User acquisition can be gauged through the observed increase in registrations, particularly coinciding with peaks in note signings, indicating a significant role of word-of-mouth in driving user acquisition.

A screenshot of a computer screen

Description automatically generated

Similarly, there is a correlation between heightened audio activity, such as in August 2023, and a slight surge in registrations. Furthermore, the chart displays a proportional and interconnected relationship between note signings, suggesting their influence on user engagement. Longer notes seem to facilitate better insight into user perspectives, enhancing engagement.

A screenshot of a computer

Description automatically generated

Regarding monetization, the beginning of the year sees heightened health awareness, gradually declining after July, suggesting strategic product promotion during early months for increased acquisition. Subsequently, introducing new schemes and fostering engagement can aid in customer retention. Cost on marketing or advertisement spend could yield valuable insights into Client Acquisition Cost (CAC), crucial for revenue improvement. Additionally, data on various events by location could provide enhanced user understanding. An automated system for timestamp conversion during data import can streamline processes, reducing data cleaning efforts and expediting reporting tasks.