

Matiks Insights Report

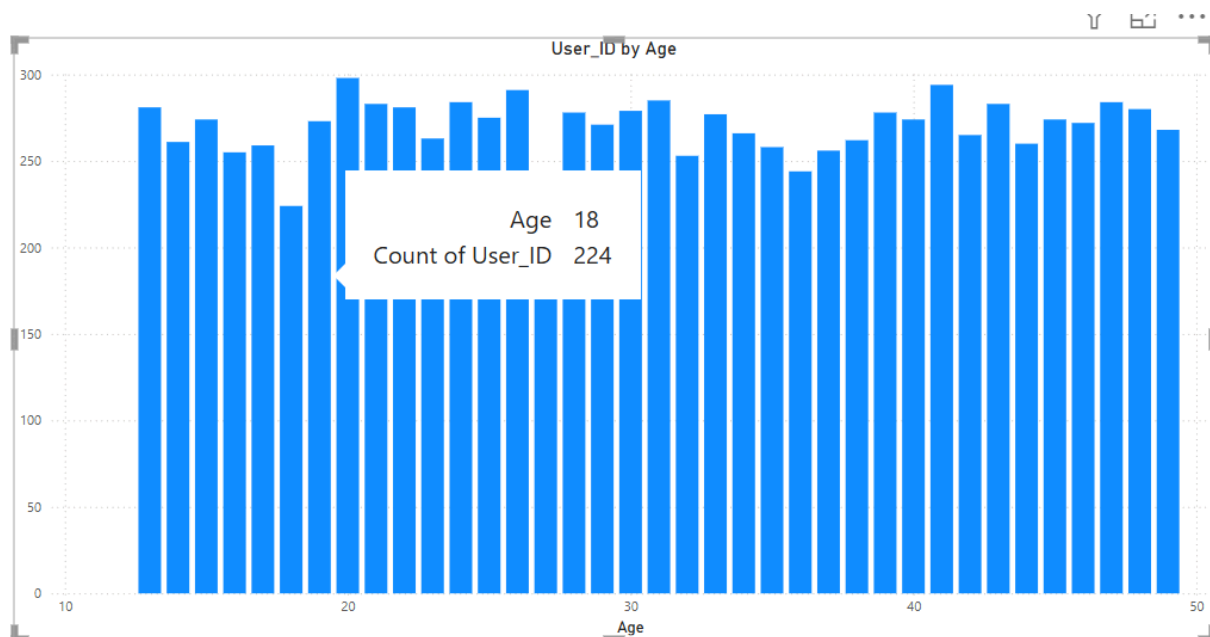
1. **Data Quality: Avoid Negative Data Points:** Make sure the data remains logically consistent. For example, the **Signup Date** should never be later than the **Last Login Date**. These inconsistencies can lead to major reporting and user experience issues.

2. Engagement Strategies:

Use

math puns and friendly competition (like friend scores) to boost engagement similar to what **Duolingo and Zomato** do.

1. Tailor engagement for specific age groups. Personalize notifications and content based on the user's age to make it more relevant.



4. **A/B Testing:** Run A/B tests across all user types and platforms.

Test various elements like:

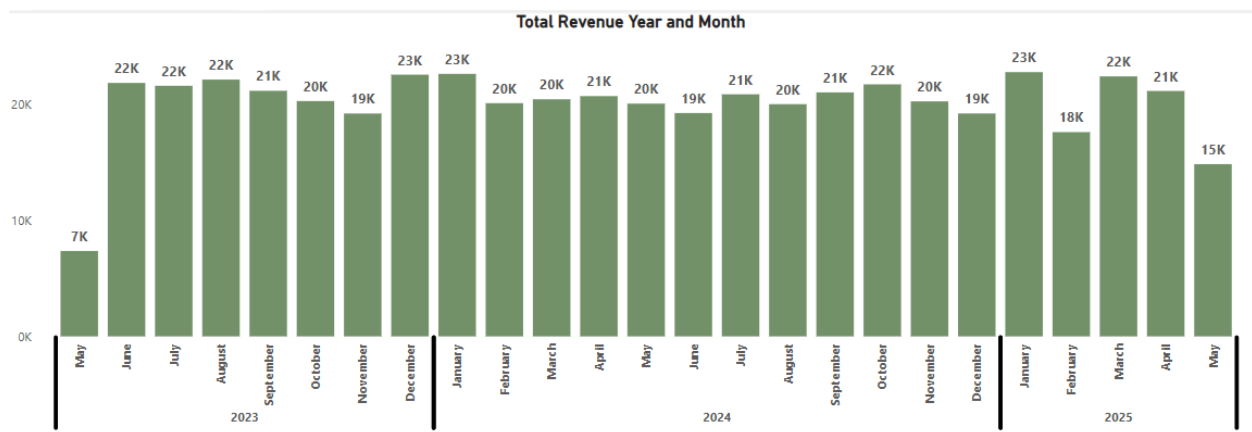
- A. Notifications when a friend challenges the user or overtakes them in rank
- B. Daily math puns or other engaging notification. not too frequent. (User like me might disable notification or delete the app in frustration.)
- C. Discounted Price offering

5. **Onboarding Process:** Make sure new users clearly understand how to use the app. A simple, interactive walkthrough can make a huge difference in user retention and satisfaction.

6. **Revenue:** Between **May 2023 and May 2025**, revenue remained flat at around **\$21k–\$23k**. This is a concern.

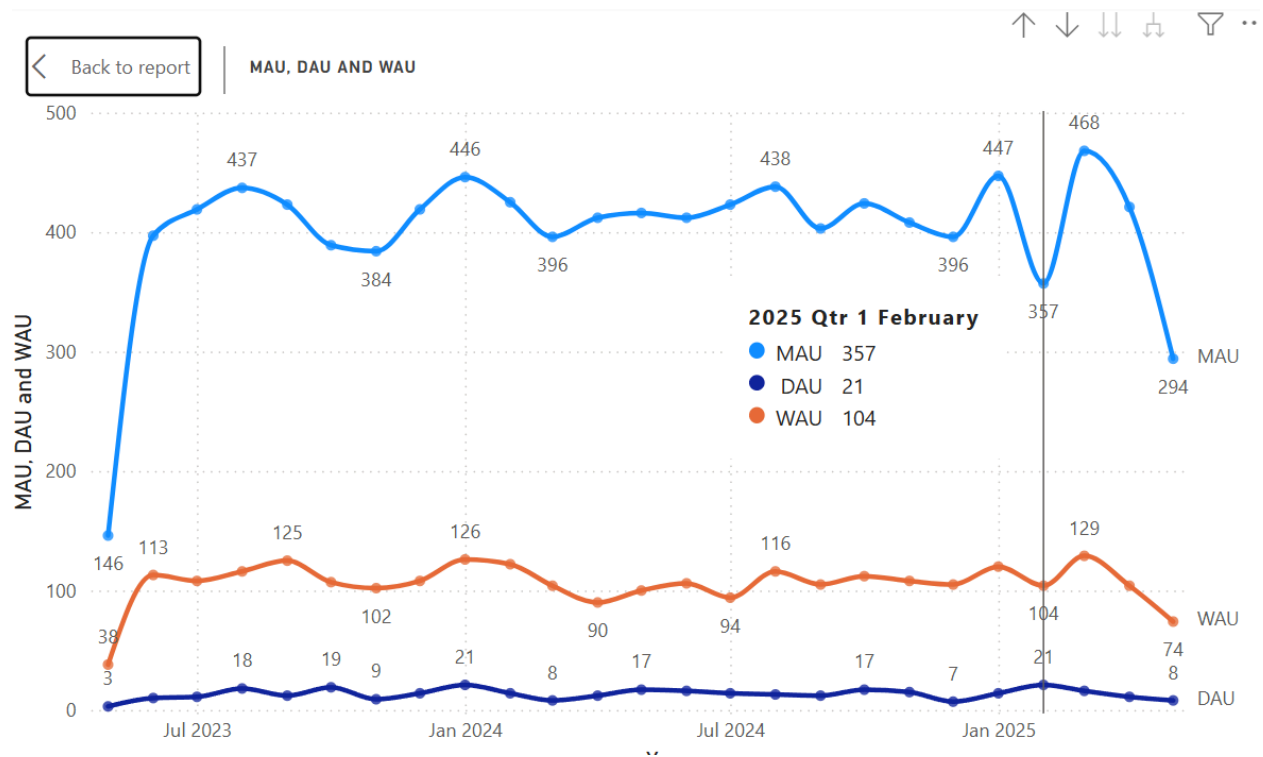
A. Why conversions are not increasing

B. Whether pricing, feature offerings, or marketing are holding back growth



7. **Traffic Drop:** There was a **sudden drop in Monthly Active Users (MAU)**. Investigate this by:

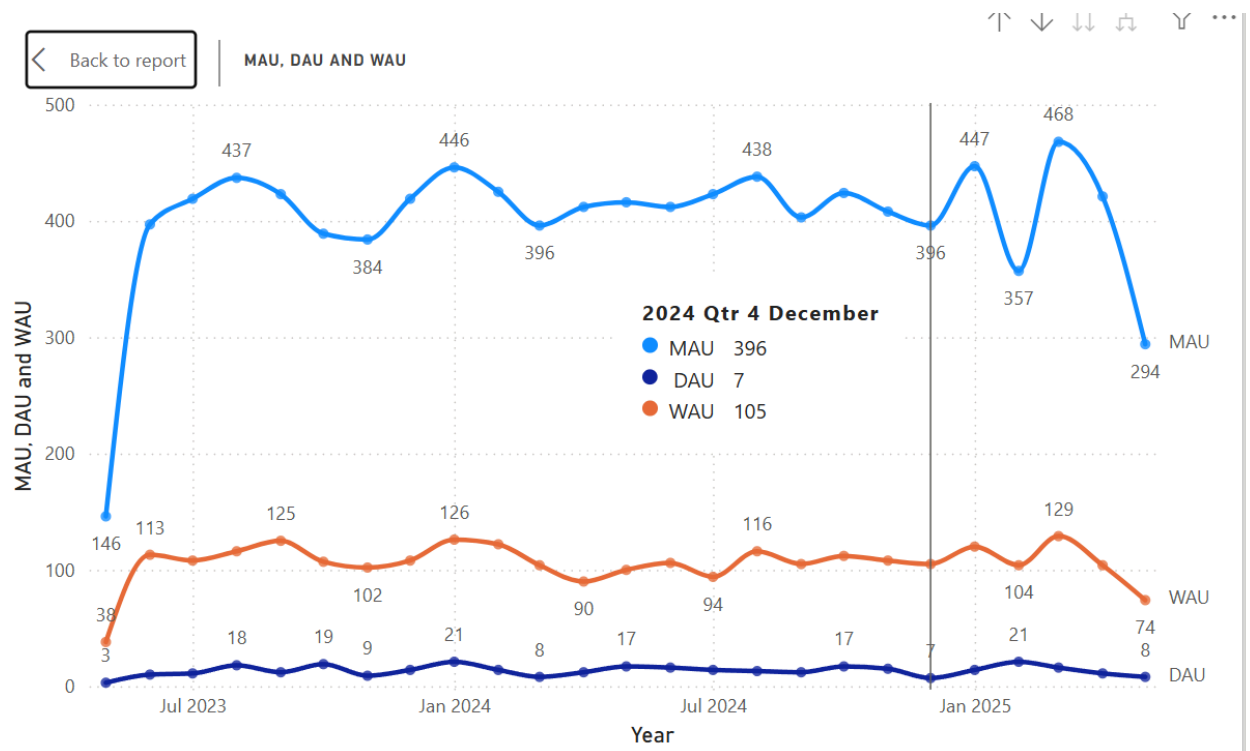
- Checking for technical issues or outages on that date
- Reviewing crash reports and user feedback



8. **Post-December 2024 Fluctuations:** Daily (DAU), Weekly (WAU), and Monthly Active Users (MAU) have been unstable since **December 2024**.

Look into:

- A. Crash logs
- B. App updates that might have affected user behavior
- C. Marketing changes or external factors



9. **Referral Source:** Most of the audience comes from Organic method which is excellent It's a free source and it save a lot's of money. Try to capture more audience with it through Sub reddit where you can post about your today score or other engaging things related to app to create FOMO. For example: r/teenagers, r/onexindia, r/indianteenagers.

This Reddit suggestion can alone solve your problem number 3, aka point 3 above if played rightly.

10. **Top Spending Country:** Try to expand this app to top spending country like U.s, U.K, Australia and etc. this will help you in to increase revenue.

Country	Total Revenue (USD)
Korea	4,341.15
Congo	3,666.71
Sierra Leone	3,554.73
Lao People's Democratic Republic	3,425.23
Ghana	3,365.37

11. Subscription: Currently, all four subscription models have nearly equal shares (~24–25%).

Try to:

- Convert free users by offering **discounts or added features**
- Upsell Silver and Gold users to **Platinum** with clear benefits like exclusive content or perks
- Use timely offers to drive urgency