

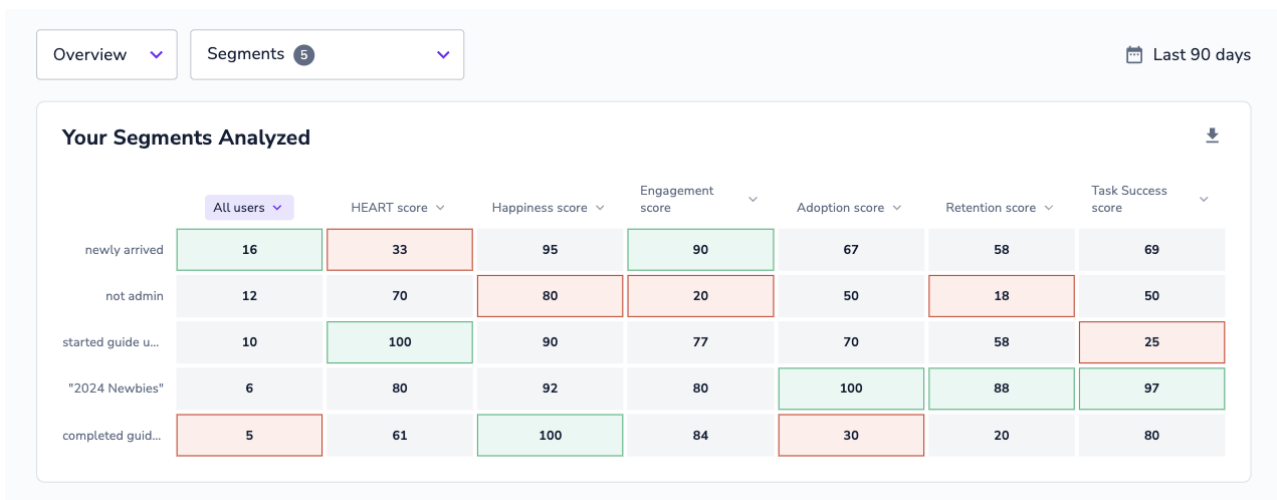
# Segment Analysis

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## About Segment Analysis

Segment Analysis gives you a clear snapshot of segment scores across your application in a single view. This makes it easy for you to compare scores, identify high performers, spot areas for improvement, and make data-driven decisions to maximize value and ROI.

You can find Segment Analysis on the HEART Overview page.



## How to use it

- Green indicates the highest score within the column.
- Red indicates the lowest score within the column.
- Filter by HEART section:  
(Overview, Happiness, Engagement, Adoption, Retention, Task Success)
- Filter by Segment:  
The default view shows your top 5 segments by user count. Use the filter to adjust the number of segments displayed.

## Good to know

- The data represents a rolling snapshot of the last 90 days and updates daily.
- Newly created segments will appear in the filter but won't show in the heatmap until tomorrow.
- User growth rate is not displayed in Segment Analysis.
- The user goal is configured on the application level. Therefore the user adoption rate will be the same for segments with the same number of users. User adoption rate = (actual users divided by user goal) multiplied by 100.

## Why use it

- Segment Analysis gives you a single, at-a-glance view of all your segments, making it easy to compare scores and eliminating the need to navigate multiple pages.
  - With Segment Analysis, you can quickly identify high and low performers, helping you focus on areas that need improvement.
  - By identifying high-performing and underperforming segments, you can allocate resources more effectively, focusing on areas that drive the most value while minimizing unnecessary costs.
  - This feature helps you make better, data-driven decisions by providing clear insights into how your segments are performing across your application.
  - By reducing manual data gathering and minimizing errors, Segment Analysis streamlines workflows and improves efficiency, so you can focus on analysis rather than data collection.
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