

Moengage uses Tableau to analyze the Geo level Uninstall trends to understand end-user behavior and provide appropriate recommendations to Client strategy.

CHALLENGE

Customer facing teams wanted to analyze the Geo level Uninstall trends to understand end user behavior and provide appropriate recommendations to Client strategy

SOLUTION

MoEngage has used MongoDB + S3 + Athena + Tableau stack to extract process and analyze the data and present easy to understand visualization for the user.

- The process enabled to analyze stats of over 100 customers across Geos from a single view
- Always ready to use & Dynamic visualizations help the team export client ready presentations with 1 click
- Team now uses up-to-date & data backed insights to make recommendations to clients
- Consolidated CSV reports to interactive visualizations
- Reduced the effort to generate client reports from 1 day/client to 20 min/client

