

FOODIE-FI CUSTOMER JOURNEY REPORT

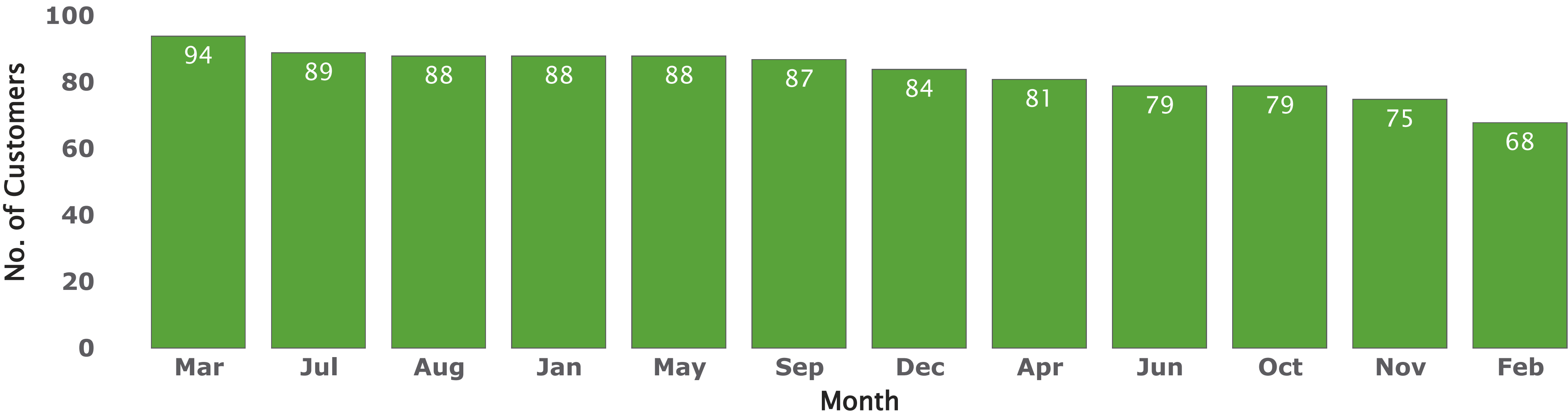
Total Lifetime Customers

1000

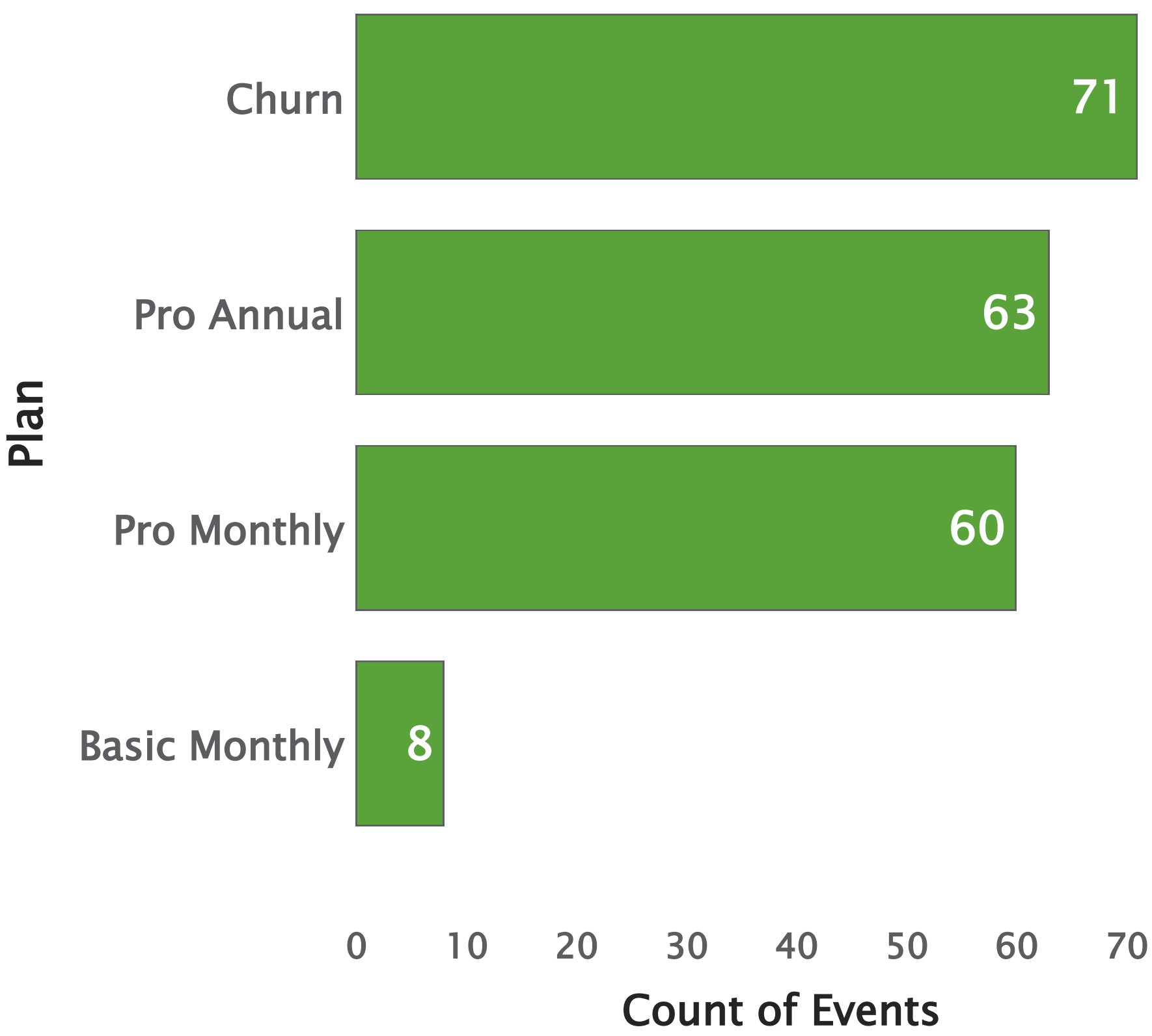
Percentage of Users that Unsubscribed

30.70%

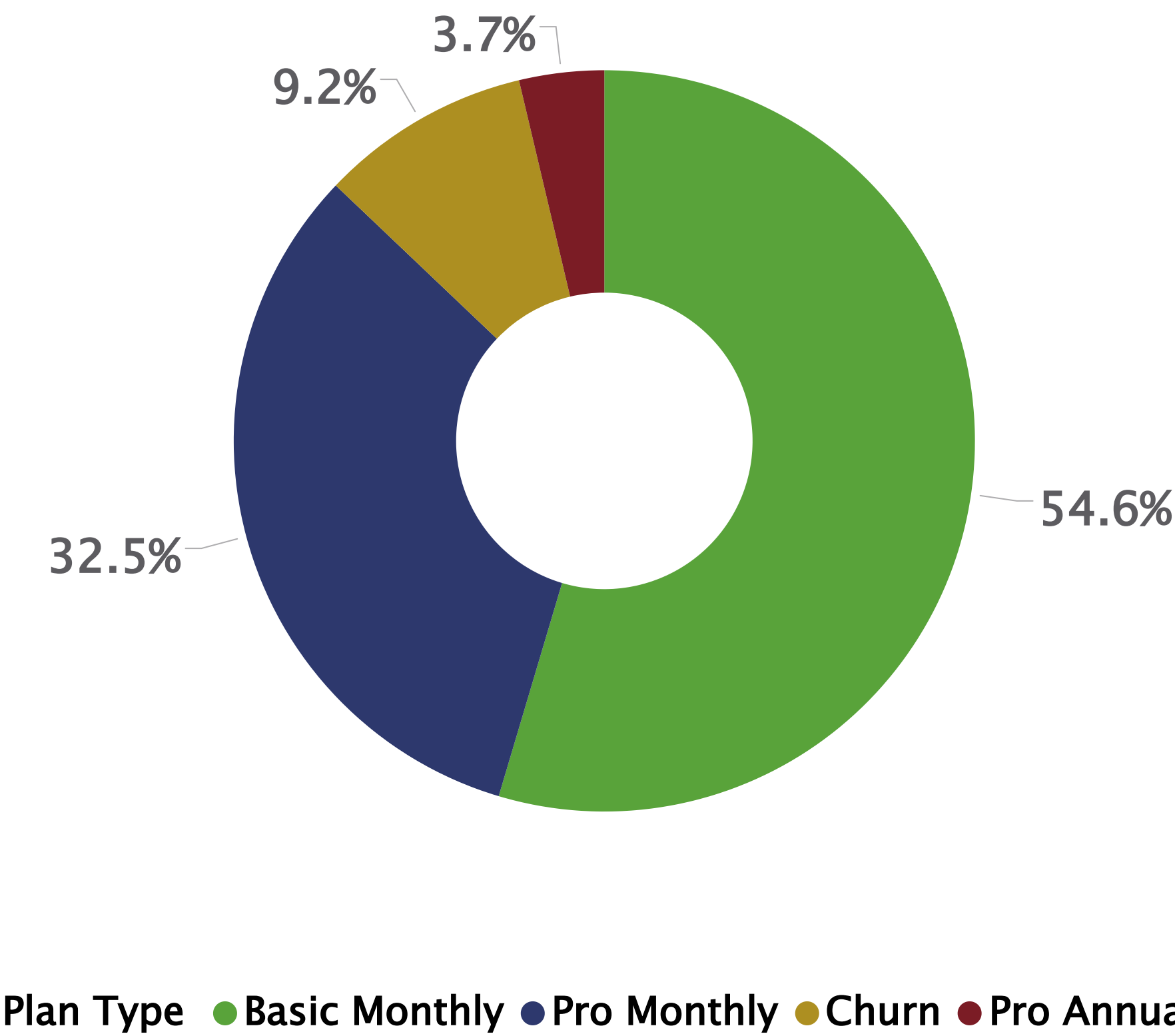
Distribution of Trial Plan Start Dates by Month



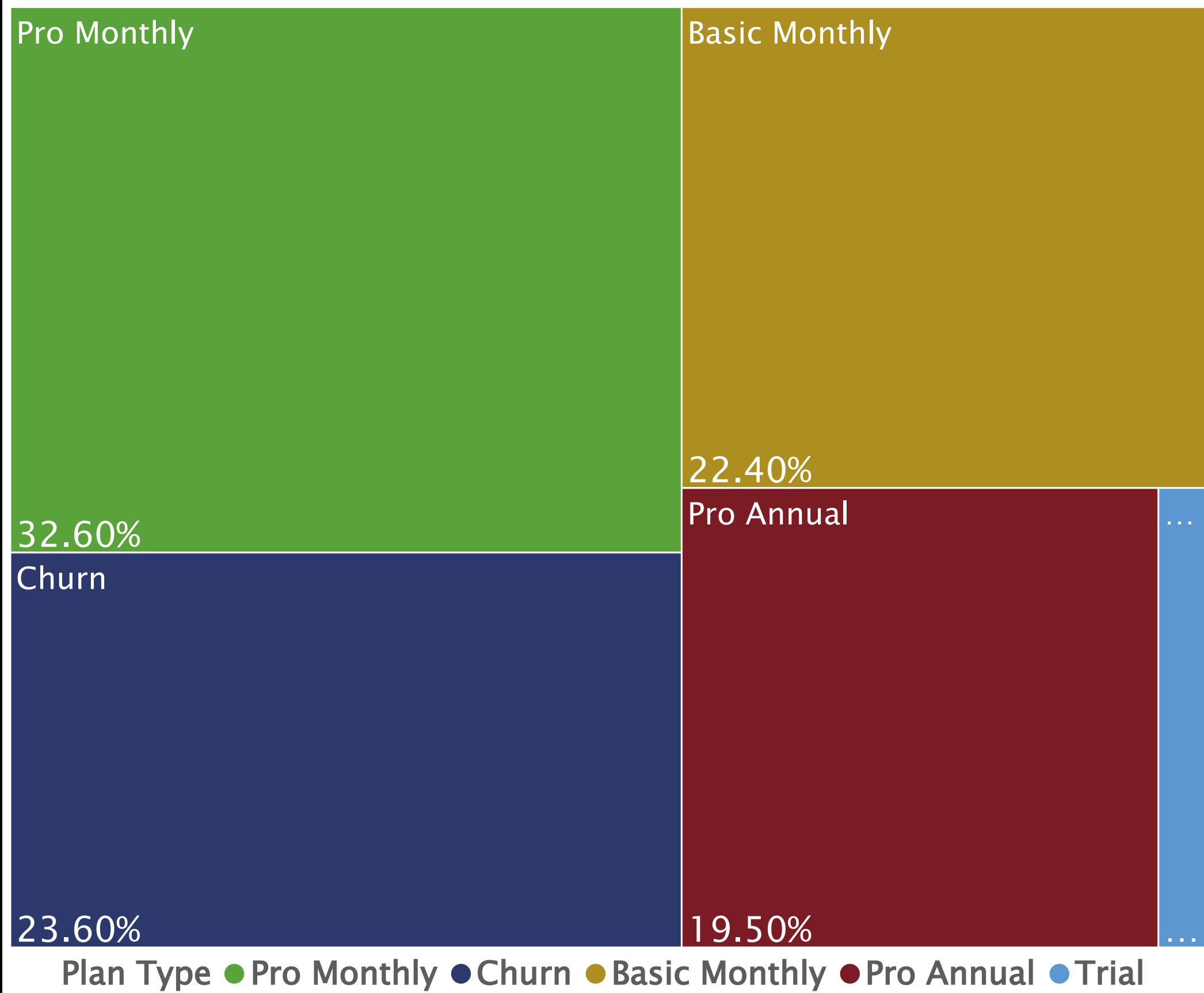
Plan Start Dates After 2020: Event Count Breakdown by Plan



Customer Plan Distribution After Free Trial



Distribution of Customer Plans: End of 2020



Number of Annual Plan Upgrades in 2020

195

Average Days from Joining to Annual Upgrade

104.60

Pro to Basic Monthly Downgrades: 2020

0

Days Taken to Upgrade to Annual Plan

