

USERS OVERVIEW

FILTERS

Year

2023



Month

All



Day

All



Reset Filters

USERS SUMMARY



Total Users

19

Monthly



Monthly Active Users

19

AVG

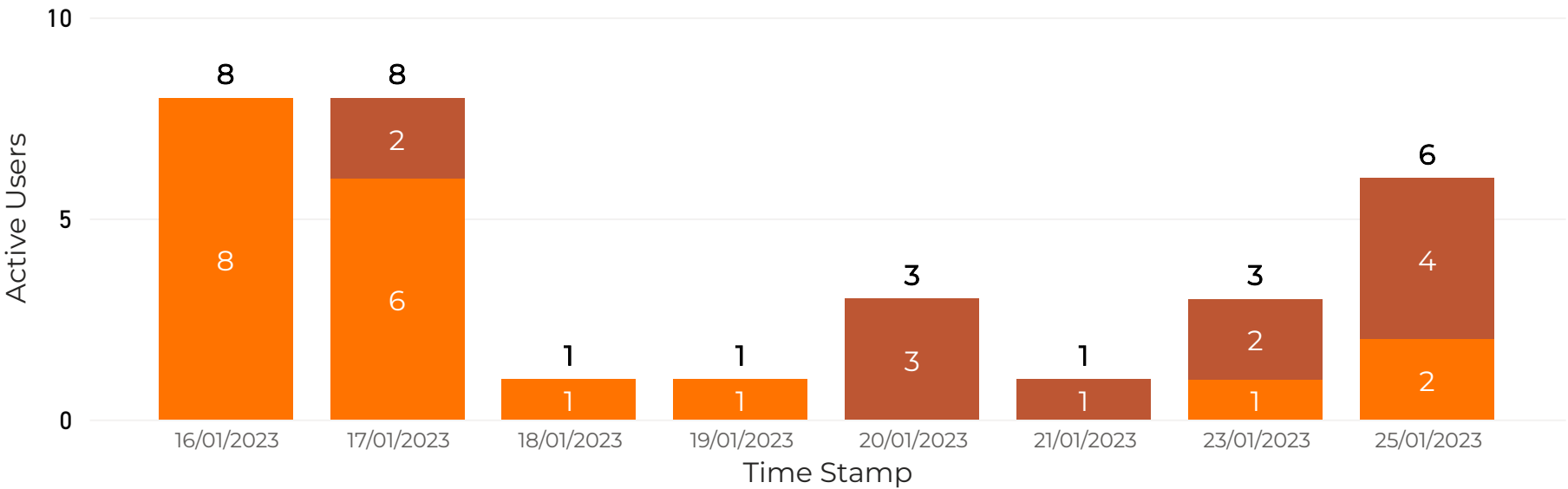


Average Session Time

00:00:02

New Users vs Returning Users per Day

New User Returning User



ENGAGEMENT OVERVIEW

FILTERS

Year

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Reset Filters

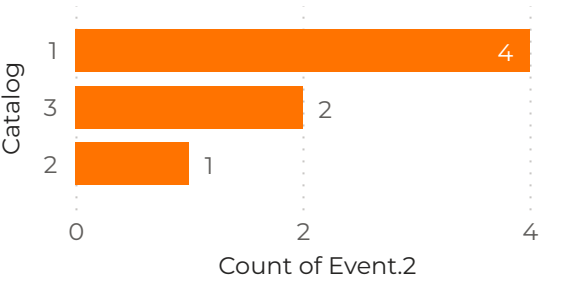
ENGAGEMENT SUMMARY



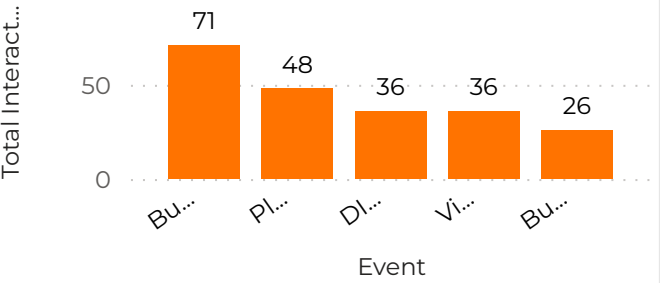
Users Engagement

3,042.11%

Total Brochures Clicked



Top 5 Interactions



Users Click Distribution

Event	B1	B2	B3	B4	B5	B6	B7	B8	B9	B10
ButtonNewTab	5	1	1	2	1		2	1	5	8
ButtonPopUp	10	5	2	1	6	3	3	4	11	26
CATALOG_1			1	1						2
CATALOG_2				1						
CATALOG_3				1						1
DIALOGUE_Button Yes	36									
NPC			7	2						
Play Video Button	8	2	1		6		2	5	11	13
Video	6	1	1		4		2	5	8	9

VIDEO OVERVIEW

FILTERS

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All



Day

All



Reset Filters

VIDEO SUMMARY

TOTAL



Total Watch Time

00:03:08

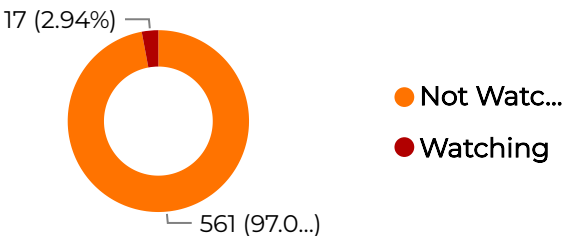
AVG



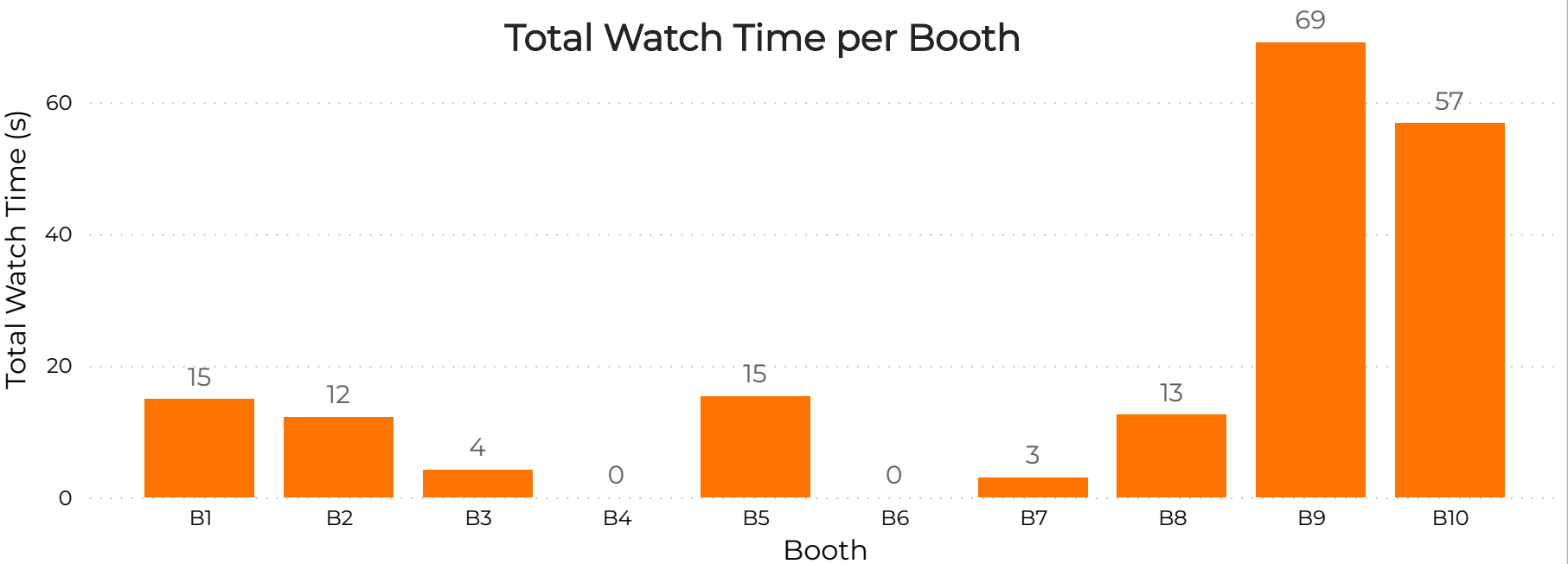
Average Watch Time

00:00:06

Percentage of Users Watching



Total Watch Time per Booth



USER TRENDS OVERVIEW

FILTERS

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Day

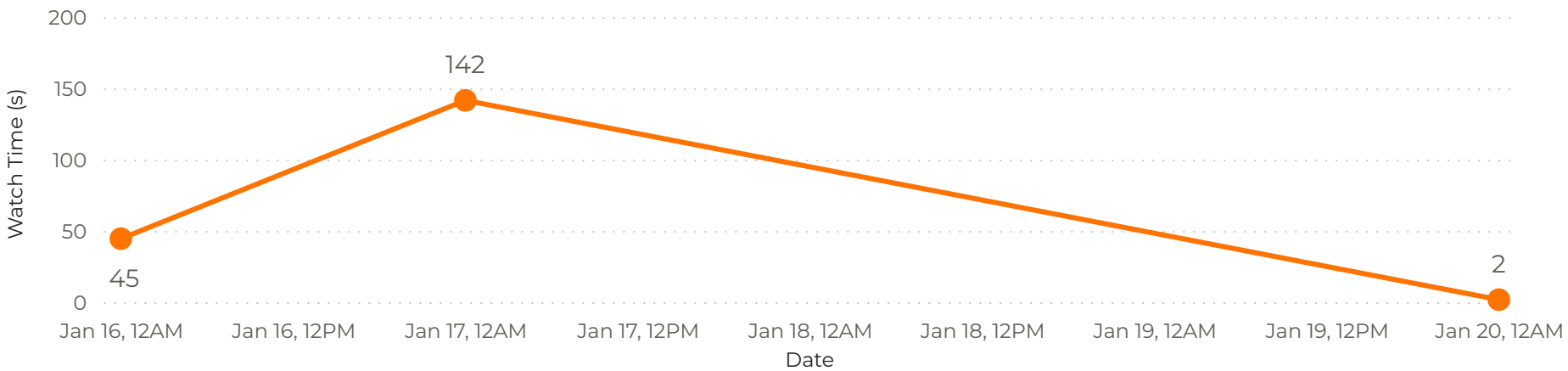
All



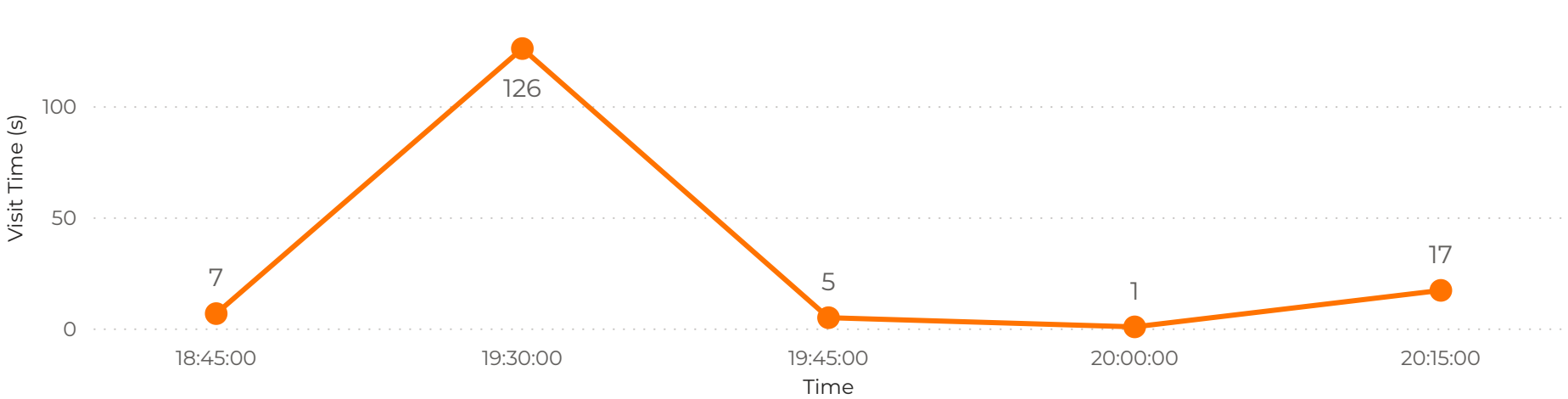
Reset Filters

USER TRENDS

Users Watch Time Trends



Users Visit Time Trends



USER DETAILS OVERVIEW

FILTERS

Year

2023



Month

All



Day

All



Username

Search



Reset Filters

USER DETAILS

Users Click Distribution

Username	B1	B2	B3	B4	B5	B6	B7	B8	B9	B10
syamsulnizar	13	11	4		15	4	7	19	20	29
Anonymous	18	6		8	9	5		10	41	21
Aryo 01	7	1			6	1	1	8	12	26
alifjauhari	17	2			3	2	8	7	7	10
sul	14	5	1		3		4	13	11	4
Rayen	8	4	1		3		2	8	6	4
Rodriguez Martinez	11	2			7		2	6	6	
PanduPrabowo	2	5	1		2		2	7	7	

Users Watch Time Distribution

Username	B1	B2	B3	B4	B5	B6	B7	B8	B9	B10
syamsulnizar	0.00	12.21	0.00		4.58	0.00	0.00	2.75	7.13	15.50
sul	0.08	0.00	0.00		0.00		0.00	2.17	6.38	27.96
PanduPrabowo	0.00	0.00	0.00		0.00		0.00	0.00	23.96	
Rodriguez Martinez	5.29	0.00			10.75		0.00	3.54	0.00	
Aryo 01	0.00	0.00			0.00	0.00	0.00	0.00	16.00	0.00
alifjauhari	0.08	0.00			0.00	0.00	1.33	2.17	0.54	9.08
Starynight								0.00	7.92	
adastian	0.00				0.00		1.63	1.88	0.00	4.29

POTENTIAL INSIGHTS

FILTERS

Year

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All



Day

All

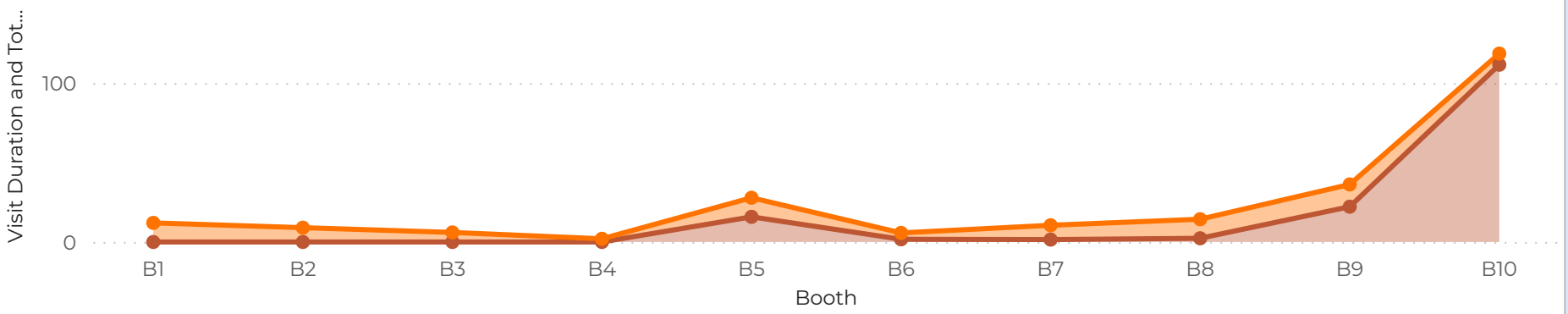


Reset Filters

POTENTIAL INSIGHTS

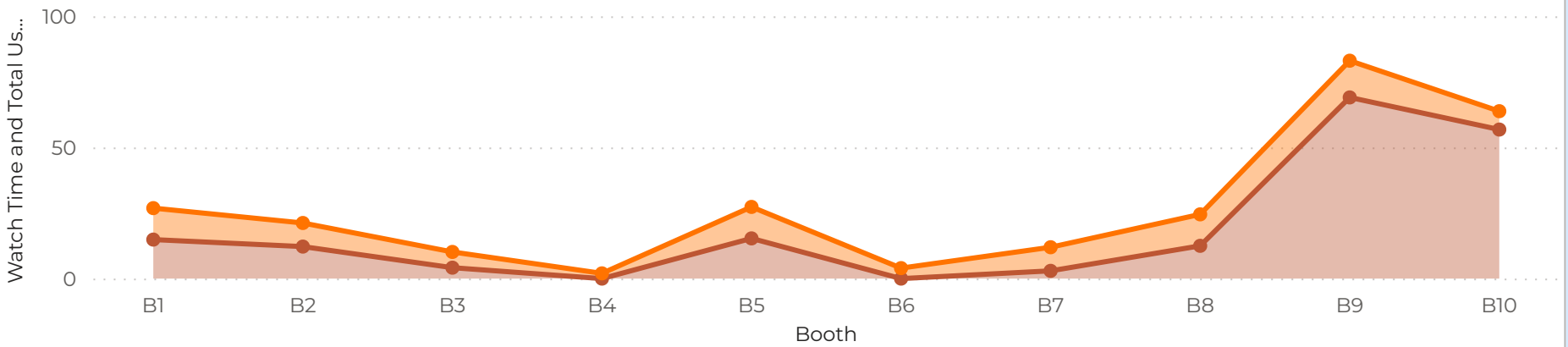
Booth Engagement

● Visit Duration ● Total Users



Videos Engagement by Booth

● Watch Time ● Total Users



Goals:

Users: Users activities within the app

- . Daily Active Users => total unique users per day.
- . Total Users => Total users over the entire history.
- . Number of User Sessions => number of total plays or visit a day.
- . New and Returning Users => Ratio between new users and returning users with given intervals.
- . Average Session Time => average time a user stays in session.

Engagement: Users enthusiasm within the app

- . Users Engagement rate => Average interactions per user
- . Downloaded brochure => Numbers of downloaded brochure.
- . Users Click Distribution => Number of users interaction for each booth.
- . Top Interaction => Total Users Interactions filtered by the top 5 event

Videos: Users and videos interaction

- . Total Watch Time => Total amount of time users spent watching.
- . Average Watch Time => Average amount of time users spent watching
- . Percentage of Users Watching => percentage of users that watch videos with users that do not watch videos.
- . Total Watch Time per Booth => Users total watch time for each booth.

User Trends: Users watch time and visit time trends

- . Watch Time Trends: Users total watch time per day
- . Visit Time Trends: Users total visit time per day (starting from 25/01/2023)

Potential Insight: Potentially useful insights in determining users engagements

- . Booth Engagement: Knowing users booth preference
- . Videos Engagement by Booth: Knowing users video preference by booth

User Details: Details about users activity per booth

- . Users Click Distribution: Distribution of users interaction for each booth
- . Users Watch Time Distribution: Distribution of users watching time duration for each booth

NOTE: