

# Product Overview Dashboard

Overview

User Behavior

Feature Usage

## Key Performance Metrics

1200

Total Users

891

Active Users

309

Churned Users

25.75

Churn Rate %

Age Group

All

Channel

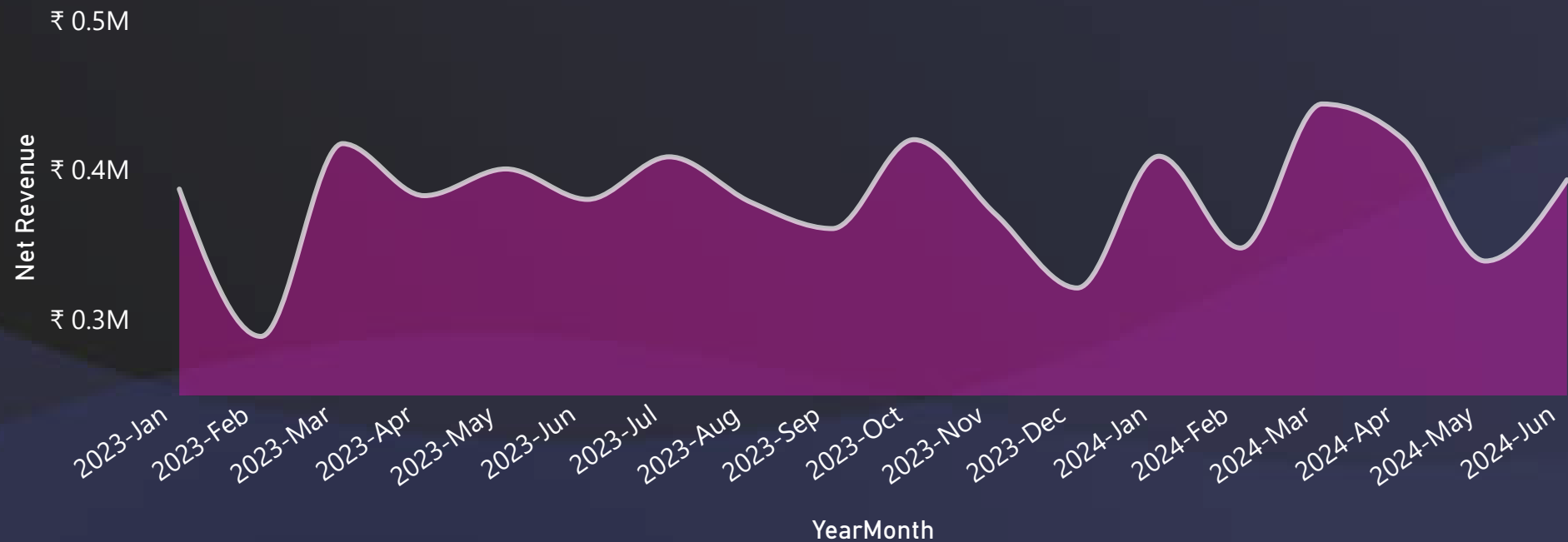
All

Region

All

## Revenue Trend

Net Revenue by Year & Month



## Revenue Metrics

₹ 6.87M

Net Revenue

₹ 2.55K

AOV

₹ 5.73K

LTV

# User Behavior Dashboard

- Overview
- User Behavior
- Feature Usage

## Daily & Monthly Activity Metrics

37

DAU

585

MAU

6.32

Stickiness %

Age Group

All

Region

All

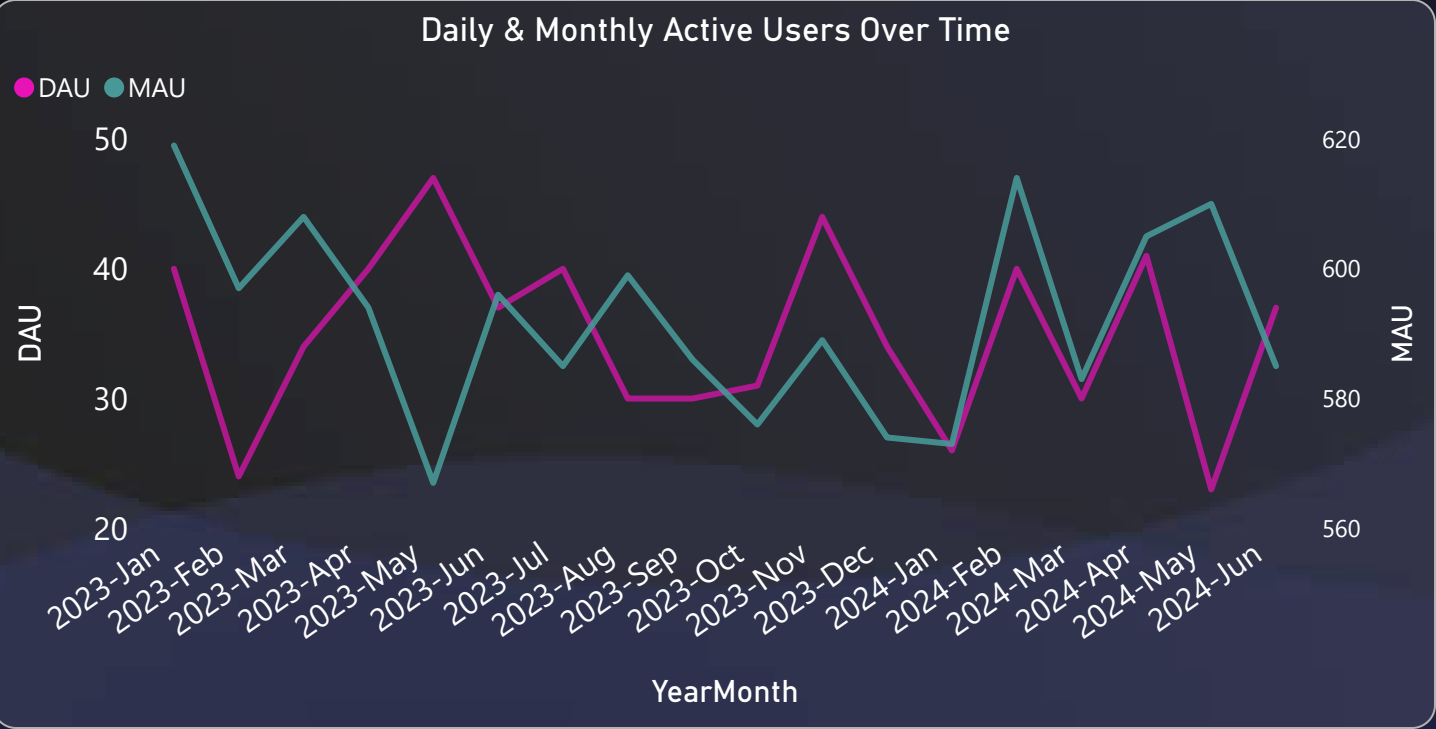
Year

All

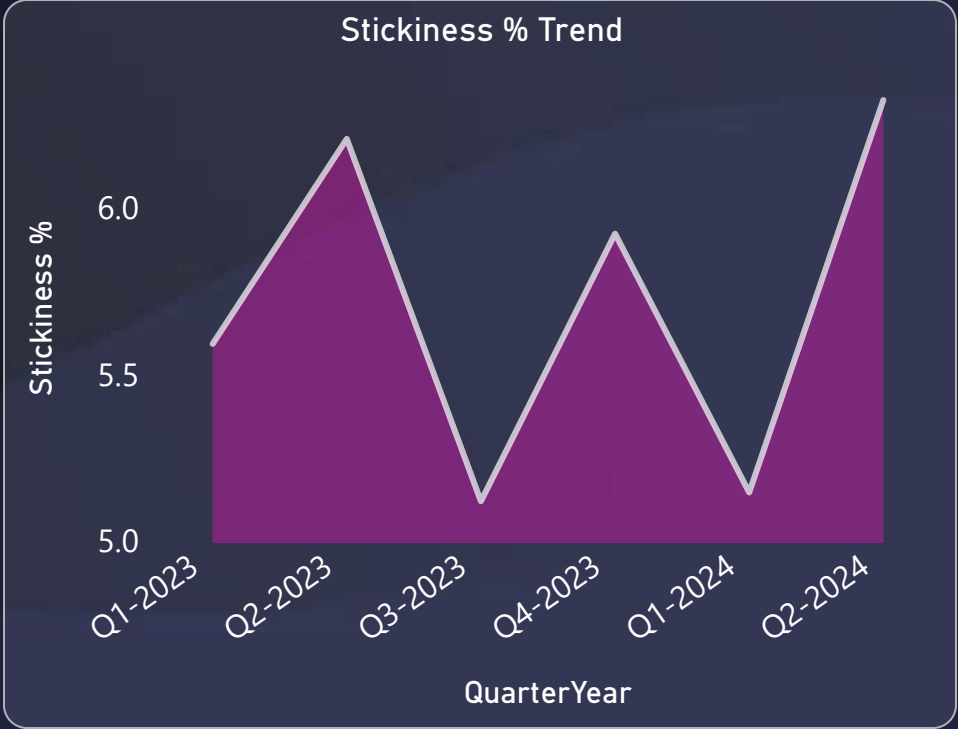
Month

All

## DAU & MAU Trend Over Time



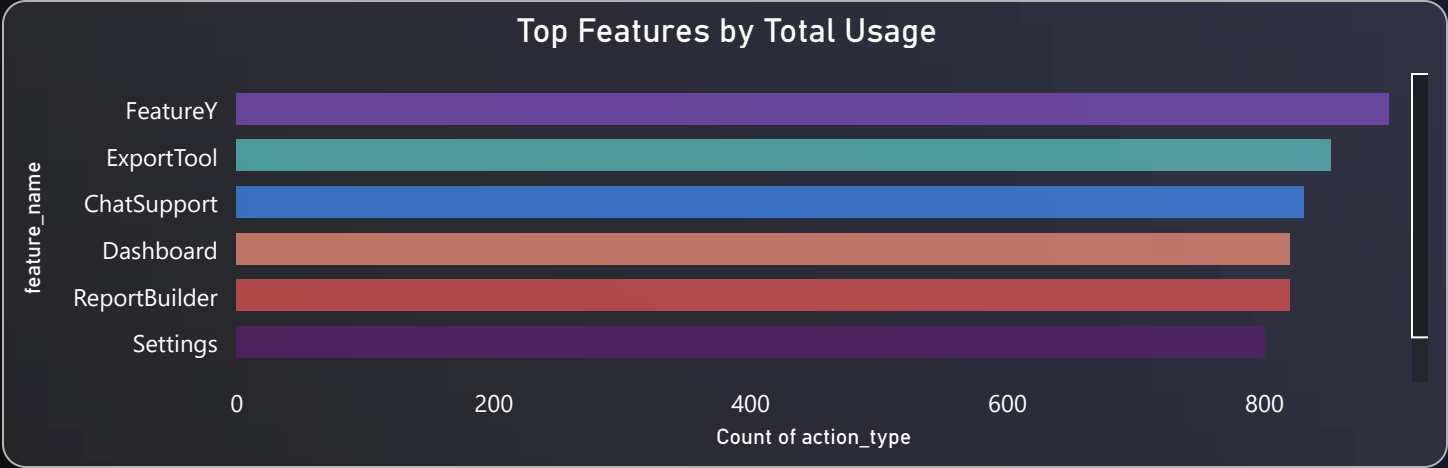
## Stickiness % Trend by Quarter



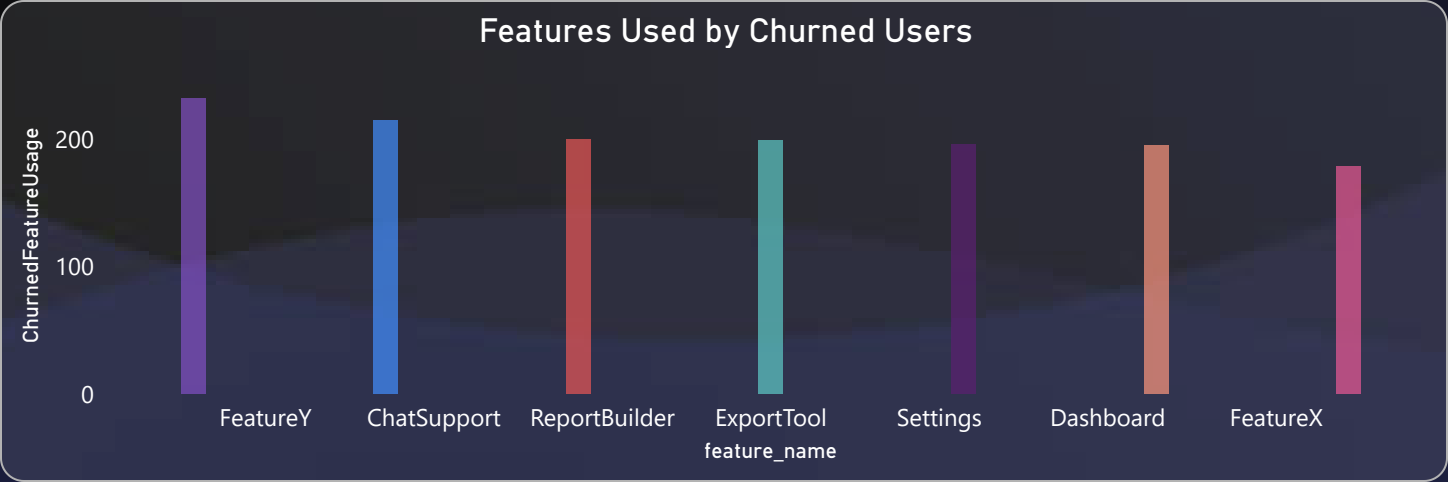
# Feature Usage & Adoption Intelligence

- Overview
- User Behavior
- Feature Usage

## 🚀 Top Feature Usage (All Users)



## ⚠️ Features Used Before Churn



Age Group

Year

Region

Month

73.92

FeatureAdoption

7.52

AvgFeaturesPerUser

## 👥 Feature Usage by Age Group

