

Product Analytics

Location ▾

Device Type ▾

Feature Name ▾

Gender ▾

Age Group ▾

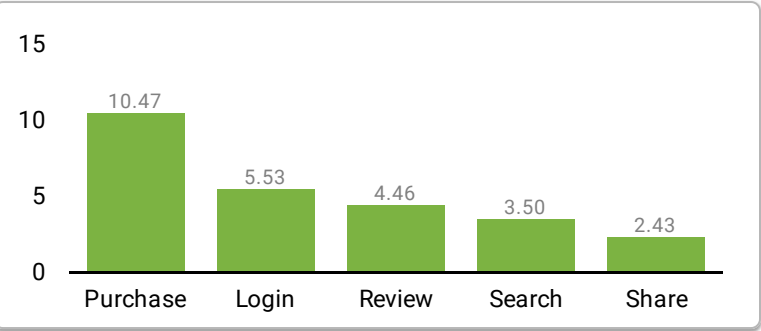
Total Users

100

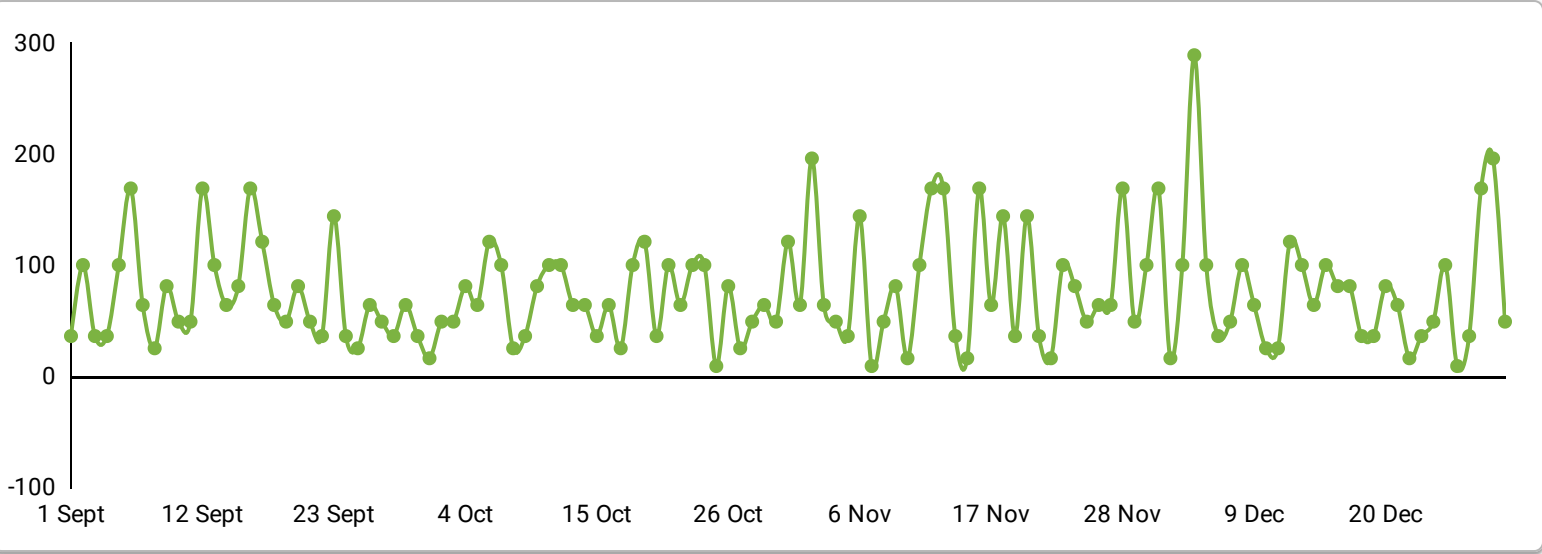
Avg. Session Duration

5.34

Avg. session duration per feature



Active users over time

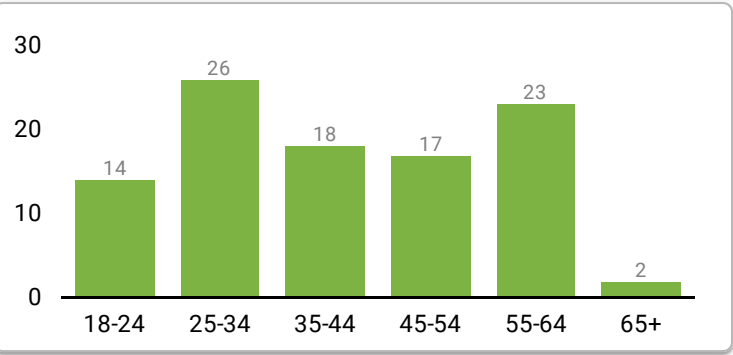


Average session duration by location

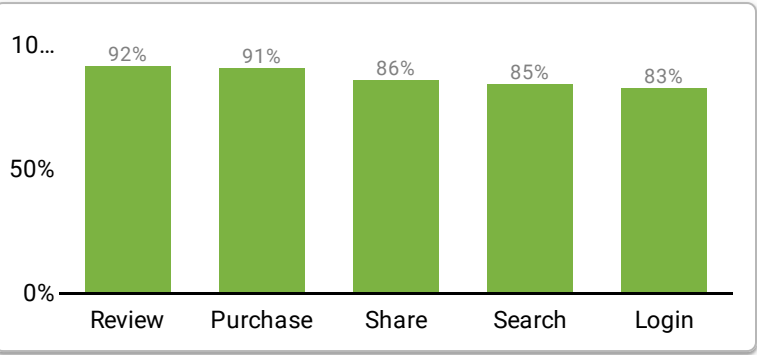
Locati... ❶ ▾	Feature Name	Avg_Session_Dur... ❷ ▾
United States	Purchase	10.48
United States	Login	5.4
United States	Review	4.63
United States	Search	3.64
United States	Share	2.22
United Kingdom	Purchase	10.59
United Kingdom	Login	5.52
United Kingdom	Review	4.23
United Kingdom	Search	3.41
United Kingdom	Share	2.47
Sweden	Purchase	11.1
Sweden	Login	5.17

1 - 100 / 100 < >

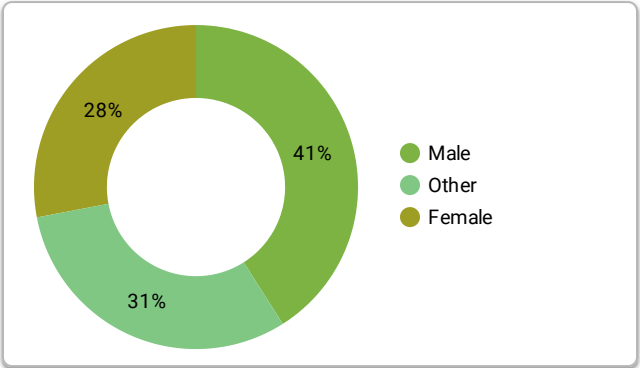
No. of users by age group



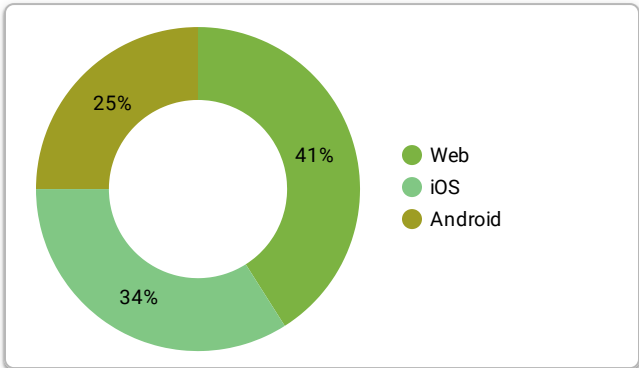
Feature adoption rates



Users by Gender



Users by Device type



Retention Cohort Analysis of Users

event_date / user													
first_event	Week 35	Week 36	Week 37	Week 38	Week 39	Week 40	Week 41	Week 42	Week 43	Week 44	Week 45	v	Grand total
Week 35	21	8	13	12	11	9	11	11	12	9	11		21
Week 36	-	40	22	17	14	18	15	20	17	18	18		40
Week 37	-	-	18	6	5	8	8	7	9	9	7		18
Week 38	-	-	-	7	2	1	2	3	2	4	4		7
Week 39	-	-	-	-	4	1	3	1	-	2	1		4
Week 40	-	-	-	-	-	4	1	-	1	3	2		4
Week 41	-	-	-	-	-	-	4	1	2	1	2		4
Week 42	-	-	-	-	-	-	-	1	-	-	-		1
Week 43	-	-	-	-	-	-	-	-	1	1	1		1
Grand total	21	48	53	42	36	41	44	44	44	47	46		100