The following data was gathered from the time period of 2023/04/19 (April 19) to 2023/07/17 (Today July 17)

These findings suggest that user participation varies across different days and slots. Understanding these patterns can help optimize campaign strategies, such as allocating more resources to peak slots or identifying potential areas for improvement during lower engagement periods.

Average Engagement Time per Session by Days and Slots:
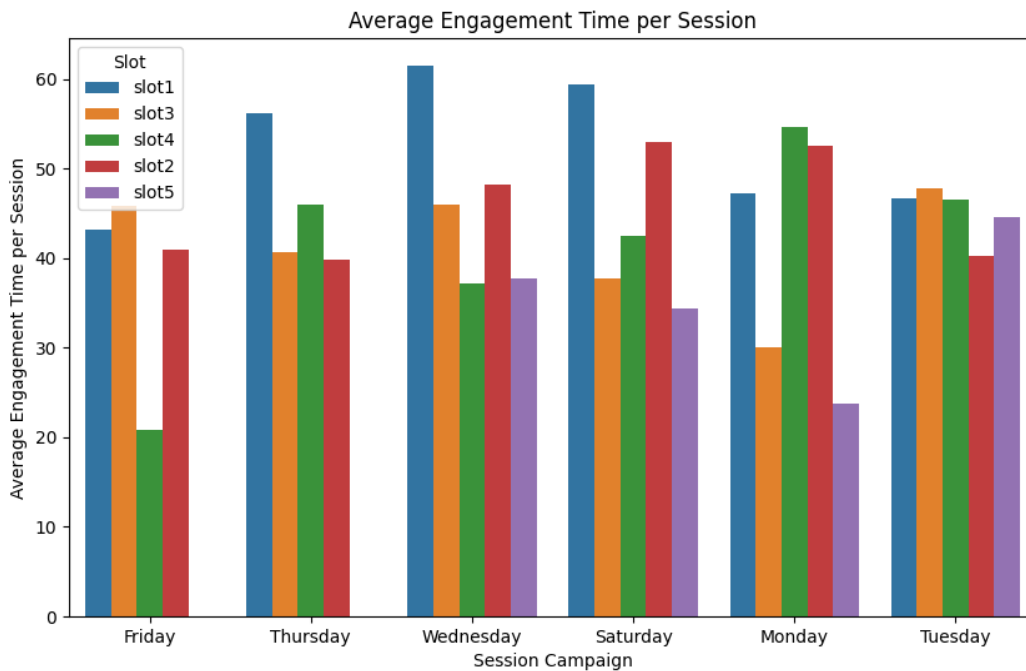
Wednesday has the highest average engagement time per session with 61.47 seconds. Tuesday has the second-highest average engagement time per session with 46.62 seconds. Thursday has the third-highest average engagement time per session with 45.88 seconds. Average Engagement Time per Session by Slots:

Slot 1 on Wednesday has the highest average engagement time per session with 61.46 seconds.

Slot 1 on Saturday has the second-highest average engagement time per session with 52.97 seconds.
Slot 1 on Thursday has the third-highest average engagement time per session with 56.12 seconds.

Overall, Wednesday and Tuesday tend to have higher average engagement times per session, while Saturday and Monday have relatively high engagement times in specific slots (Slots 2 & 1 for Saturday, and Slot 4 & 2 for Monday).

User acquisition

Total Users Per Slot Per Day
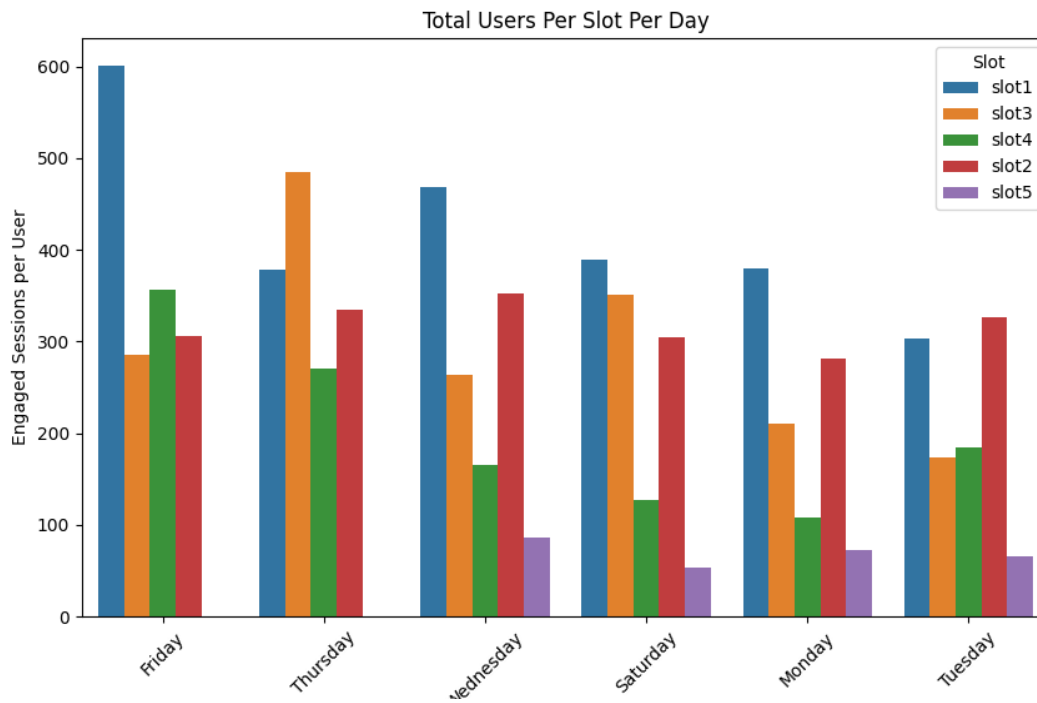
After analyzing the data, we can observe the distribution of users across different slots within the email campaigns on each day of the week.

Monday:

- Slot 1: 380 users
- Slot 2: 282 users
- Slot 3: 211 users
- Slot 4: 108 users
- Slot 5: 72 users

Mondays witnessed a substantial number of users participating in the campaign. Slot 1 emerged as the most popular slot of the day, with 380 users. This suggests that users are actively engaging with the campaign at the start of the week. Slot 2 also had a notable user count of 282, indicating consistent user engagement throughout the day. Slots 3, 4, and 5 had progressively lower user counts, with 211, 108, and 72 users, respectively. This decline in user participation across slots may suggest decreasing user activity as the day progresses.

Tuesday:

- Slot 1: 303 users
- Slot 2: 327 users
- Slot 3: 174 users
- Slot 4: 185 users
- Slot 5: 66 users

Tuesdays displayed a more balanced distribution of users across different slots. Slot 2 recorded the highest number of users with 327, closely followed by Slot 1 with 303 users. Slots 3, 4, and 5 had lower user counts of 174, 185, and 66, respectively. This relatively consistent user engagement across slots indicates a stable level of participation throughout the day, potentially due to users having established routines or expectations for campaign interaction on Tuesdays.

Wednesday:

- Slot 1: 468 users
- Slot 2: 353 users
- Slot 3: 264 users
- Slot 4: 165 users
- Slot 5: 86 users

Wednesdays showcased a varied distribution of users across different slots. Slot 1 garnered the highest number of users of the day with 468, indicating a peak in user activity during this slot. Slot 2 followed with 353 users, suggesting sustained engagement throughout the day. Slots 3, 4, and 5 had lower user counts of 264, 165, and 86, respectively.

Thursdays:

- Slot 1: 378 users
- Slot 2: 335 users
- Slot 3: 617 users
- Slot 4: 271 user

Thursdays exhibited a similar pattern to Wednsdays. Slot 3 stood out with the highest user count of 485, indicating strong engagement during this time period. Slots 1 and 2 recorded comparable user counts of 378 and 335, respectively, suggesting consistent participation. Slot 4 had a relatively lower user count of 271. The variability in user engagement across slots on Thursdays could be influenced by factors such as the nature of the campaign content or audience preferences during different times of the day.

<u>Fridays:</u>

- Slot 1: 601 users
- Slot 2: 306 users
- Slot 3: 285 users
- Slot 4: 356 users

Fridays demonstrated higher overall user engagement compared to other days, with Slot 1 attracting the highest number of users (601). This indicates a significant peak in user activity at the start of the weekend. Slot 2 and Slot 3 had lower but relatively close user counts of 306 and 285, respectively, suggesting continued engagement throughout the day. Slot 4 recorded 356 users, indicating moderate participation. The distribution of users across slots on Fridays may be influenced by factors such as the anticipation of the weekend or users' availability and willingness to engage with the campaign.

<u>Saturdays:</u>

- Slot 1: 389 users
- Slot 2: 304 users
- Slot 3: 521 users
- Slot 4: 197 users
- Slot 5: 84 users

Saturdays displayed a dispersed distribution of users across different slots. Slot 1 recorded the highest number of users with 389, suggesting active engagement during this time period. Slot 2 followed with 304 users, indicating sustained participation. Slots 3 and 4 had lower user counts of 351 and 127, respectively, while Slot 5 had the fewest users, with only 53 participating. The relatively lower engagement on Saturdays may be due to various factors, such as users' weekend routines, competing activities, or less emphasis on digital interactions during leisure time.