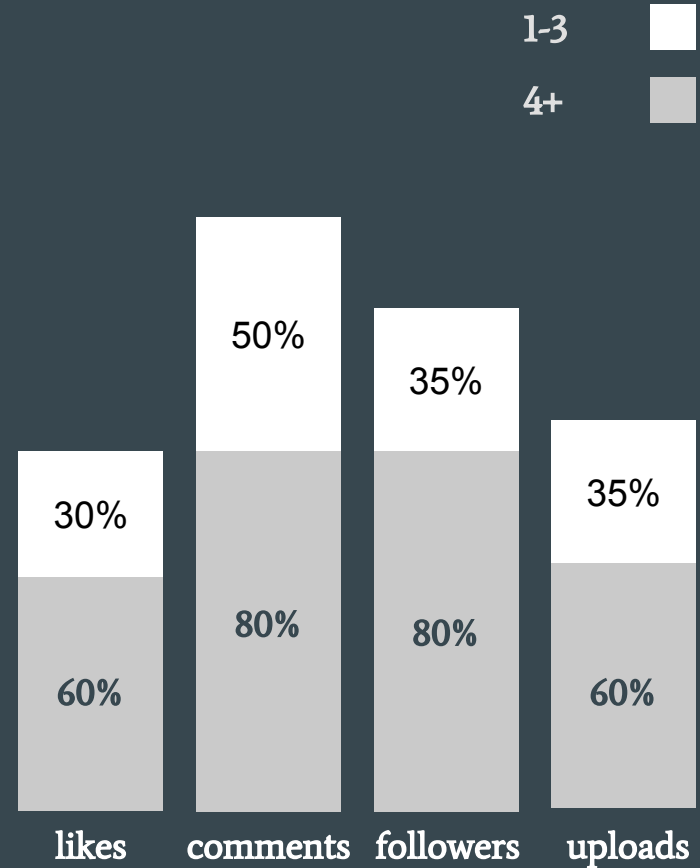
**Average number of participants
for each day was 900 users. For 30 days the
overall number was approximately 25000.**

Target users

- For this project participants were only new users who just registered to the app.
 - And one's data never repeated to measure two different social actions.
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General Findings

- In all of the cases as many social action user gets as higher retention they had.
- Comments had higher retention rates than likes.
- Followers had higher retention than uploads.



Specific Findings

likes

4+ likes had twice higher retention than 1-3 likes.

comments

Comments had highest retention rates for both cases.

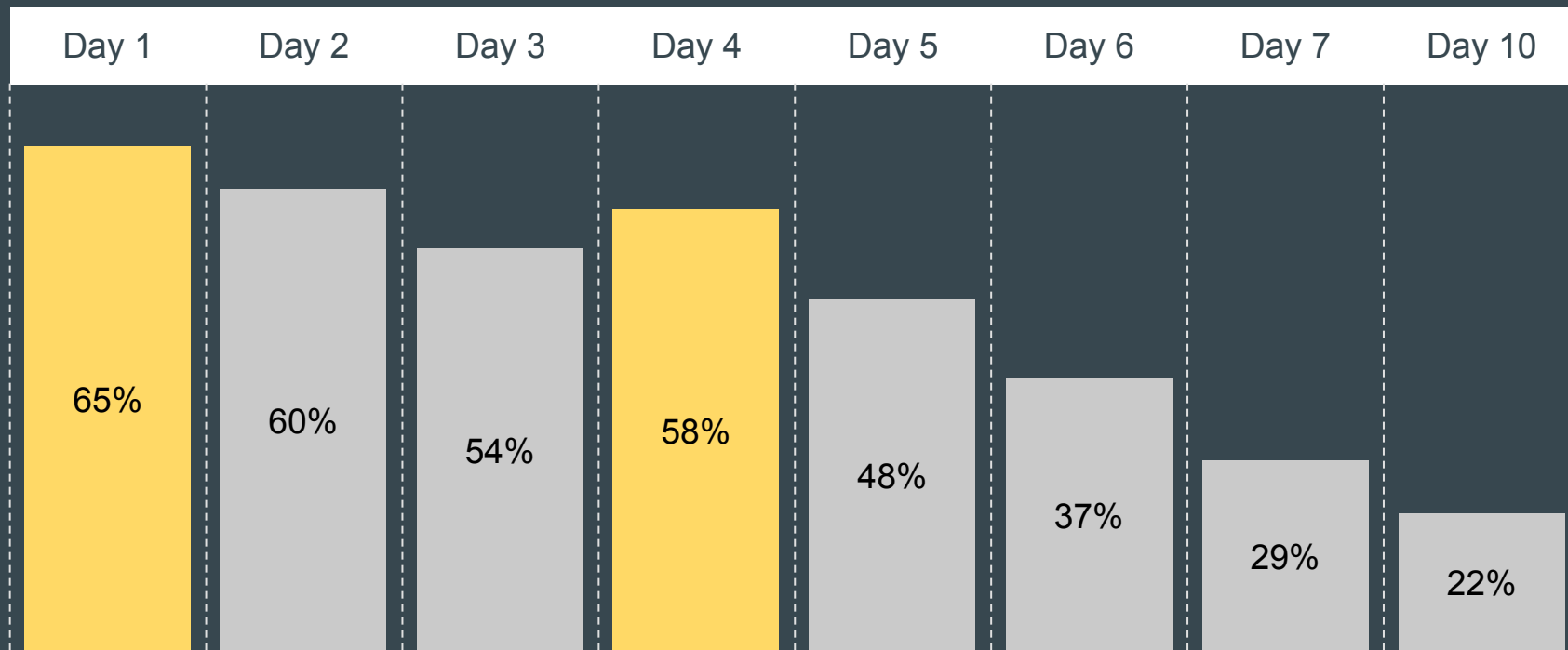
followers

1-3 followers had slightly better rates but 4+ had significant advantage over uploads.

uploads

Overall was very similar to likes, but 1-3 upload had slightly higher retention rates over 1-3 likes.

General Retention Rates by Days for All Social Actions:



Thank you