



Causal Impact Report

Generated by Kokar AI

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Causal Explanation Report

Summary

Here is the explanation:

Headline Summary Spending more time on the app increases the chance of becoming a member by about 1.07%.

Query Explanation We analyzed how the average hours spent on the app affects the likelihood of having a membership.

Factors Used for Analysis We adjusted for differences in account age, age, days visited, friends count, location (US or not), songs purchased, income, price, and demand.

Counterfactual Explanation Not applicable in this case.

Results Explanation On average, increasing the average hours spent on the app leads to a 1.07% increase in the likelihood of having a membership.

Group-Level Insights Not applicable in this case.

Individual-Level Variation (CATE) There is moderate variation across individuals (CATE std = 11.3%), meaning the effect is not uniform.

Root Cause Breakdown

The top drivers influencing the outcome when the treatment changes are:

- Demand contributes 23.5% to the overall effect. When demand is high, the treatment effect increases by 2.15%.
- Songs purchased contributes 22.3% and decreases the treatment effect by 0.88% when high.
- Income contributes 19.5% and increases the treatment effect by 2.15% when high.
- Age contributes 14.4% and increases the treatment effect by 1.83% when high.
- Friends count contributes 7.3% and decreases the treatment effect by 1.88% when high.

These factors explain how the treatment effect varies depending on individual characteristics.

No decision rules (CATE rules) are available in this case.

Tree Visuals

Explanation