

TOTAL APP USERS

10K

TOTAL NUMBER OF SESSIONS

507K

ACTIVE USERS

612

AVG NUMBER OF SESSIONS

50.70

TOTAL DAILY APP USAGE (HRS)

60.97K

TOTAL AVG SESSION DURATION

60.93

AVG DAILY APP USAGE

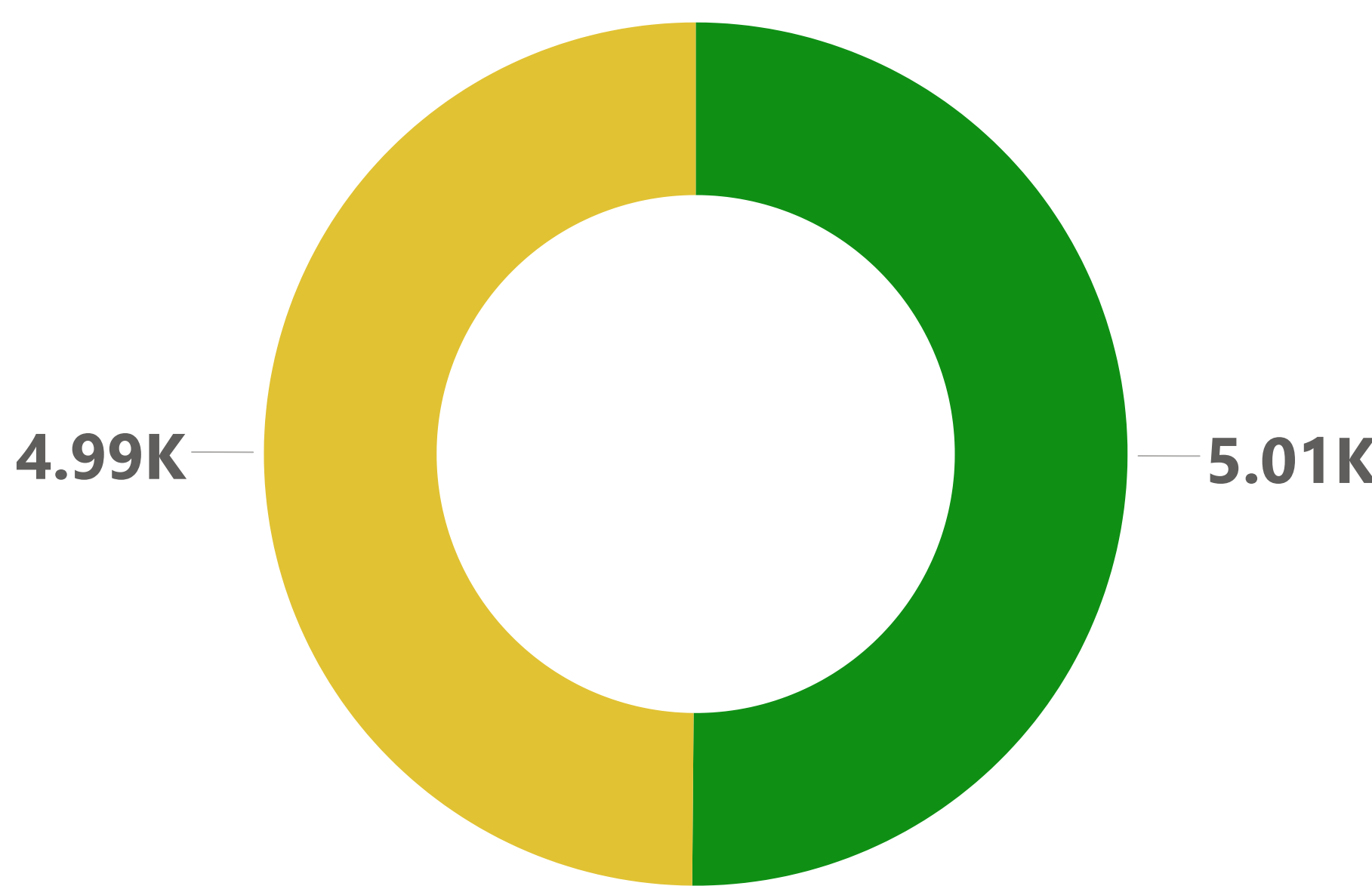
6.10

AVG ENGAGEMENT SCORE

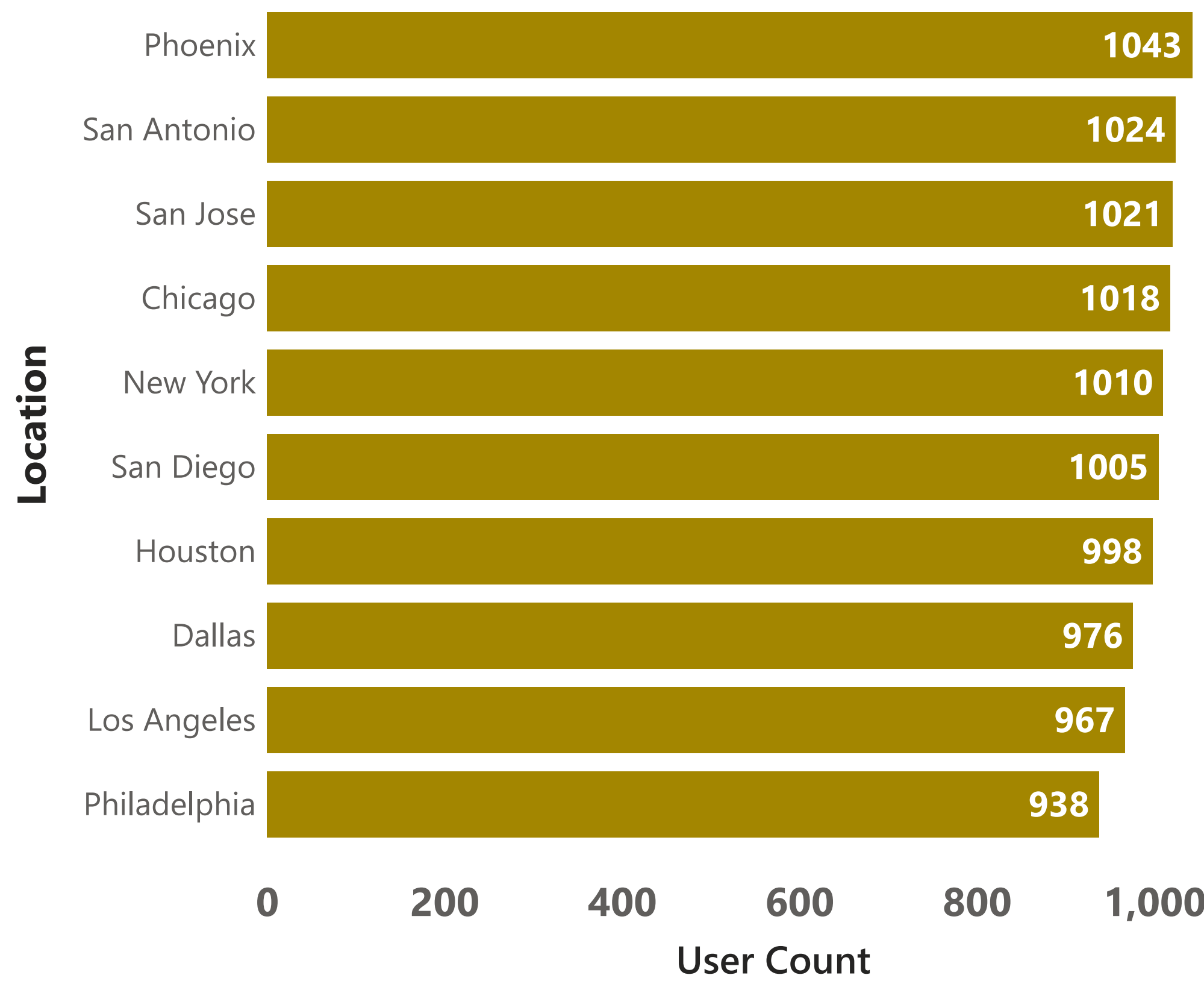
498.65

Gender Distribution

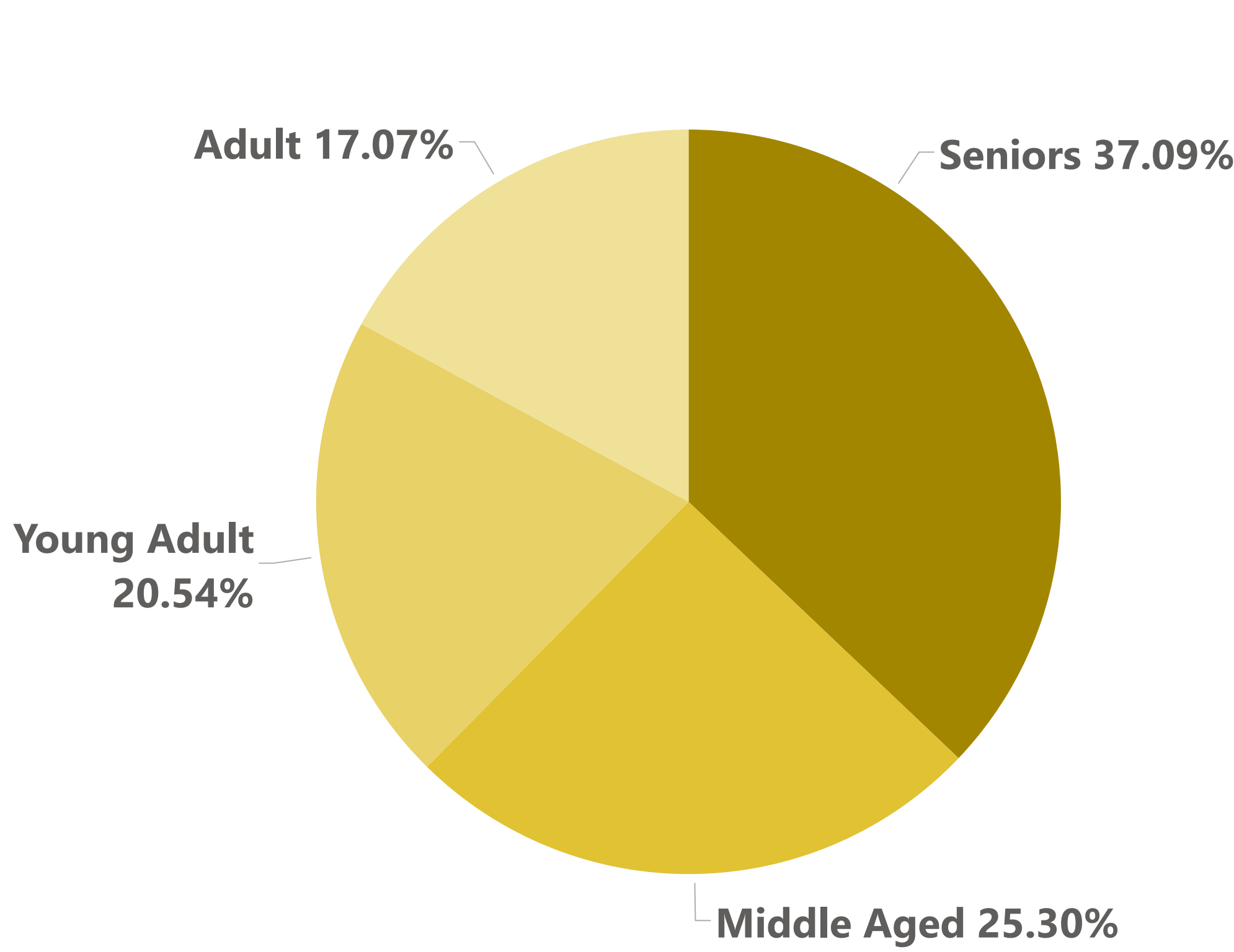
Male Female



Location Distribution

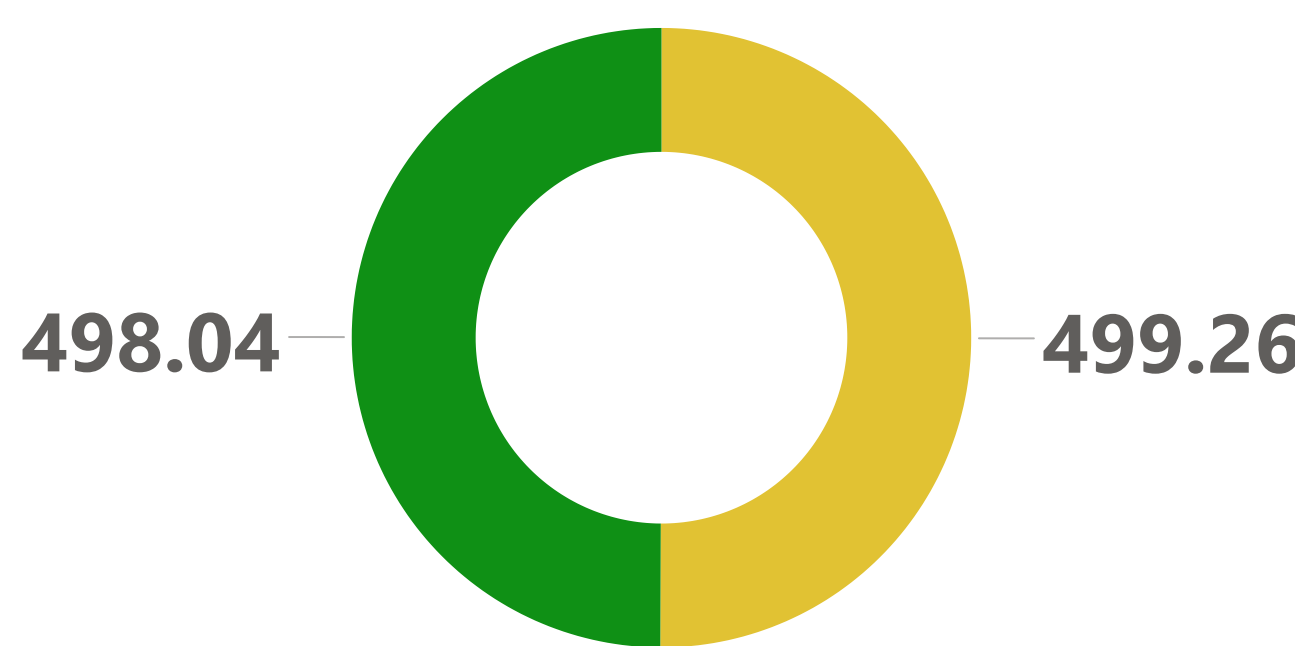


Age Distribution

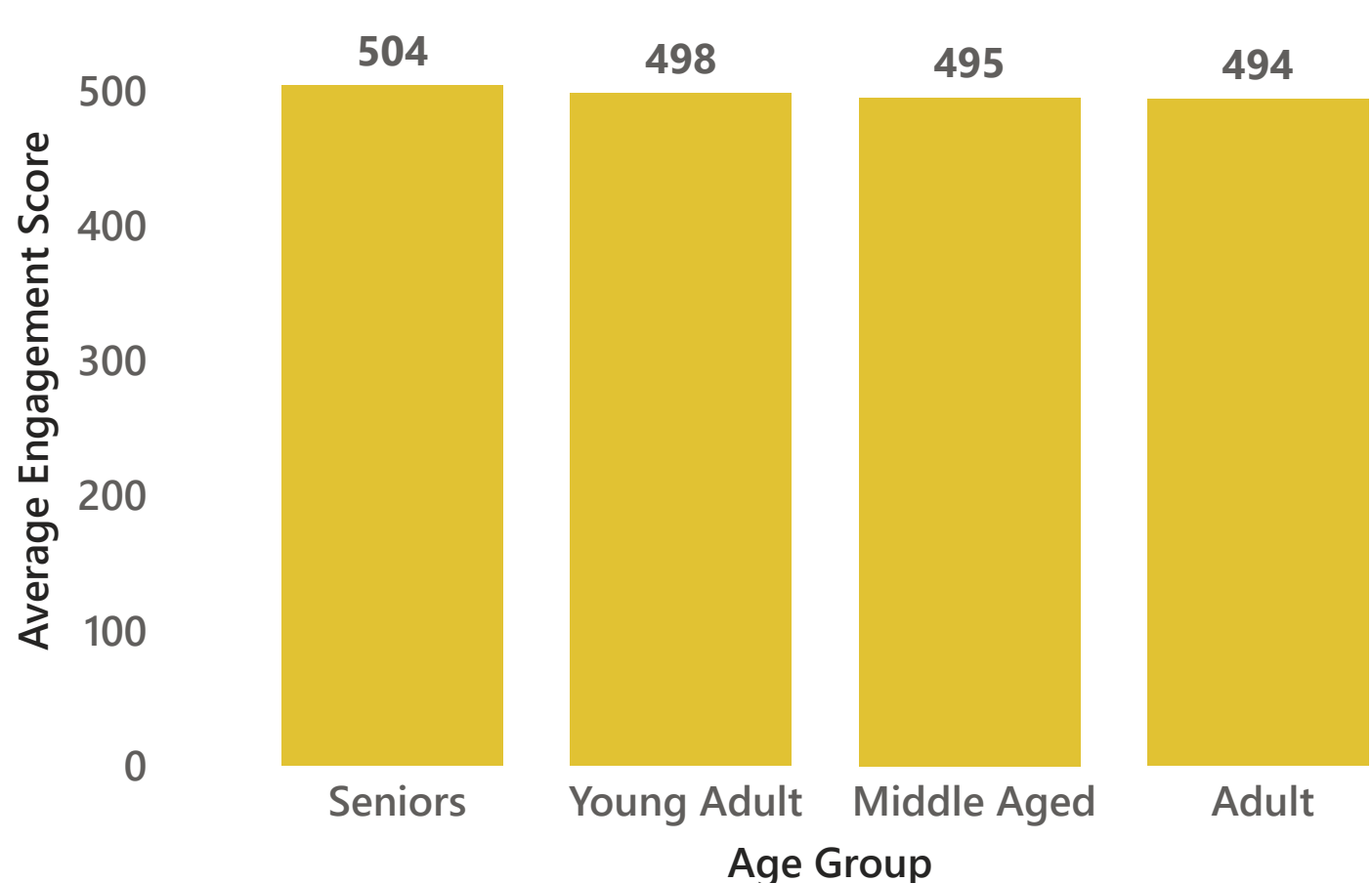


Engagement Score by Gender

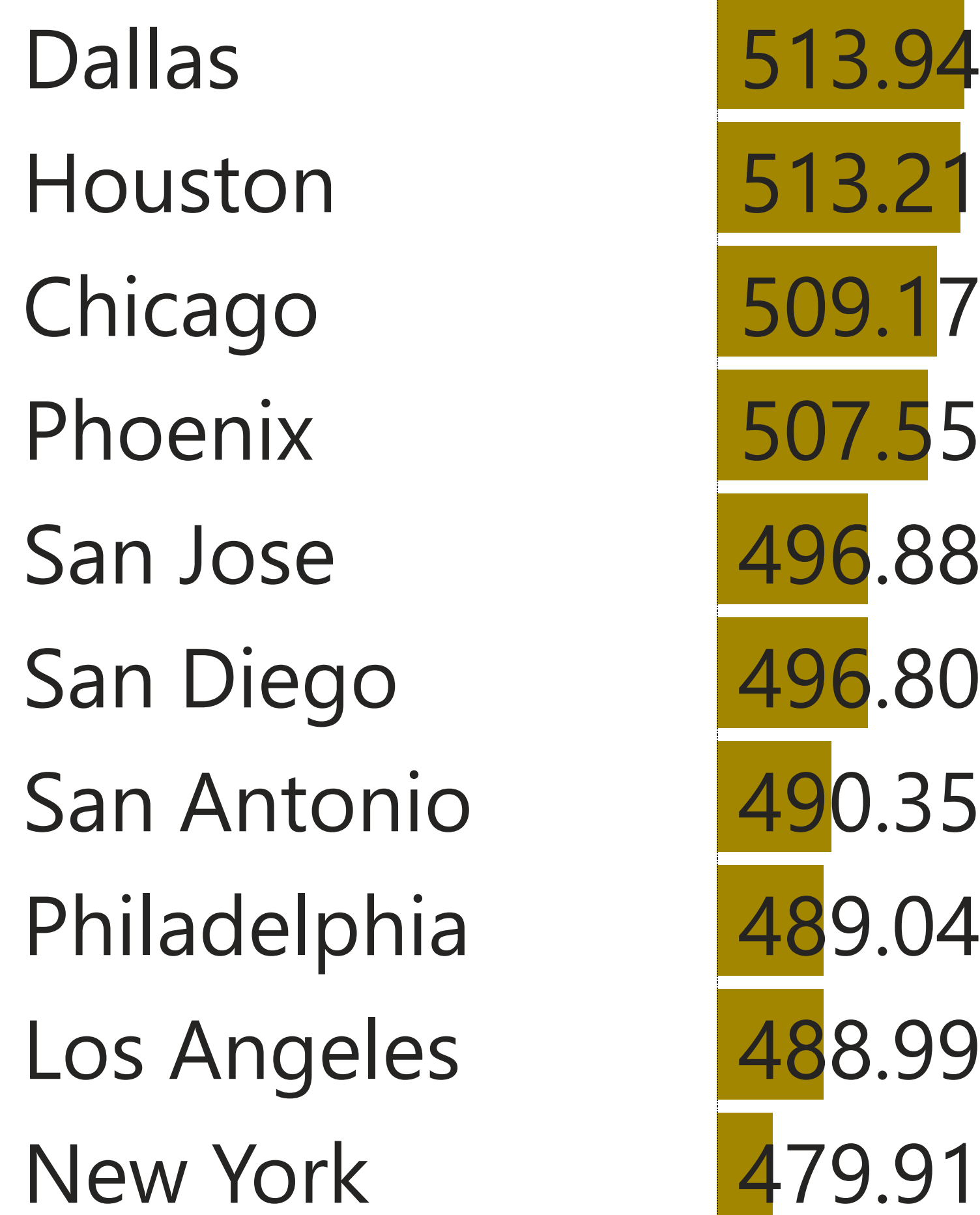
Female Male



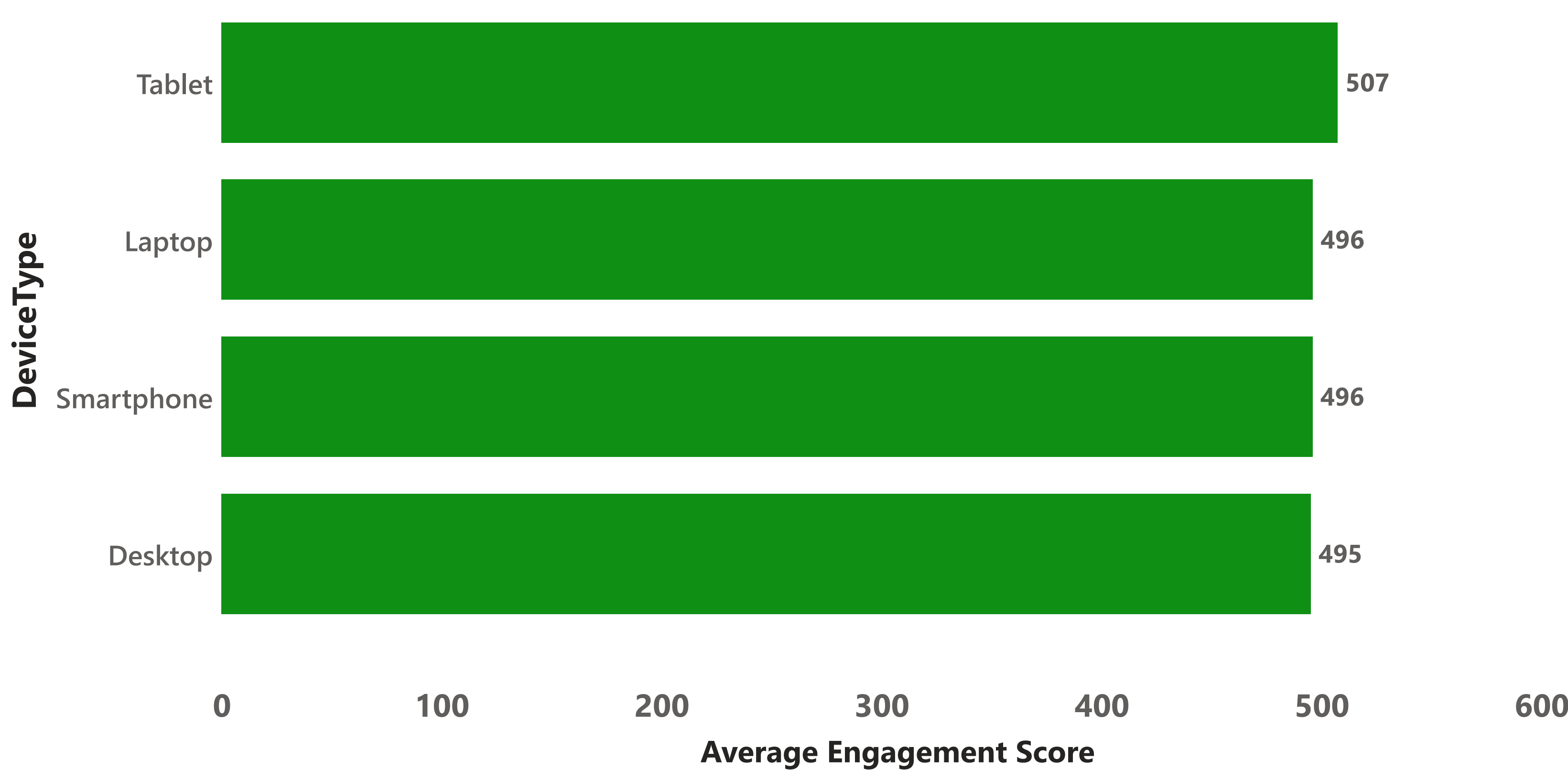
Engagement Score by Age



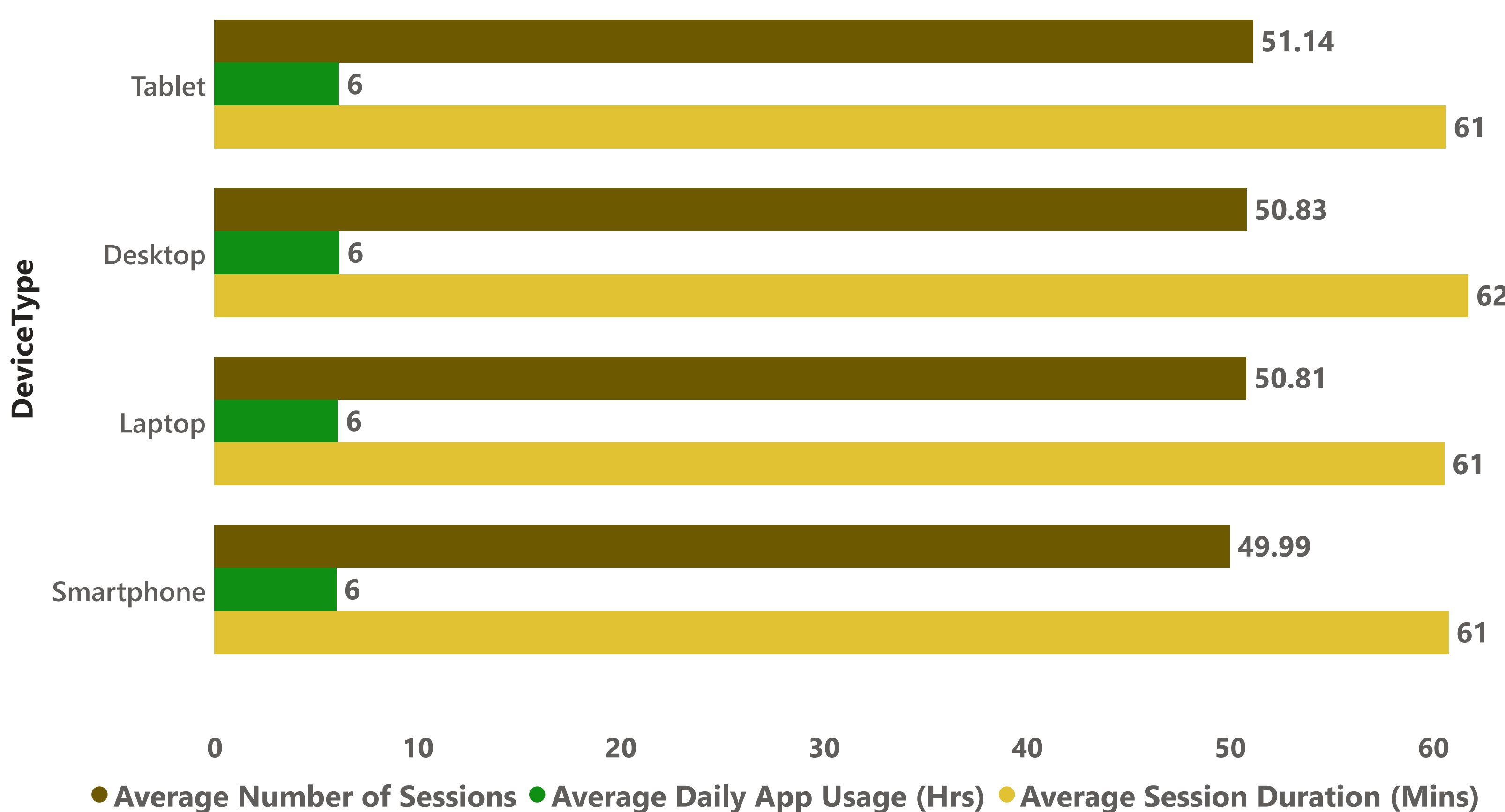
Engagement Score by Location



Engagement Score by Device Type



Impact of Device Type by Usage

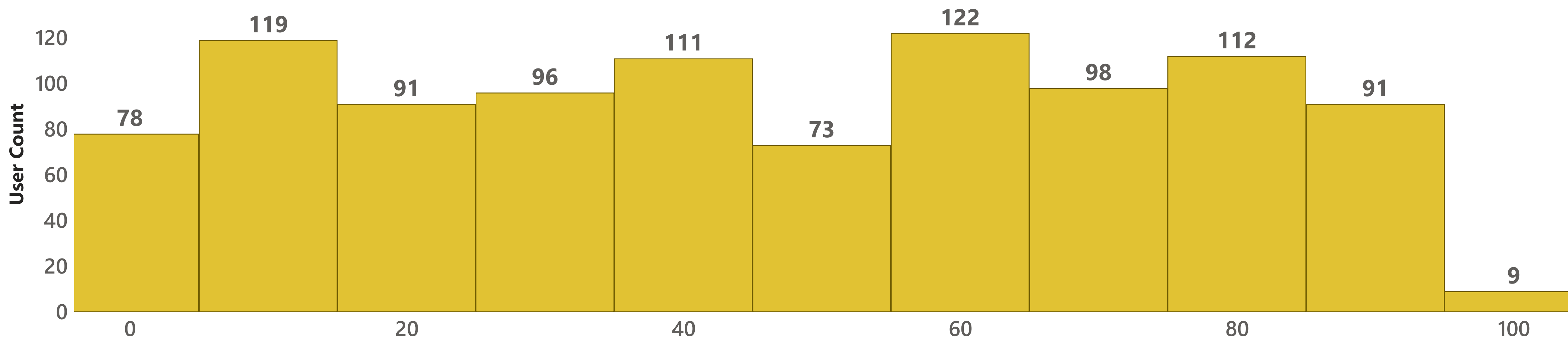


Average Session

Daily App Usage

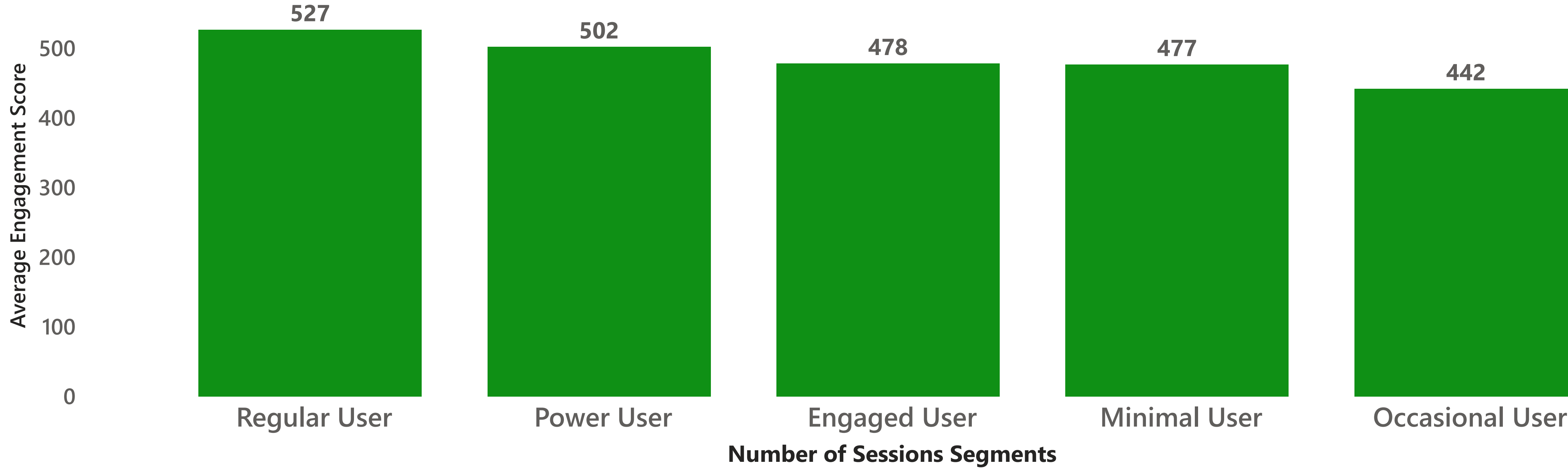
Number of Sessions

User Behaviour Distribution Across Users



Number of Sessions Segments

Engagement Score by User Segments



Day

Month

Quarter

Year

Login Frequency Across Users

