



Livebook Subscription Analysis

Select all

2019

2020

Status

active

churned

Total Number of Account IDs

89.47K

Total Number of Events on Livebook

2.77M

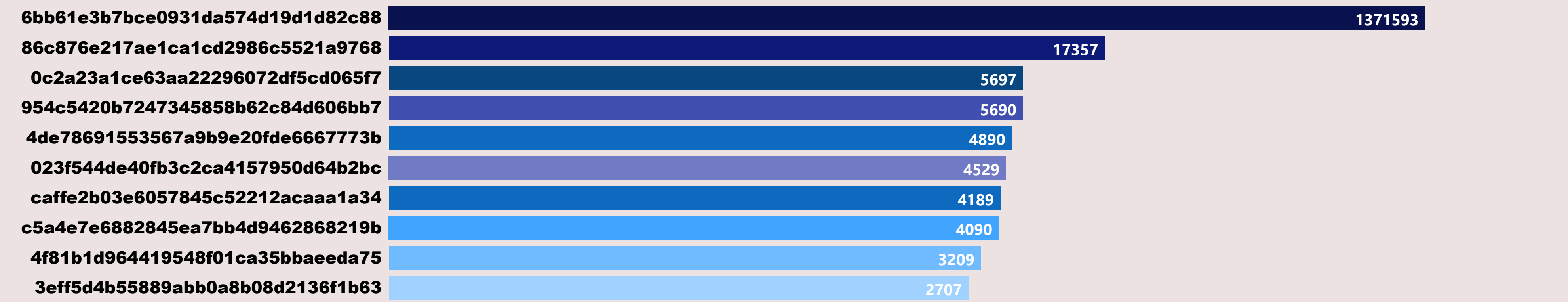
Total Number of Event Types

35

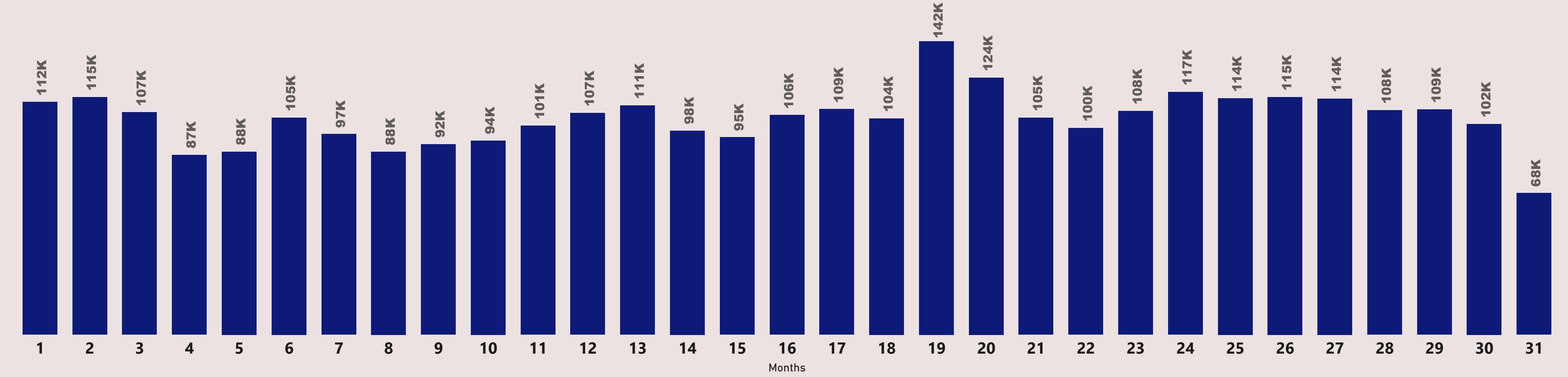
Total Number of Product IDs

740

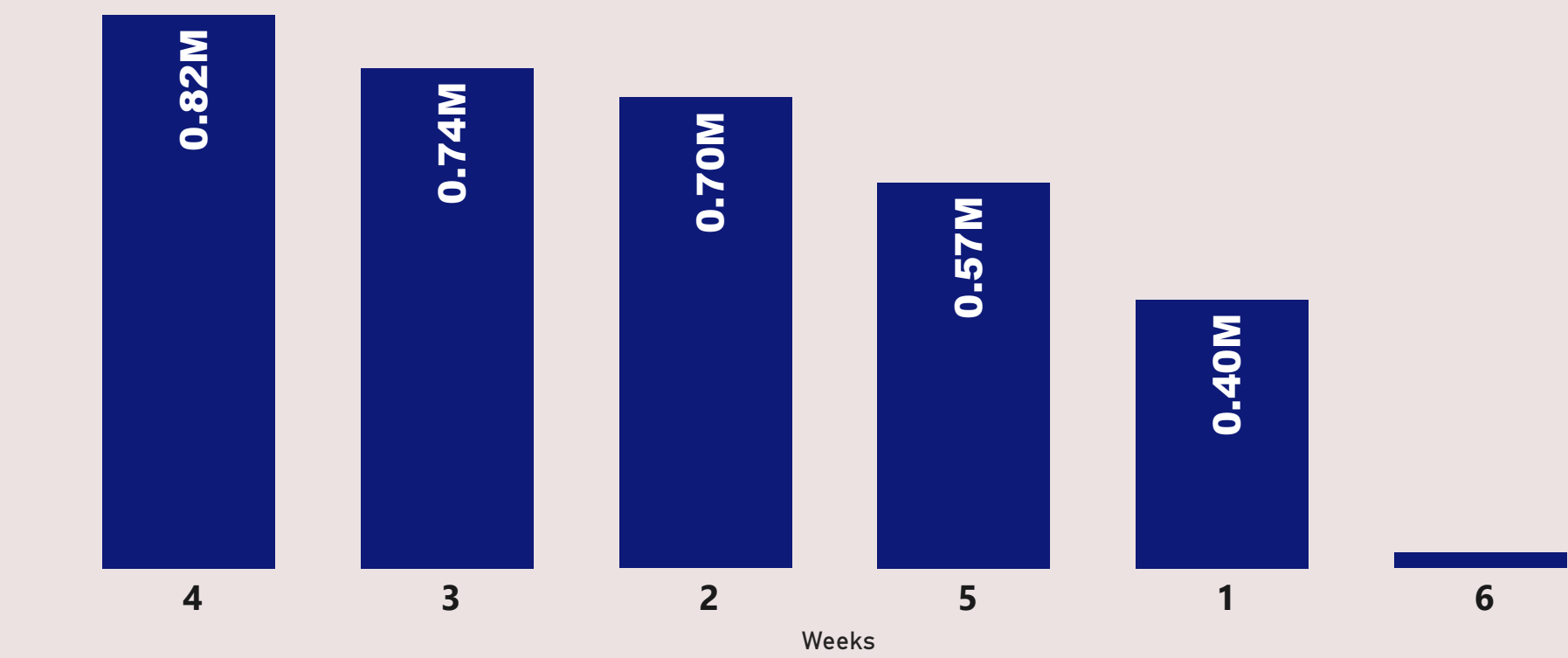
Top Ten Account IDs



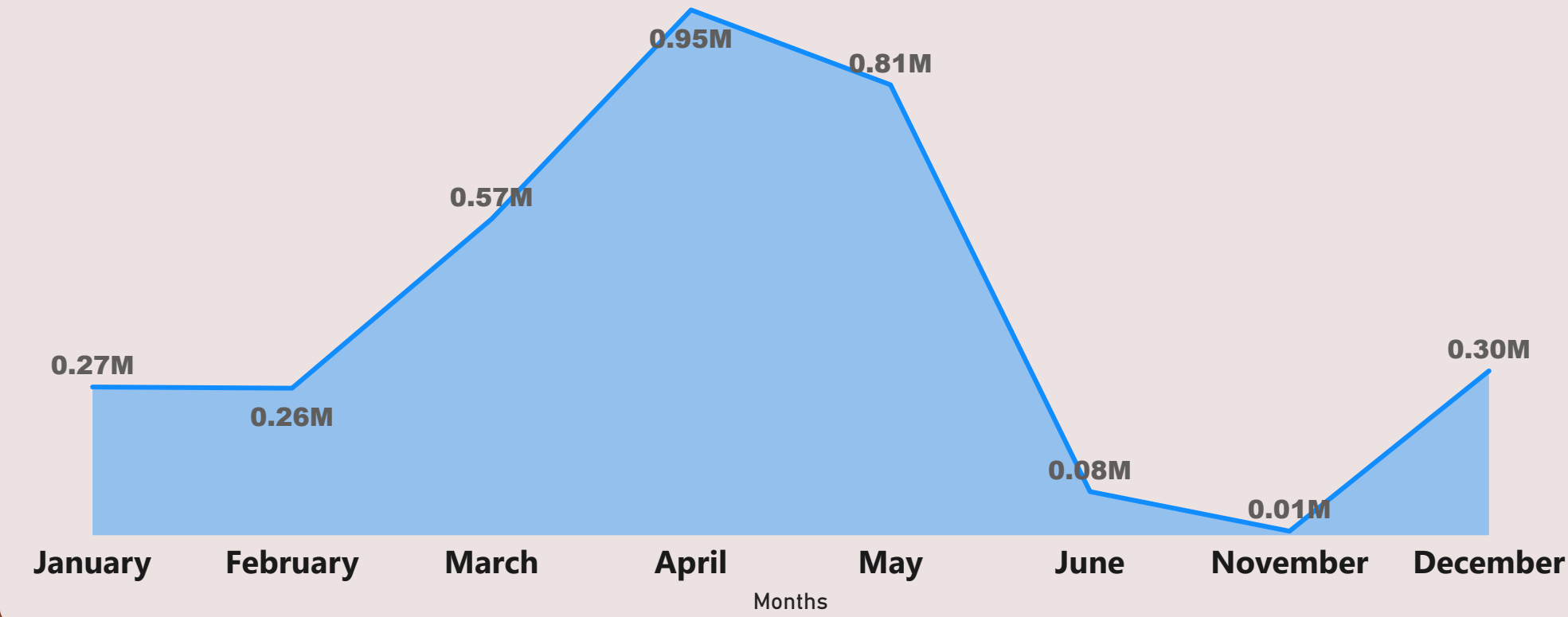
Total Events per Day



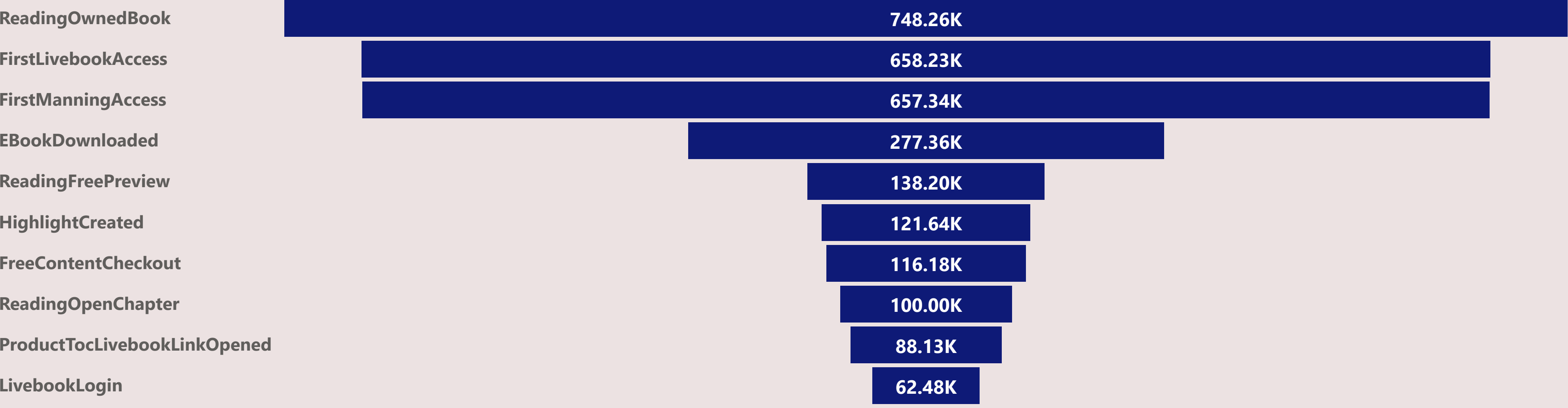
Total Events per Week



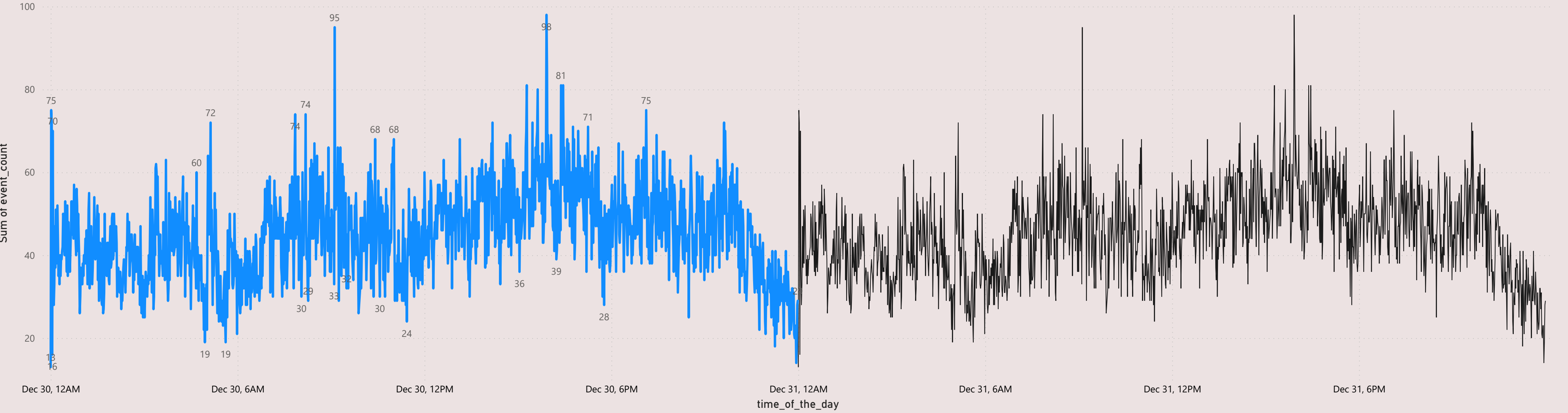
Total Events per Month



Top Ten Events



Time Forecast



- Observations:
- So far, livebook recorded the highest activity in April 2020 with almost a million events.
 - The date with the highest events is 19th
 - There are more events on weekdays than weekends, with Monday being the highest
 - Week 4 has the highest events
 - Out of the Thirty-five types of events, Readingownedbook ranks the highest while CommentCreated ranks the lowest.
 - Events with extremely low activity include UnknownOriginLivebookLinkOpened, SherlockHolmesClueFound, ProductSeeFreeLinkOpened, ProductLiveaudioUpsell, AddorUpdateCoupon, RemoveProductOffering, ShareableLinkOpened and ShareableLinkCreated. Another quick observation here shows that some of the event types with the least activity contain the word “Link”. Perhaps users perceive these events as spam and therefore refuse to engage?
 - Out of the top ten accounts with highest events so far, only one is still active while nine have churned (using a period of 3 months before last date - March 3rd, 2019)
 - The first event carried out on livebook was DashboardLivebookLinkOpened by 608995969cef2edc29cb0c46deaec9da
 - The first event on livebook platform occurred at 12:10pm on the 11th of November 2019
 - There has been an average increase in the number of events recorded monthly.
 - On average, most events on livebook platform are carried out in the afternoon. Livebook recorded the highest number of events per minute at 3:55pm, with a total of 98 events. Activity usually slows down in the evening and at dawn.
 - It seems as though there is a fall in the number of events in June 2020. However, the last event recorded was on the 4th of June, so the month is too young to conclude a significant decrease.

Prediction: The next event is predicted to occur at 12:03am. Twenty-four events are predicted to occur at 12:03am.