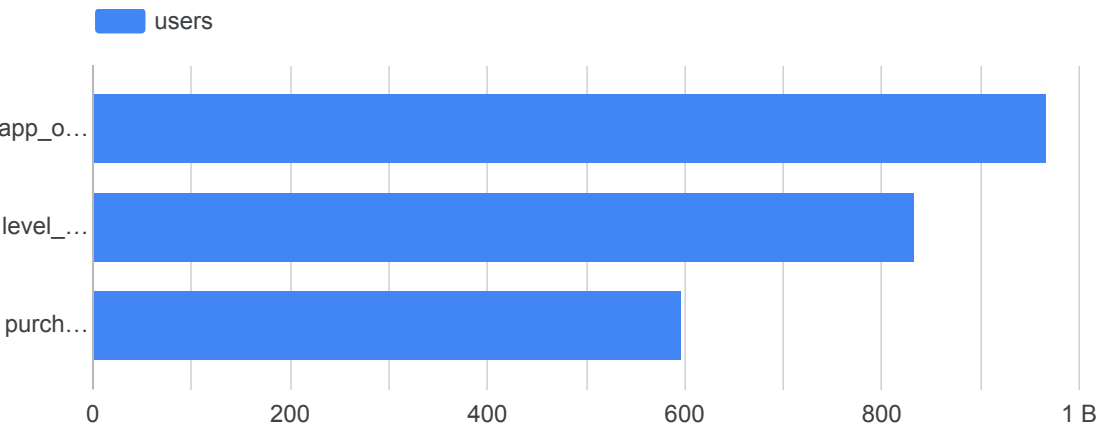
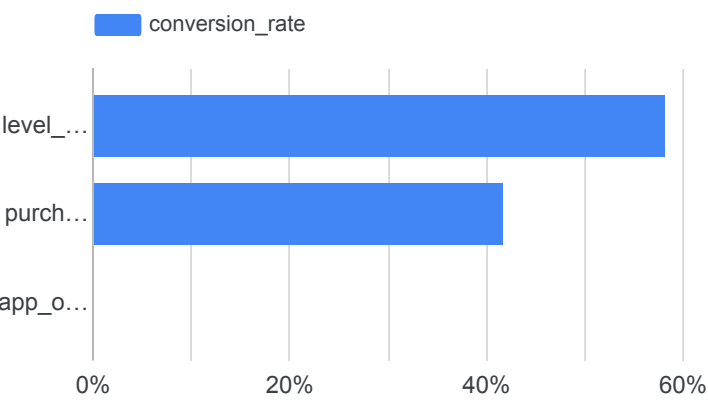


📊 User Distribution by Funnel Steps



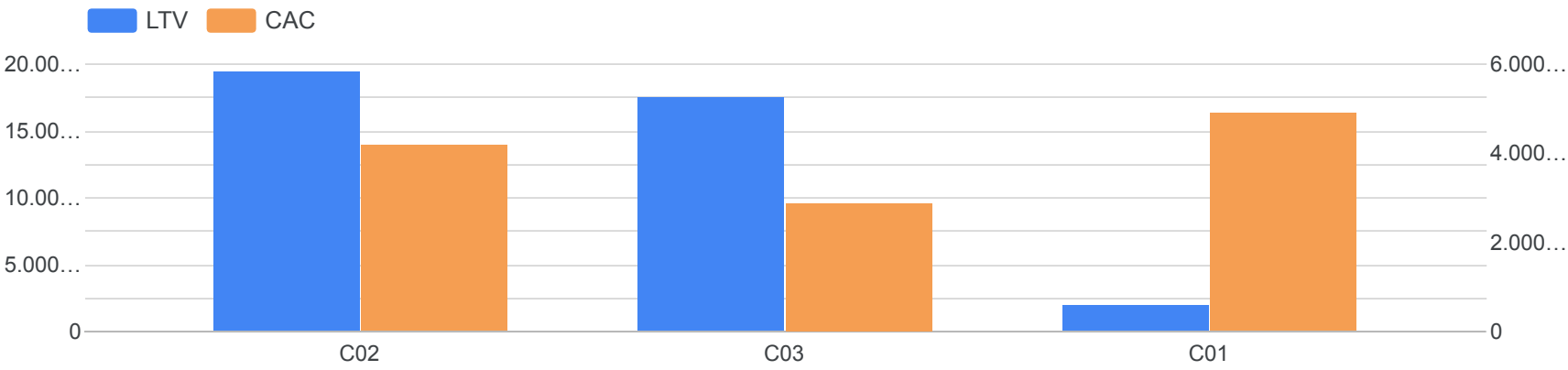
📈 Funnel Conversion Rates (%)



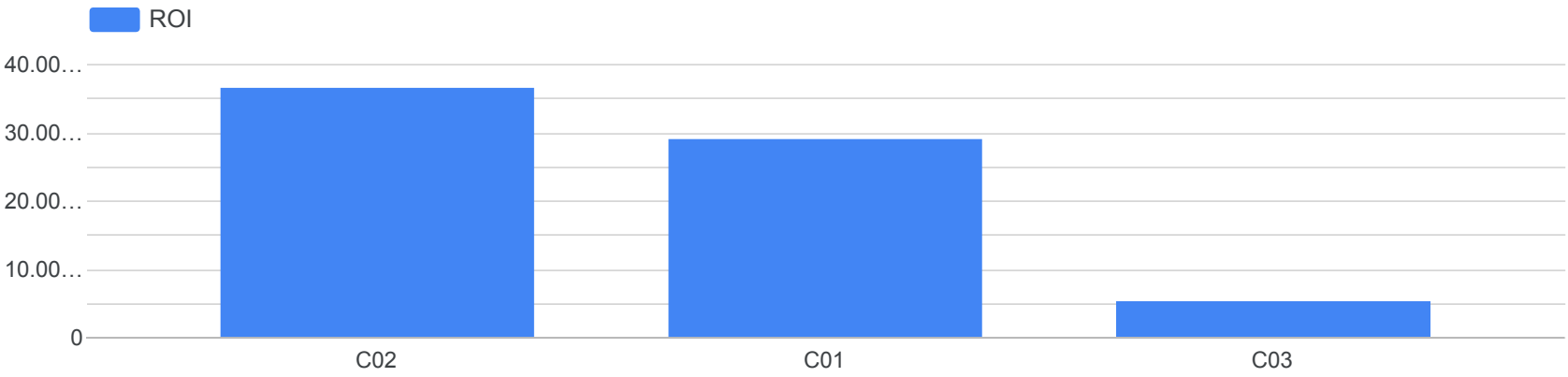
Campaign Comparison Table

campaign_id ▾		LTV	CAC	ROI
1.	C03	17.442.979.591.836.700	2.857.142.857.142.850	5.105.042.857.142.850
2.	C02	19.358.771.929.824.500	4.166.666.666.666.660	36.461.052.631.578.900
3.	C01	1.900.260.162.601.620	4.878.048.780.487.800	28.955.333.333.333.300

LTV vs CAC



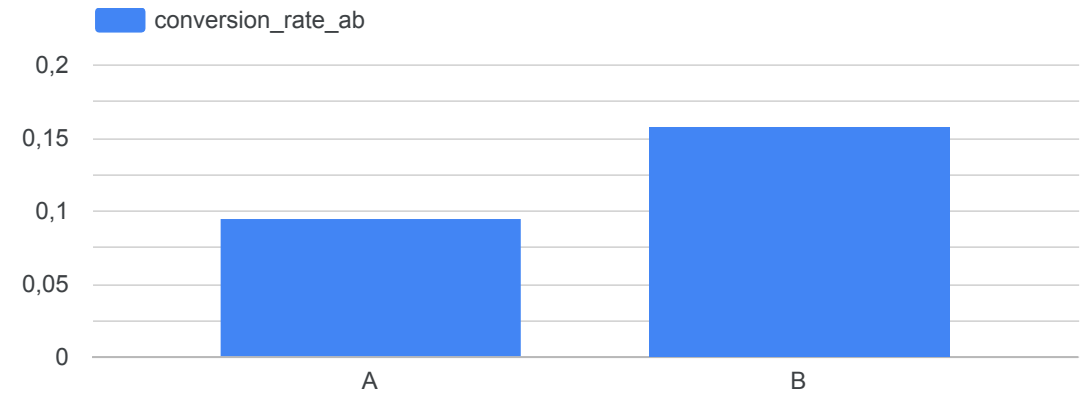
ROI Chart



User-Based Aggregation and Group Comparison

ab_group ▾		conversion_rate_ab	user_id	purchase_binary
1.	B	0,16	510	80
2.	A	0,09	490	46

A/B Conversion Rate Comparison



Number of Group A Users

user_id
490

Number of Group B Users

user_id
510