



# APP FUNNEL USAGE

version

All

country

All

is\_firstopen

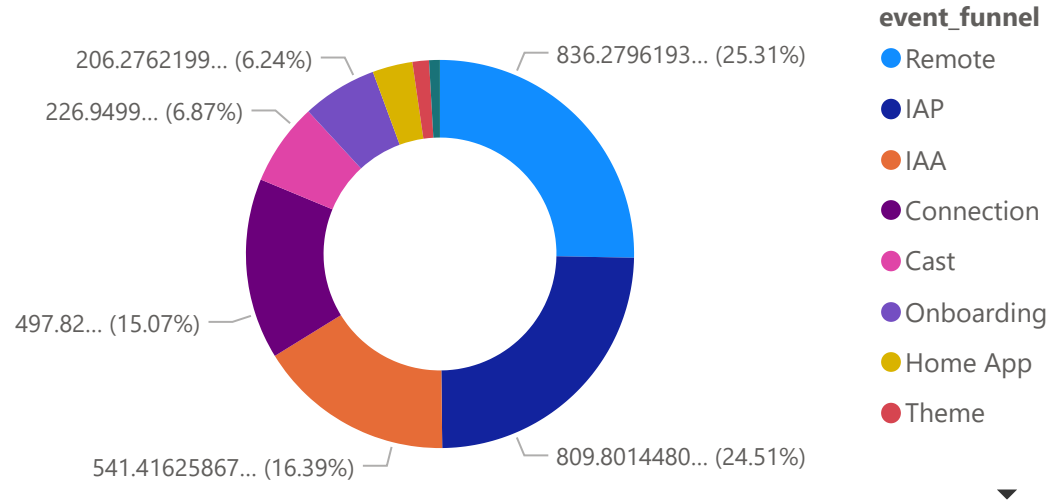
False

True

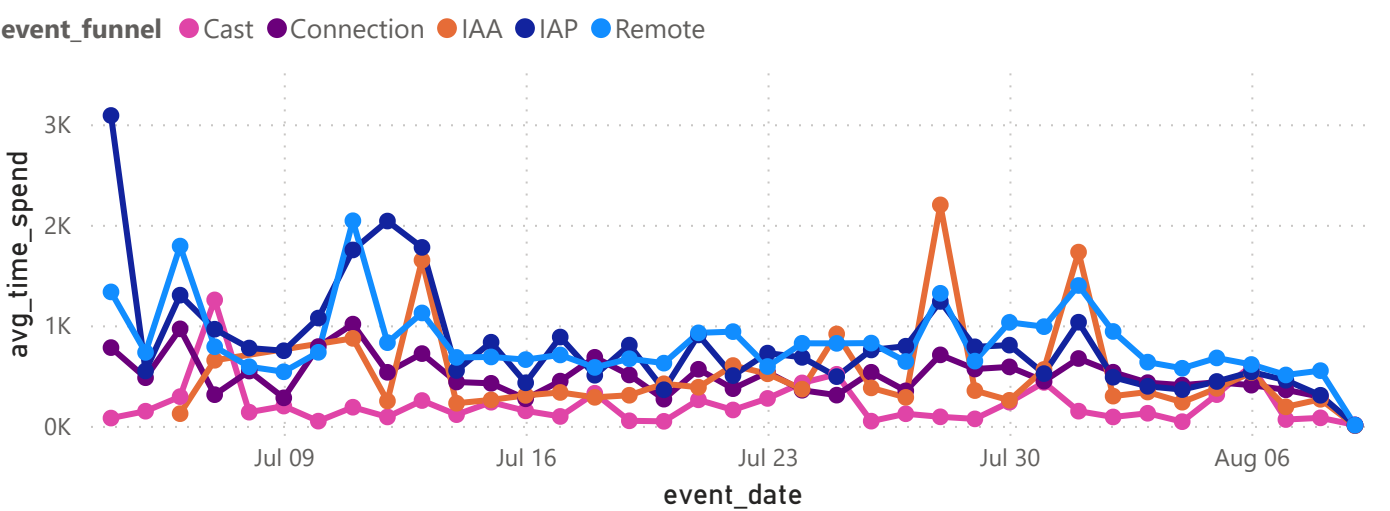
7/4/2023

8/9/2023

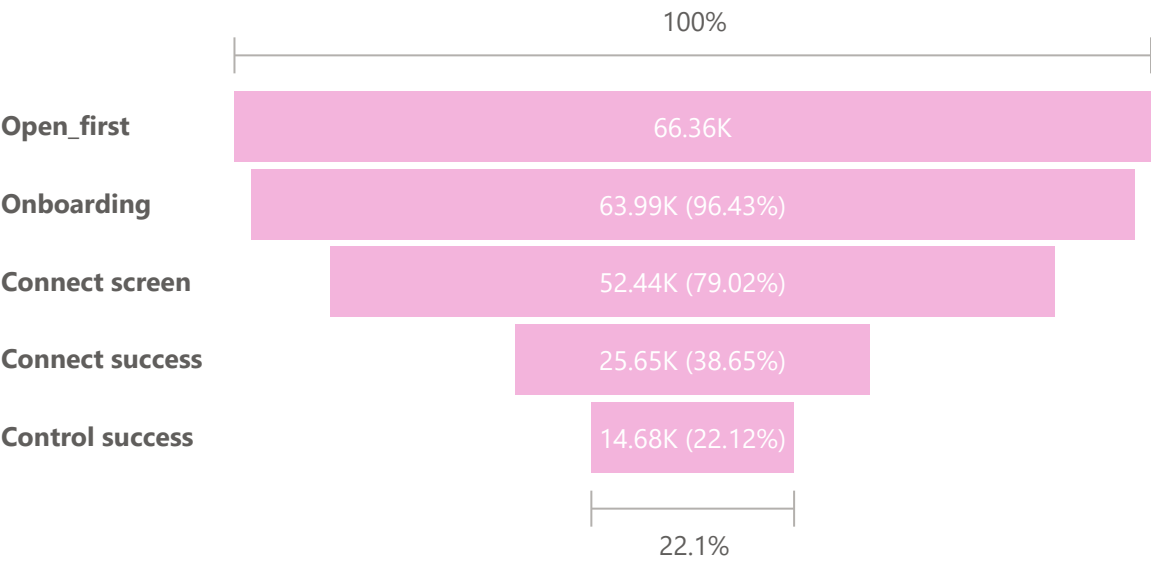
avg\_time\_spend by event\_funnel



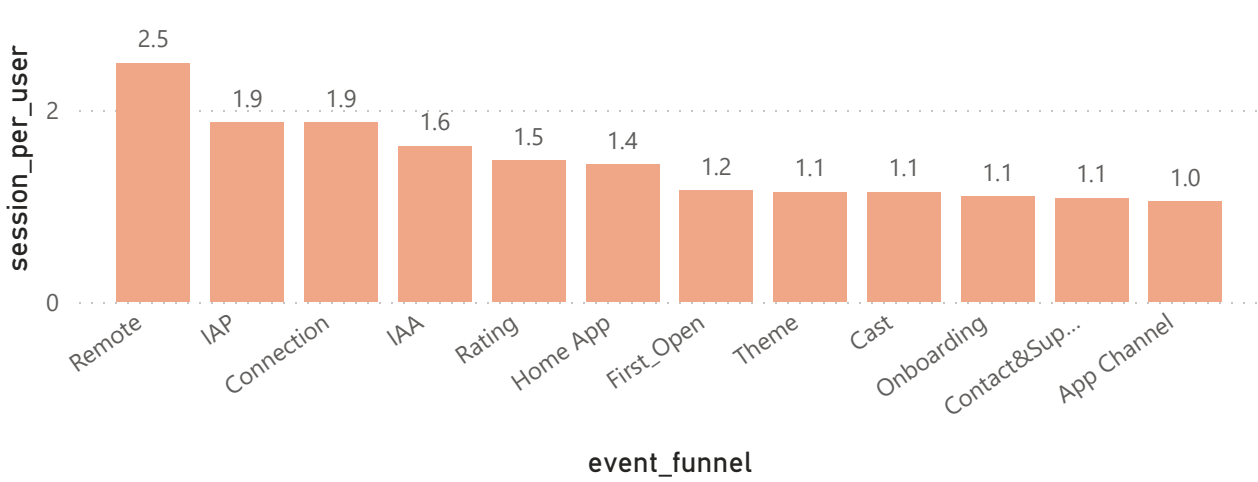
avg\_time\_spend by event\_date and event\_funnel



Count of user\_pseudo\_id by funnel



session\_per\_user by event\_funnel



event_funnel	avg_time_spend	count_user	session_per_user
Remote	836.28	32016	2.49
IAP	809.80	70814	1.87
IAA	541.42	11369	1.62
Connection	497.83	52983	1.87
Cast	226.95	2005	1.14
Onboarding	206.28	63994	1.09
First_Open	122.90	66364	1.16
Home App	110.59	7179	1.43
Theme	45.39	3237	1.14
Contact&Support	29.60	12543	1.08
App Channel	0.11	285	1.05
Rating	0.09	27375	1.47
Total	512.67	73582	1.99



# ONBOARDING

version

All

country

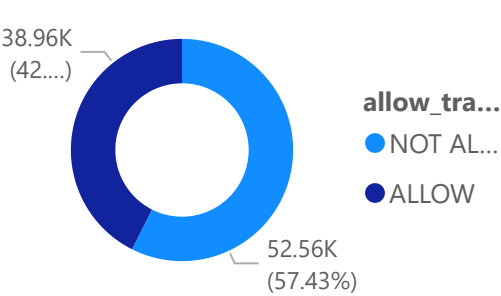
All

first\_open\_date

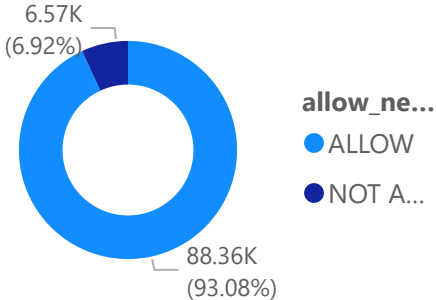
3/6/2023

8/9/2023

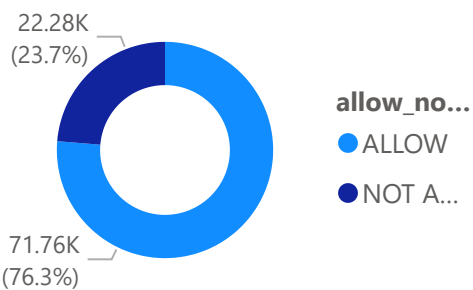
count\_user by allow\_tracking



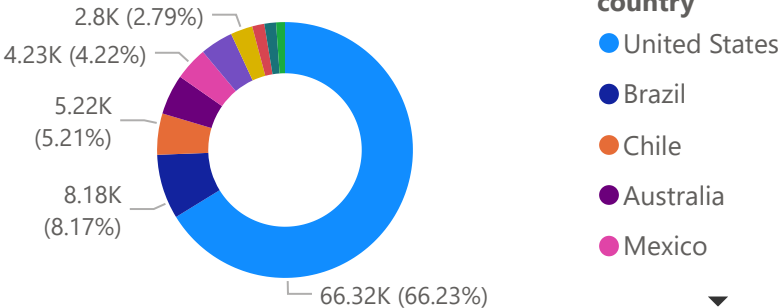
count\_user by allow\_network



count\_user by allow\_notification



count\_user by country



allow_tracking	allow_network	allow_notification	count_user
ALLOW	ALLOW	ALLOW	37.70%
NOT ALLOW	ALLOW	ALLOW	35.91%
ALLOW	ALLOW	NOT ALLOW	3.46%
NOT ALLOW	ALLOW	NOT ALLOW	16.01%
ALLOW	NOT ALLOW	ALLOW	0.79%
NOT ALLOW	NOT ALLOW	ALLOW	1.69%
ALLOW	NOT ALLOW	NOT ALLOW	0.62%
NOT ALLOW	NOT ALLOW	NOT ALLOW	3.82%
Total			100.00%





Clear all slicers

country

All

version

All

mobile\_model\_name

All

event\_date

7/24/2023

8/9/2023

17.04K

user\_count

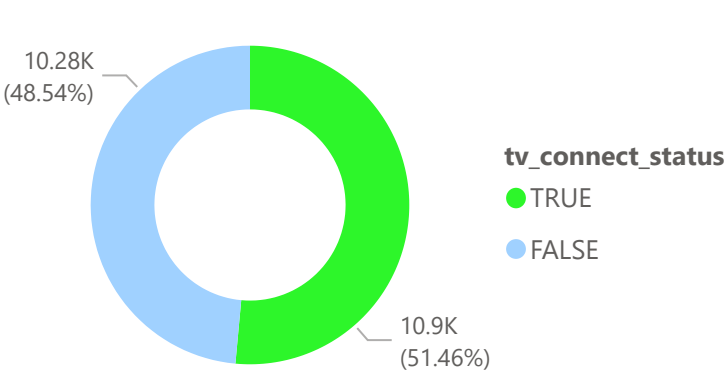
38.71K

count\_session

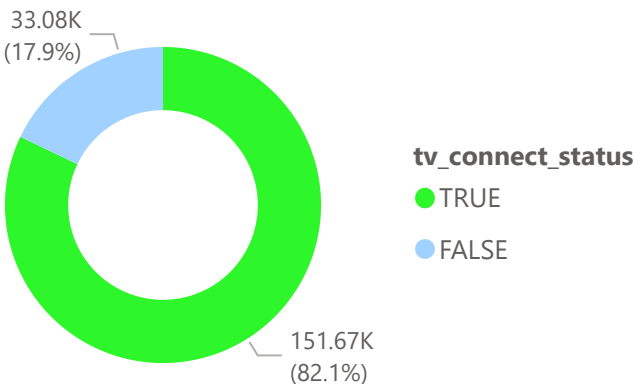
32.54

Average of total\_time

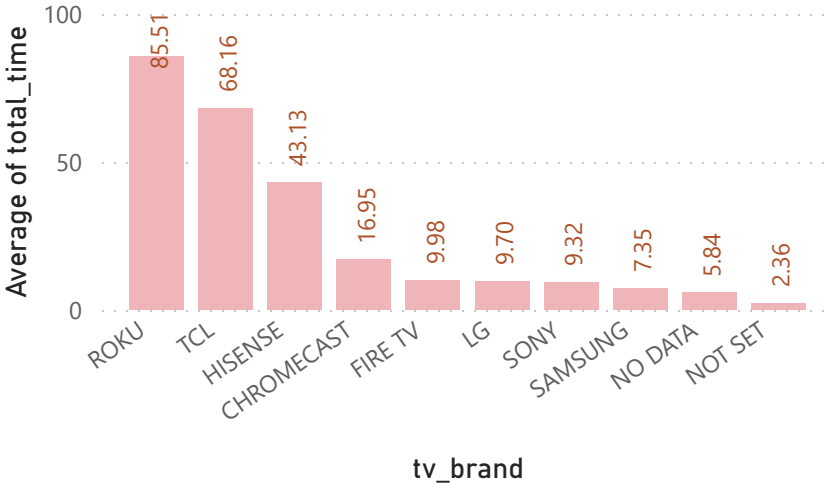
count\_user by tv\_connect\_status



count\_event by tv\_connect\_status



Average of total\_time by tv\_brand



tv_connect_status		FALSE			TRUE			Total		
user_type		avg_total_time	avg_count_event	count_user	avg_total_time	avg_count_event	count_user	avg_total_time	avg_count_event	count_user
Expired		0.02	1.16	27	15.46	3.20	95	13.77	2.98	106
Free		1.51	3.25	8567	23.32	4.69	9491	18.55	4.38	15164
Premium		2.31	4.71	1869	52.02	11.95	1837	44.81	10.90	2371
Total		1.85	3.88	10220	39.24	8.72	10872	32.53	7.85	16968

user_type		Expired		Free		Premium		Total	
event_name		avg_event	count_user	avg_event	count_user	avg_event	count_user	avg_event	count_user
click_vol_up_ctrl		4.93	8	1.50	11	13.77	2544	30.91	1160
click_nav_right_ctrl		21.34	28	6.24	44	8.10	5348	22.75	1331
click_vol_down_ctrl		5.88	13	2.17	19	12.75	2173	16.34	1102
swipe_right_touchpad_ctrl		2.00	1			1.86	7	14.89	186
swipe_down_touchpad_ctrl						1.57	7	13.92	156
click_nav_down_ctrl		12.96	28	4.84	43	7.10	4775	14.66	1308
click_nav_left_ctrl		12.91	19	2.86	28	5.16	3720	11.60	1145
swipe_left_touchpad_ctrl						1.50	4	8.32	146
Total		8.42	75	2.98	106	4.38	15164	10.90	2371



# RETENTION

country



All



version



All



event\_date



7/12/2023



8/6/2023



Date	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
16-Jul-23	100.00%	12.50%	87.50%	50.00%	37.50%	37.50%	37.50%	37.50%	37.50%	25.00%	12.50%									
17-Jul-23	100.00%	50.00%	36.36%	22.73%	27.27%	18.18%	18.18%	9.09%	13.64%	4.55%				4.55%	9.09%					
18-Jul-23	100.00%	10.32%	8.15%	7.07%	6.79%	6.30%	5.20%	5.25%	2.78%	1.23%	0.88%	0.76%	0.65%	0.33%	0.30%	0.38%	0.27%	0.28%	0.31%	0.20%
19-Jul-23	100.00%	10.50%	8.32%	6.76%	6.64%	5.99%	5.63%	3.05%	1.28%	0.95%	0.70%	0.53%	0.37%	0.43%	0.39%	0.19%	0.22%	0.29%	0.22%	
20-Jul-23	100.00%	10.06%	8.14%	7.70%	5.89%	6.19%	3.47%	1.60%	0.97%	0.95%	0.68%	0.38%	0.38%	0.27%	0.17%	0.23%	0.30%	0.28%		
21-Jul-23	100.00%	10.20%	8.69%	7.23%	6.59%	3.75%	1.67%	0.97%	0.86%	0.63%	0.41%	0.49%	0.45%	0.19%	0.31%	0.31%	0.23%			
22-Jul-23	100.00%	10.10%	8.26%	6.74%	3.63%	1.63%	1.08%	0.89%	0.71%	0.52%	0.35%	0.33%	0.13%	0.19%	0.24%	0.19%				
23-Jul-23	100.00%	9.29%	7.22%	3.81%	1.92%	1.07%	0.85%	0.64%	0.49%	0.46%	0.40%	0.33%	0.31%	0.29%	0.26%					
24-Jul-23	100.00%	10.45%	5.59%	2.29%	1.33%	0.92%	0.72%	0.61%	0.63%	0.34%	0.24%	0.30%	0.28%	0.20%						
25-Jul-23	100.00%	7.12%	3.44%	2.48%	1.83%	1.41%	1.19%	0.96%	0.70%	0.76%	0.70%	0.79%	0.62%							
26-Jul-23	100.00%	8.53%	5.66%	5.38%	4.49%	3.89%	3.49%	3.68%	2.98%	2.62%	2.33%	2.45%								
27-Jul-23	100.00%	9.30%	7.95%	6.90%	6.22%	5.24%	4.71%	4.72%	3.98%	3.60%	3.21%									
28-Jul-23	100.00%	9.13%	8.23%	6.64%	5.63%	5.03%	4.91%	4.18%	3.28%	3.54%										
29-Jul-23	100.00%	9.18%	7.64%	6.06%	5.40%	4.66%	4.37%	3.88%	3.36%											
30-Jul-23	100.00%	8.99%	7.76%	6.24%	5.57%	4.68%	4.24%	3.95%												
31-Jul-23	100.00%	11.09%	8.43%	7.10%	6.02%	5.70%	5.14%													
01-Aug-23	100.00%	11.49%	8.92%	6.34%	6.12%	5.23%														
02-Aug-23	100.00%	10.56%	8.03%	6.73%	6.21%															
03-Aug-23	100.00%	10.72%	7.63%	7.25%																
04-Aug-23	100.00%	10.53%	8.76%																	
05-Aug-23	100.00%	10.92%																		
06-Aug-23	100.00%																			
Total	100.00%	9.44%	6.90%	5.20%	4.08%	3.14%	2.40%	1.79%	1.14%	0.80%	0.49%	0.32%	0.16%	0.09%	0.08%	0.06%	0.05%	0.04%	0.02%	0.01%