User Retention Funnel: DreamWeaver 14-Day Journey (N=147)

KEY INSIGHTS:
- Starting users: 147
- Final retention: 102 (69.4%)
- Largest drop-off: 19.1%
  (Logged ≥1 Dream → Viewed Dream DNA)
- Total attrition: 30.6%

Registered — 100.0% — n = 147

↓ 2.0%

Logged ≥1 Dream — 98.0% — n = 144

↓ 19.1%

⚠ CRITICAL DROP-OFF

Viewed Dream DNA — 78.9% — n = 116

Played Story Mode — 81.0% — n = 119

↓ 6.2%

Solved ≥1 Riddle — 74.8% — n = 110

↓ 5.4%

Active After Week 2 — 69.4% — n = 102

Legend:
- 100% (All Registered)
- 69.4% (Week 2 Active)

Retention Rate (%)