

Metrics & Analysis

Note: The below suggested metrics and analyses are a starting point for initial insights. Feel free to explore additional relevant metrics and analyses to uncover deeper trends.

Key metrics to focus:

1. Total content items
2. Total users
3. Paid users
4. Paid users %
5. Active users
6. Inactive users
7. Inactive Rate (%)
8. Active Rate (%)
9. Upgraded users
10. Upgrade Rate (%)
11. Downgraded users
12. Downgrade Rate (%)
13. Total watch time (hrs)
14. Average watch time (hrs)
15. Monthly users Growth Rate (%)
16. Upgrade / Downgrade Rate (%)