



# Analyzing Datepicker

Mahendran, Harjot, and Amrinder

# Why improve the datepicker

## Most important UI

component for analyzing data

70%

of the times clients use datepicker when they log in to Analyze app

## Usability issues

reported by AM on behalf of clients while selecting time period from previous months

# What we analyzed

8

months of data  
Oct 2018 – May 2019

1

year end – Dec 2018

3

quarter ends – Oct 2018,  
Jan 2019, and Apr 2019

8

first week of 8 months, i.e.,  
first week of Oct, Nov, Dec, etc.

35

time-period data points like,  
current year till last month

9

random users data – Unilever, L2  
Wunderman, WatConsult, etc.

# What we've learned

*Out of 100% users logged  
into our platform between  
Oct 2018 – May 2019...*

**55%**  
selected **Months**

**4%**  
selected **Quarters**

**39%**  
selected **Random dates**

**2%**  
selected **Third Last Month**

**18%**  
selected **Last Month**

**4%**  
selected **Second Last Month**

**4%**  
selected **Last 30 Days**

**2%**  
selected **Last Quarter**

# What's next

Use this data analysis to make decisions while redesigning our datepicker.

- ◆ 55% of the times users select months
  - ✓ **Design an easier way to select months**
- ◆ 20% of the times users select single months
  - ✓ **Design an easier way to select one or more consecutive months**
- ◆ 8% of the times users are manually selecting last month, in total 18%
  - ✓ **Make 'Last Month' option more obvious and prominent**
- ◆ 4% of the times users select second last month
  - ✓ **Add second last month to the quick access options**
- ◆ 2% of the times users select third last month
  - ✓ **Add third last month to the quick access options**
- ◆ 39% of the times users select dates
  - ✓ **Design an easier way to select dates**
- ◆ 4% of the times users select quarters
  - ✓ **Design an easier way to select quarters**
- ◆ 2% of the times users select last quarter
  - ✓ **Add last quarter to the quick access options**
- ◆ Only 1% of the times users select 'Last 7 days'
  - ✓ **Remove 'Last 7 days' option**

# What a fine print

- ◆ Mahendaran answered all our questions and showed us how to extract data
- ◆ Harjot used wildcard search in Numbers to extract data from 8 CSV files downloaded from Mixpanel
- ◆ We used 5 tools – Mixpanel, Numbers, Google Sheets, Notes, Keynote – to download, compile and present our analysis
- ◆ This analysis took 3 days, 1 weekend, and 2 late nights to compile data and extract these insights
- ◆ This is the first time (in 11 years) Amrinder has spent so much time studying usage data
- ◆ We referred to 2 PDF ebooks to learn how to analyze and present data – Making data meaningful (United Nations Economic Commission) and A guide to product metrics (Mixpanel)
- ◆ As this was our first time analyzing data using Mixpanel, Harjot logged in multiple times and used different options of datepicker to make sure that the data we are getting is 100% accurate