



LIOCINEMA



JOTASTAR





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942M



Sum of total_watch_time_mins

Count of new_subscription_plan and
Count of subscription_plan by
last_active_date

44620✓

Goal: 44620 (+0%)

44.62K



Count of user_id

Tier 1
city_tier

Free
new_subscription_plan

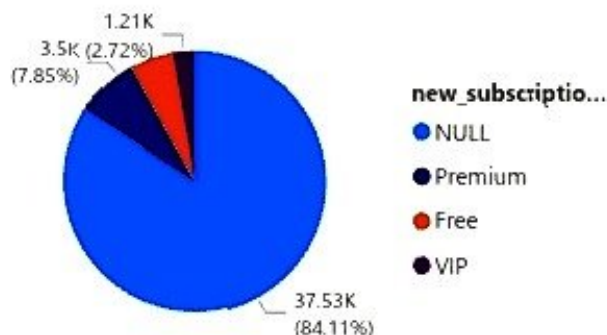
Tier 1
city_tier

NULL
new_subscription_plan

Tier 1

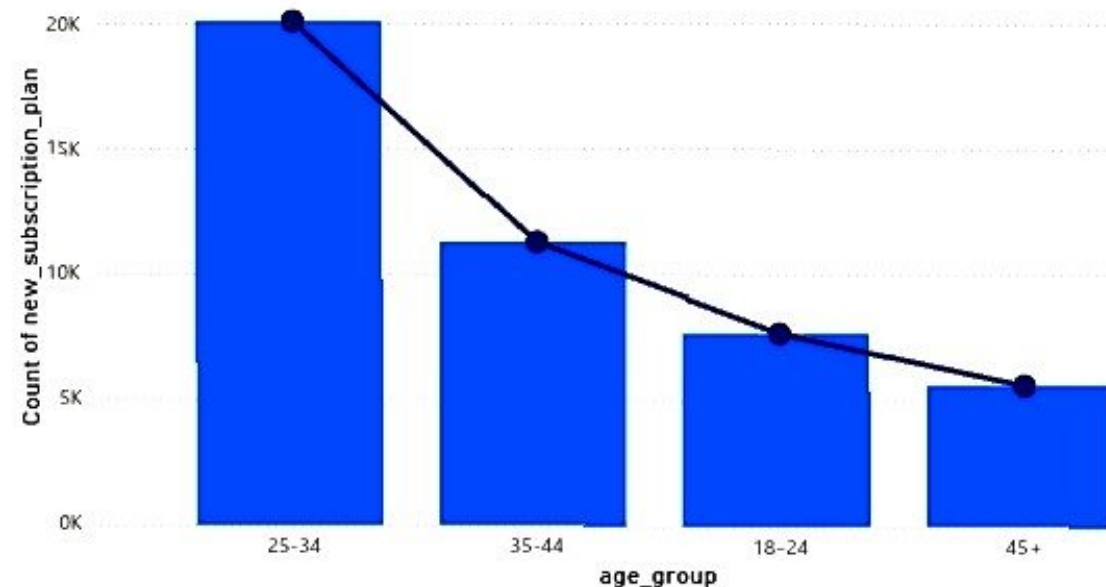
Premium

Count of age group by new subscription plan



Count of new_subscription_plan and Count of city_tier by age_group

● Count of new_subscription_plan ● Count of city_tier





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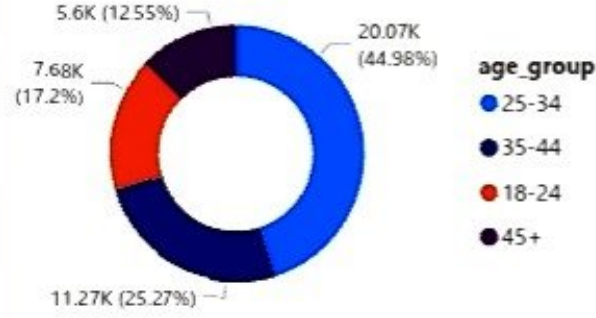
25-34 age_group	Laptop device_type	Tier 1 city_tier	Free new_subscription...	10/1/2024 plan_change_date
25-34 age_group	Mobile device_type	Tier 1 city_tier	Free new_subscription...	10/1/2024 plan_change_date

Count of new_subscription_plan and Count of subscription_plan by plan_change_date

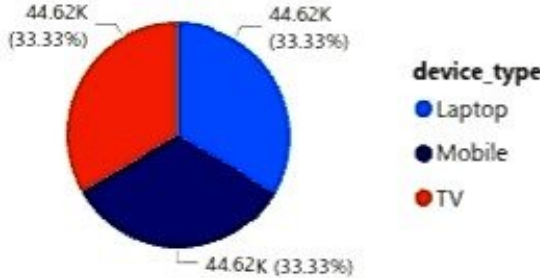
4✓

Goal: 3 (+33.33%)

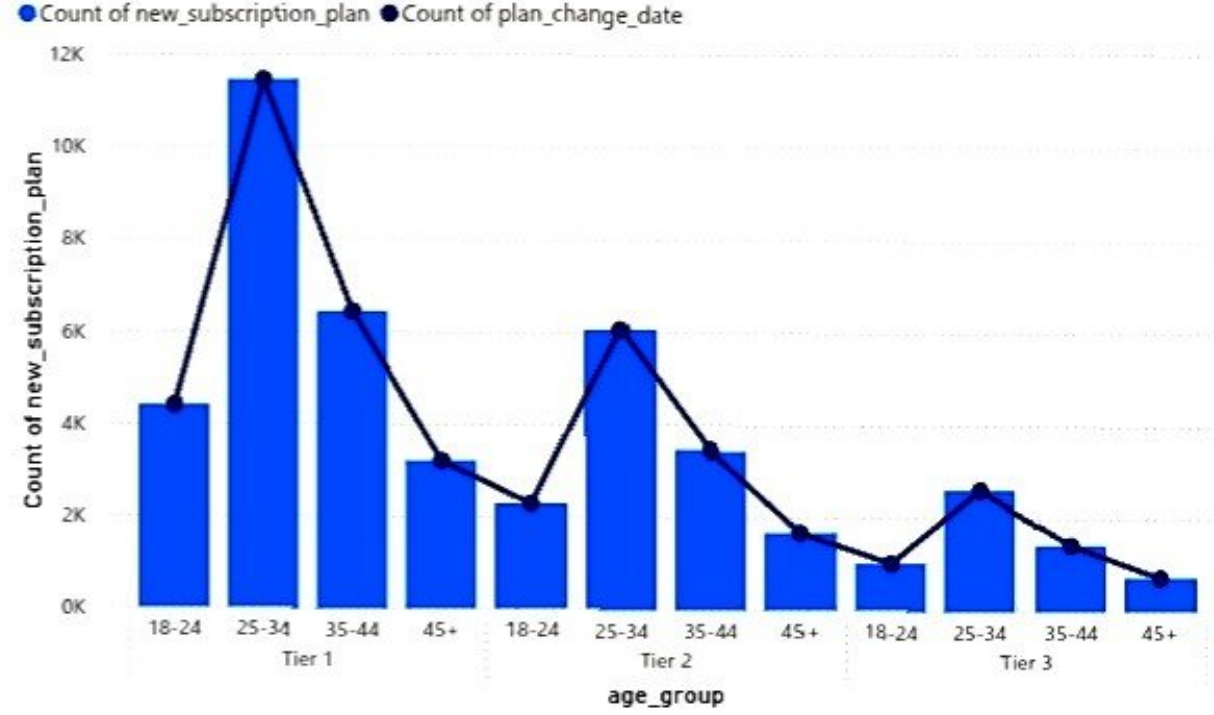
Count of plan_change_date by age_group



Count of plan_change_date by device_type



Count of new_subscription_plan and Count of plan_change_date by city_tier and age_group



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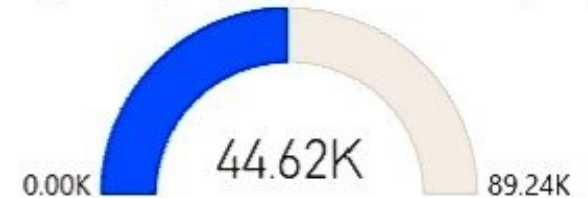
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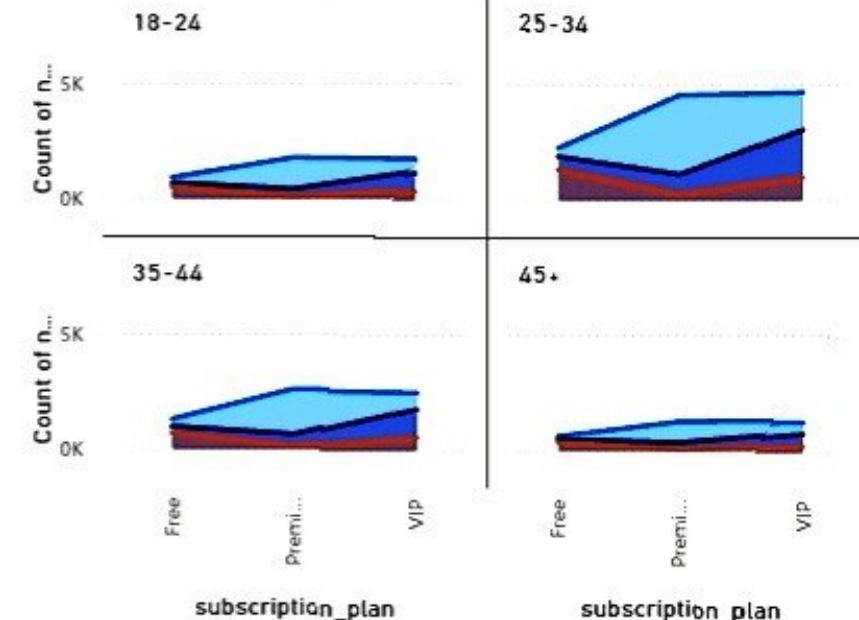
city_tier	age_group	new_subscription_plan	Year	plan_change_date	user_id
Tier 1	18-24	Free	2024	10/10/2024	UIDJS0d5ea2234d5
Tier 1	18-24	Free	2024	10/10/2024	UIDJS6f654e8afd4
Tier 1	18-24	Free	2024	10/10/2024	UIDJSbc0bacbb328
Tier 1	18-24	Free	2024	10/11/2024	UIDJS37bc475f811
Tier 1	18-24	Free	2024	10/13/2024	UIDJS43c1bf13661
Tier 1	18-24	Free	2024	10/15/2024	UIDJSdefacfad87c
Tier 1	18-24	Free	2024	10/15/2024	UIDJS64c9af0f766
Tier 1	18-24	Free	2024	10/16/2024	UIDJS991941ce860
Tier 1	18-24	Free	2024	10/17/2024	UIDJS3d4fb4bfcfb
Tier 1	18-24	Free	2024	10/17/2024	UIDJS6e0a9d78029
Tier 1	18-24	Free	2024	10/17/2024	UIDJS974a022f9eb
Tier 1	18-24	Free	2024	10/17/2024	UIDJSa1053301eae
Tier 1	18-24	Free	2024	10/19/2024	UIDJS8470ed15751
Tier 1	18-24	Free	2024	10/21/2024	UIDJS2b78265566b
Tier 1	18-24	Free	2024	10/21/2024	UIDJSa861babfd99
Tier 1	18-24	Free	2024	10/22/2024	UIDJSa8b342e8e8d
Tier 1	18-24	Free	2024	10/23/2024	UIDJS2689387d9cf
Tier 1	18-24	Free	2024	10/23/2024	UIDJS536156e4bb6
Tier 1	18-24	Free	2024	10/23/2024	UIDJSd310c44a28d
Tier 1	18-24	Free	2024	10/25/2024	UIDJS269838c7133
Tier 1	18-24	Free	2024	10/25/2024	UIDJS46cc0f99519
Tier 1	18-24	Free	2024	10/26/2024	UIDJS2a07780d584
Tier 1	18-24	Free	2024	10/28/2024	UIDJS5d78f788c53
Tier 1	18-24	Free	2024	10/29/2024	UIDJS3396b174a9c
Tier 1	18-24	Free	2024	10/29/2024	UIDJS93a1c38d84d

Count of new_subscription_plan and First subscription_plan



Count of new_subscription_plan by subscription_plan, city_tier and age_group

city_tier ● Tier 1 ● Tier 2 ● Tier 3





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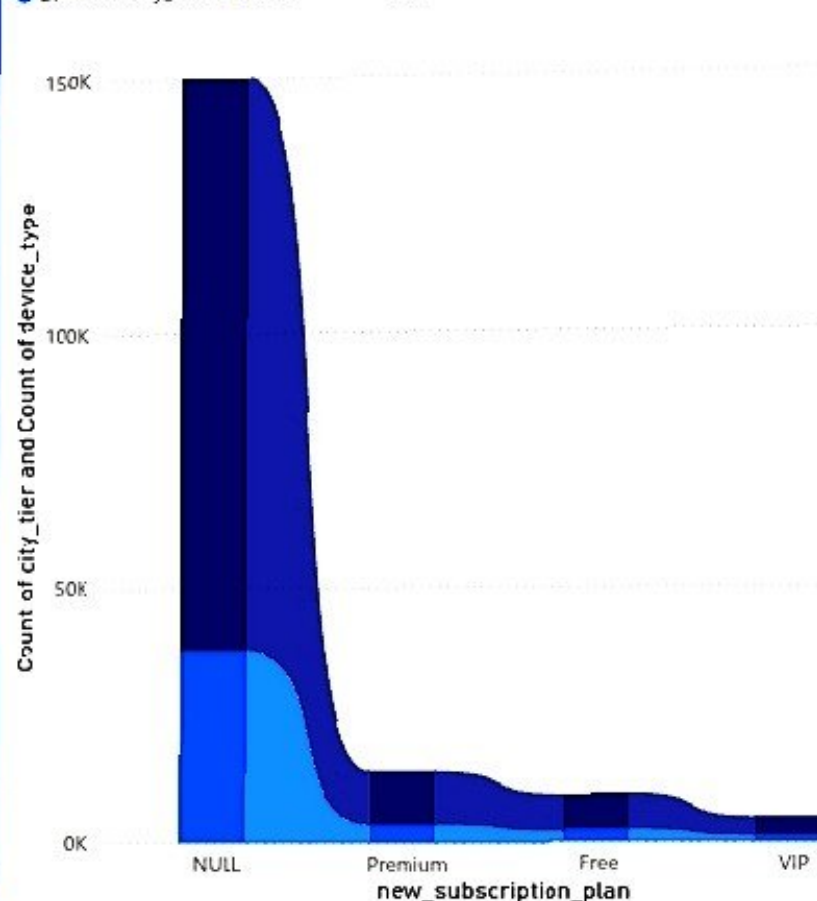
Liocinema Slicer

Liocinema Q&A

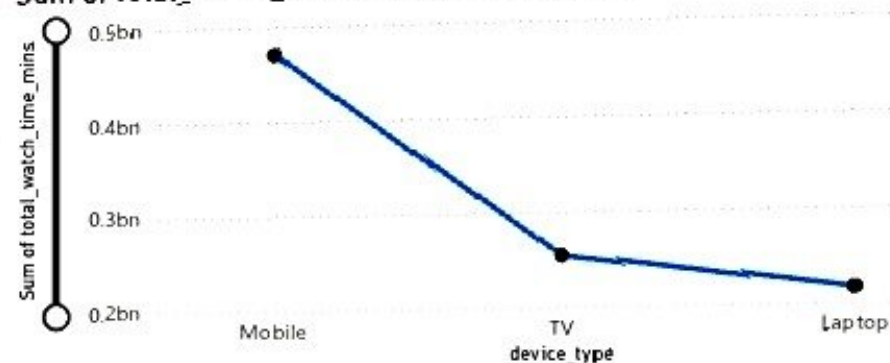
JOTASTAR

Count of city_tier and Count of device_type by new_subscription_plan

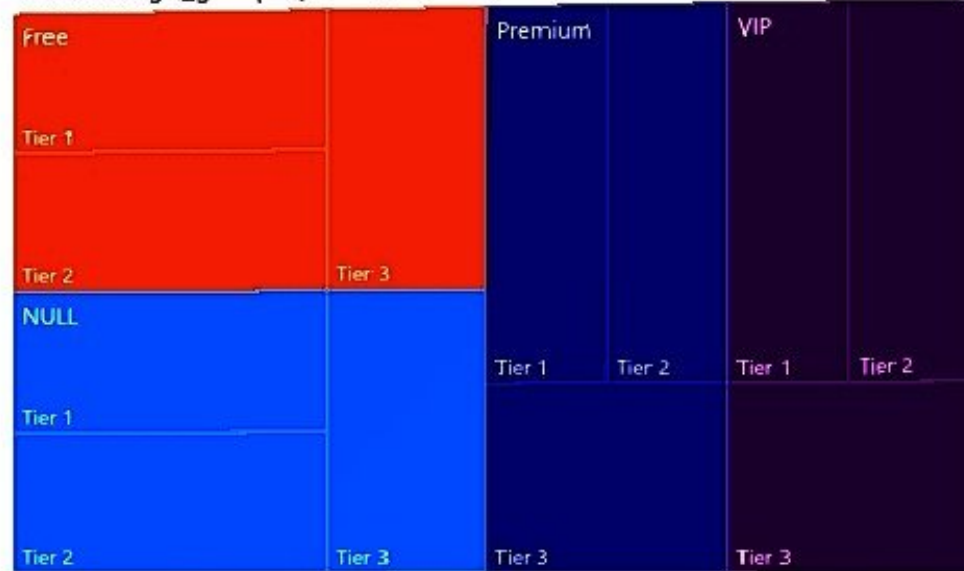
● Count of city_tier ● Count of device_type



Sum of total_watch_time_mins by device_type



Count of age_group by new_subscription_plan and city_tier





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device_type

- ☐ Laptop
☐ Mobile
☐ TV

subscription_date

01-01-2024 📅 30-11-2024 📅



subscription_plan

All

age_group

18-24

25-34

35-44

45+

city_tier

Tier 1

Tier 3

Tier 2

Tier 1
city_tier

10/1/2024
last_active_date

Tier 1
city_tier

10/10/2024
last_active_date

Tier 1

10/11/2024



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942M



Sum of total_watch_time_mins

Count of new_subscription_plan and
Count of subscription_plan by
last_active_date

44620✓

Goal: 44620 (+0%)

44.62K



Count of user_id

Tier 1
city_tier

Free
new_subscription_plan

Count of new_subscription_plan and Count of city_tier by age_group

● Count of new_subscription_plan ● Count of city_tier

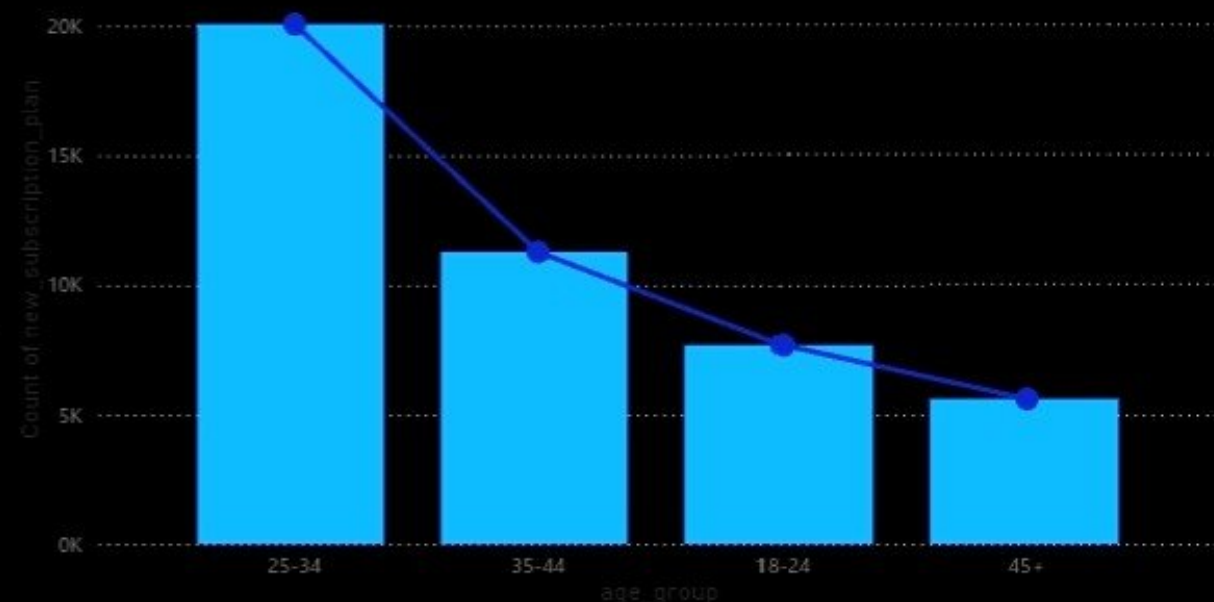
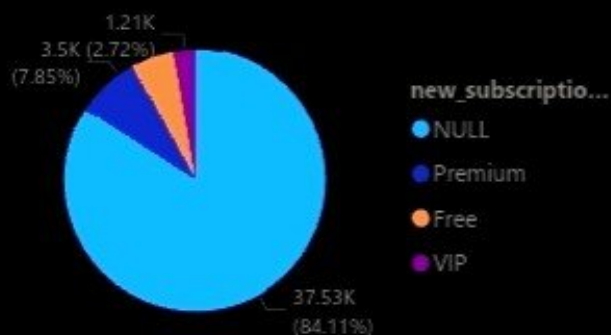
Tier 1
city_tier

NULL
new_subscription_plan

Tier 1
city tier

Premium
new subscription plan

Count of age_group by new_subscription_plan





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25-34
age_group

Laptop
device_type

Tier 1
city_tier

Free
new_subscription...

10/1/2024
plan_change_date

Count of new_subscription_plan and
Count of subscription_plan by
plan_change_date

25-34
age_group

Mobile
device_type

Tier 1
city_tier

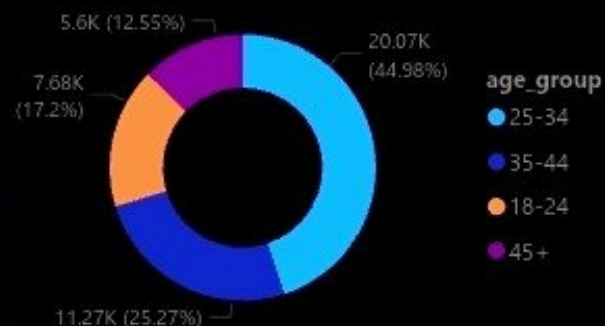
Free
new_subscription...

10/1/2024
plan_change_date

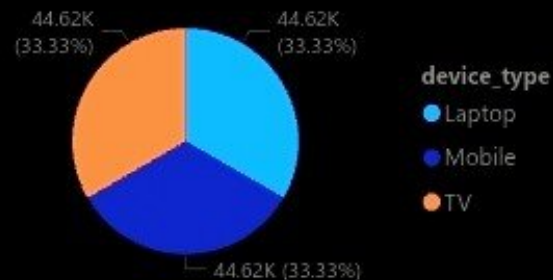
4✓

Goal: 3 (+33.33%)

Count of plan_change_date by age_group

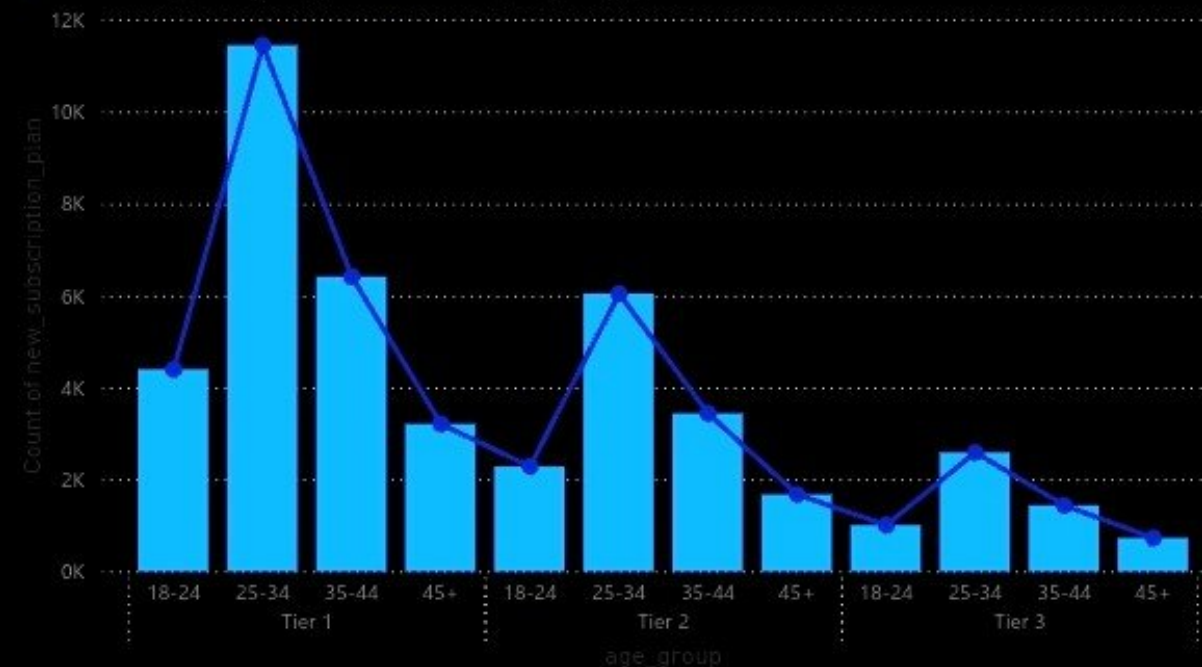


Count of plan_change_date by device_type



Count of new_subscription_plan and Count of plan_change_date by city_tier and age_group

Count of new_subscription_plan Count of plan_change_date





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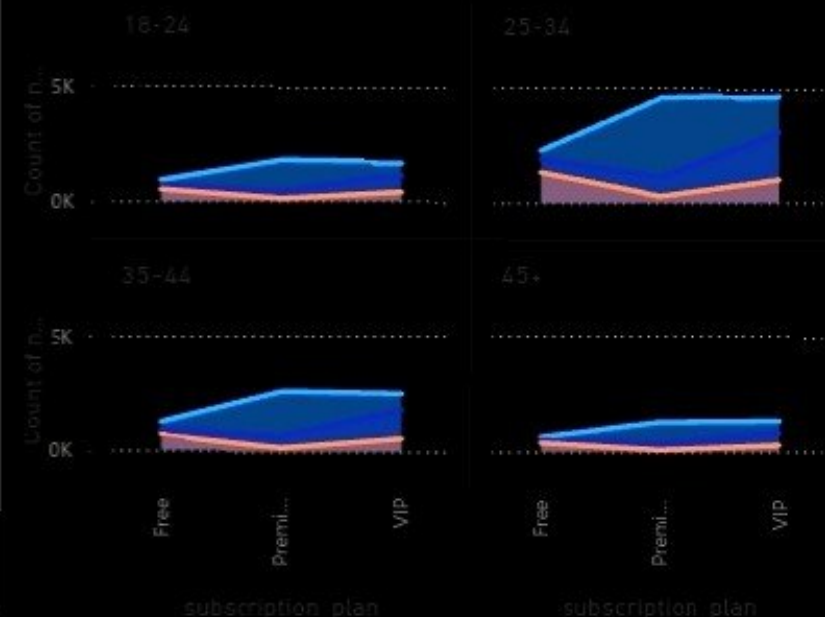
city_tier	age_group	new_subscription_plan	Year	plan_change_date	user_id
Tier 1	18-24	Free	2024	10/10/2024	UIDJ50d5ea2234d5
Tier 1	18-24	Free	2024	10/10/2024	UIDJ56f654e8afd4
Tier 1	18-24	Free	2024	10/10/2024	UIDJ5bc0bacbb328
Tier 1	18-24	Free	2024	10/11/2024	UIDJ537bc475f811
Tier 1	18-24	Free	2024	10/13/2024	UIDJ543c1bf13661
Tier 1	18-24	Free	2024	10/15/2024	UIDJ5defacfad87c
Tier 1	18-24	Free	2024	10/15/2024	UIDJ5e4c9af0f766
Tier 1	18-24	Free	2024	10/16/2024	UIDJ5991941ce860
Tier 1	18-24	Free	2024	10/17/2024	UIDJ53d4fb4bfcfb
Tier 1	18-24	Free	2024	10/17/2024	UIDJ56e0a9d78029
Tier 1	18-24	Free	2024	10/17/2024	UIDJ5974a022f9eb
Tier 1	18-24	Free	2024	10/17/2024	UIDJ5a1053301eae
Tier 1	18-24	Free	2024	10/19/2024	UIDJ58470ed15751
Tier 1	18-24	Free	2024	10/21/2024	UIDJ52b78265566b
Tier 1	18-24	Free	2024	10/21/2024	UIDJ5a861babfd99
Tier 1	18-24	Free	2024	10/22/2024	UIDJ5a8b342e8e8d
Tier 1	18-24	Free	2024	10/23/2024	UIDJ52689387d9cf
Tier 1	18-24	Free	2024	10/23/2024	UIDJ5536156e4bb6
Tier 1	18-24	Free	2024	10/23/2024	UIDJ5d310c44a28d
Tier 1	18-24	Free	2024	10/25/2024	UIDJ5269838c7133
Tier 1	18-24	Free	2024	10/25/2024	UIDJ546cc0f99519
Tier 1	18-24	Free	2024	10/26/2024	UIDJ52a07780d584
Tier 1	18-24	Free	2024	10/28/2024	UIDJ55d78f788c53
Tier 1	18-24	Free	2024	10/29/2024	UIDJ53396b174a9c
Tier 1	18-24	Free	2024	10/29/2024	UIDJ593a1c38d84d

Count of new_subscription_plan and First subscription_plan



Count of new_subscription_plan by subscription_plan, city_tier and age_group

city_tier ● Tier 1 ● Tier 2 ● Tier 3



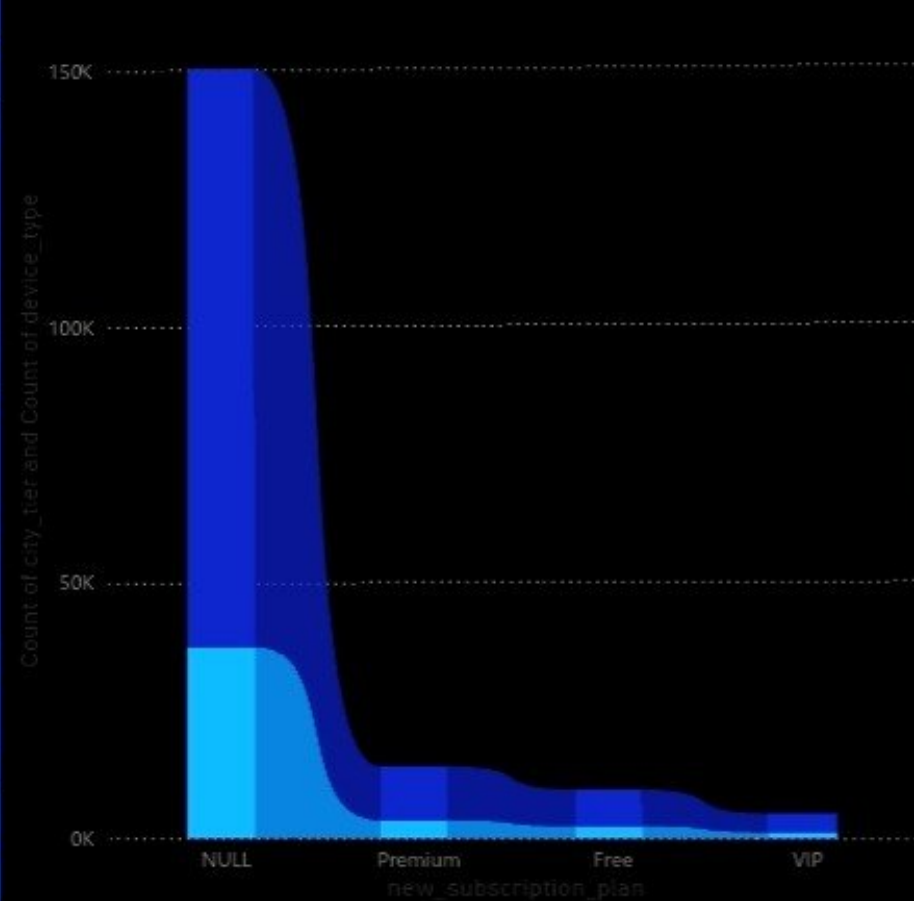


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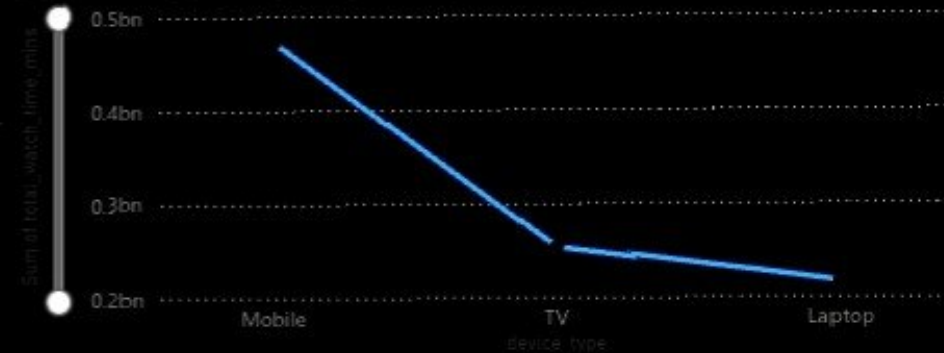


Count of city_tier and Count of device_type by new_subscription_plan

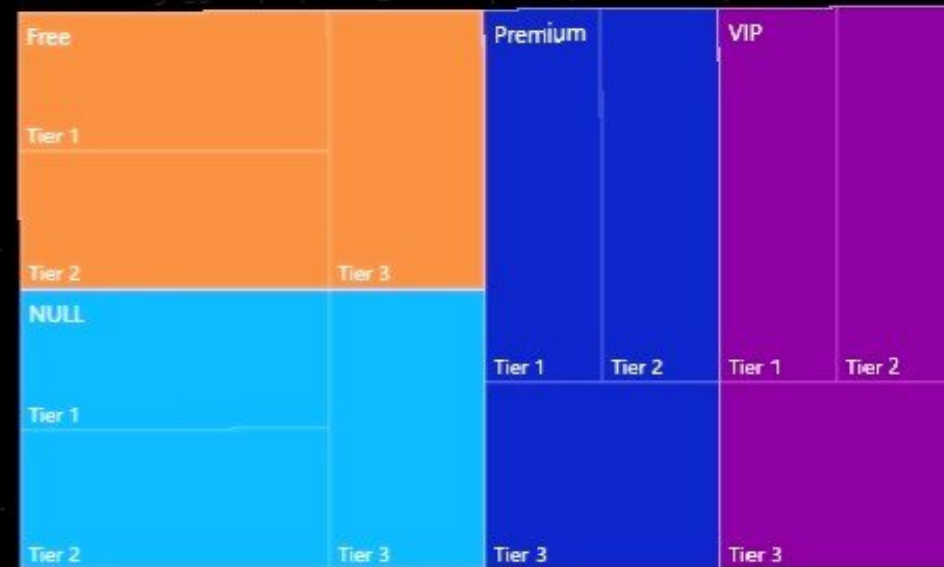
● Count of city_tier ● Count of device_type



Sum of total_watch_time_mins by device_type



Count of age_group by new_subscription_plan and city_tier



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device_type

- ☐ Laptop
- ☐ Mobile
- ☐ TV

subscription_date

01-01-2024

30-11-2024



subscription_plan

All

age_group

18-24

25-34

35-44

45+

city_tier

Tier 1

Tier 3

Tier 2

Tier 1

city_tier

10/1/2024

last_active_date

Tier 1

city_tier

10/10/2024

last_active_date

Tier 1

10/11/2024



JOTOSTAR



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JOTASTAR ←

44.62K ▲

Count of user_id

Count of user_id and Count of user_id by new_subscription_plan

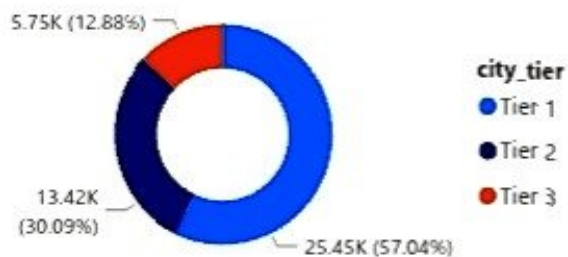
3636 ✓

Goal: 1212 (+200%)

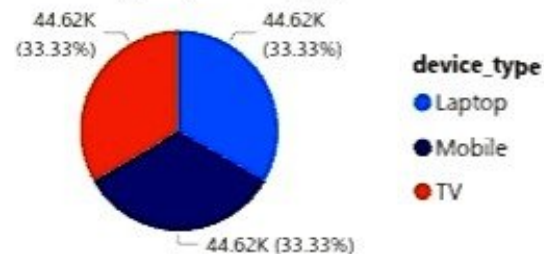
942M ▲

Sum of total_watch_time_mins

Count of new_subscription_plan by city_tier

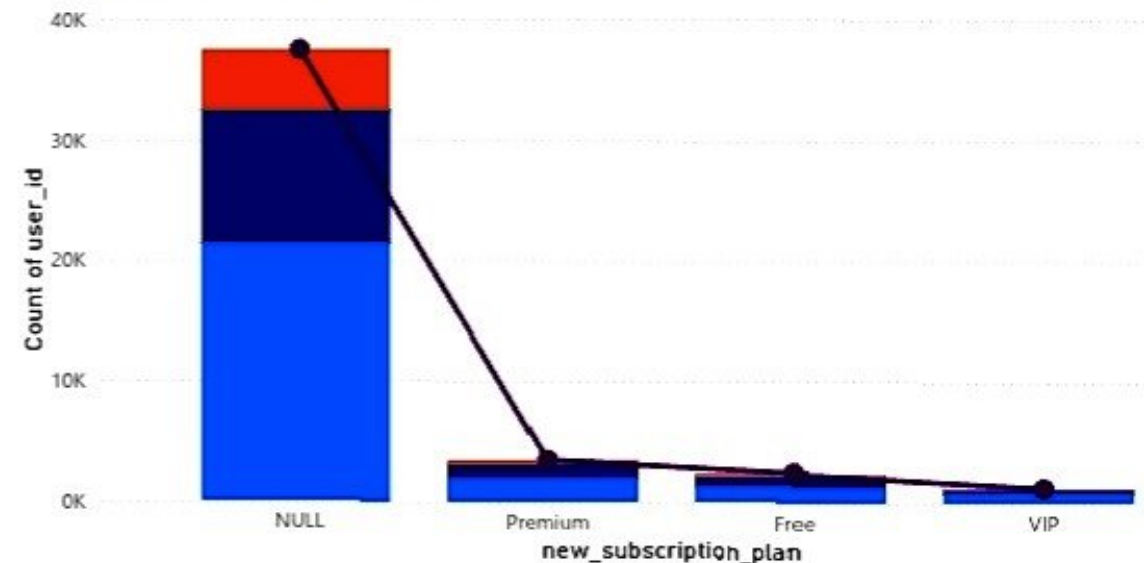


Count of user_id by device_type



Count of user_id and Count of age_group by new_subscription_plan and city_tier

city_tier ● Tier 1 ● Tier 2 ● Tier 3 ● Count of age_group





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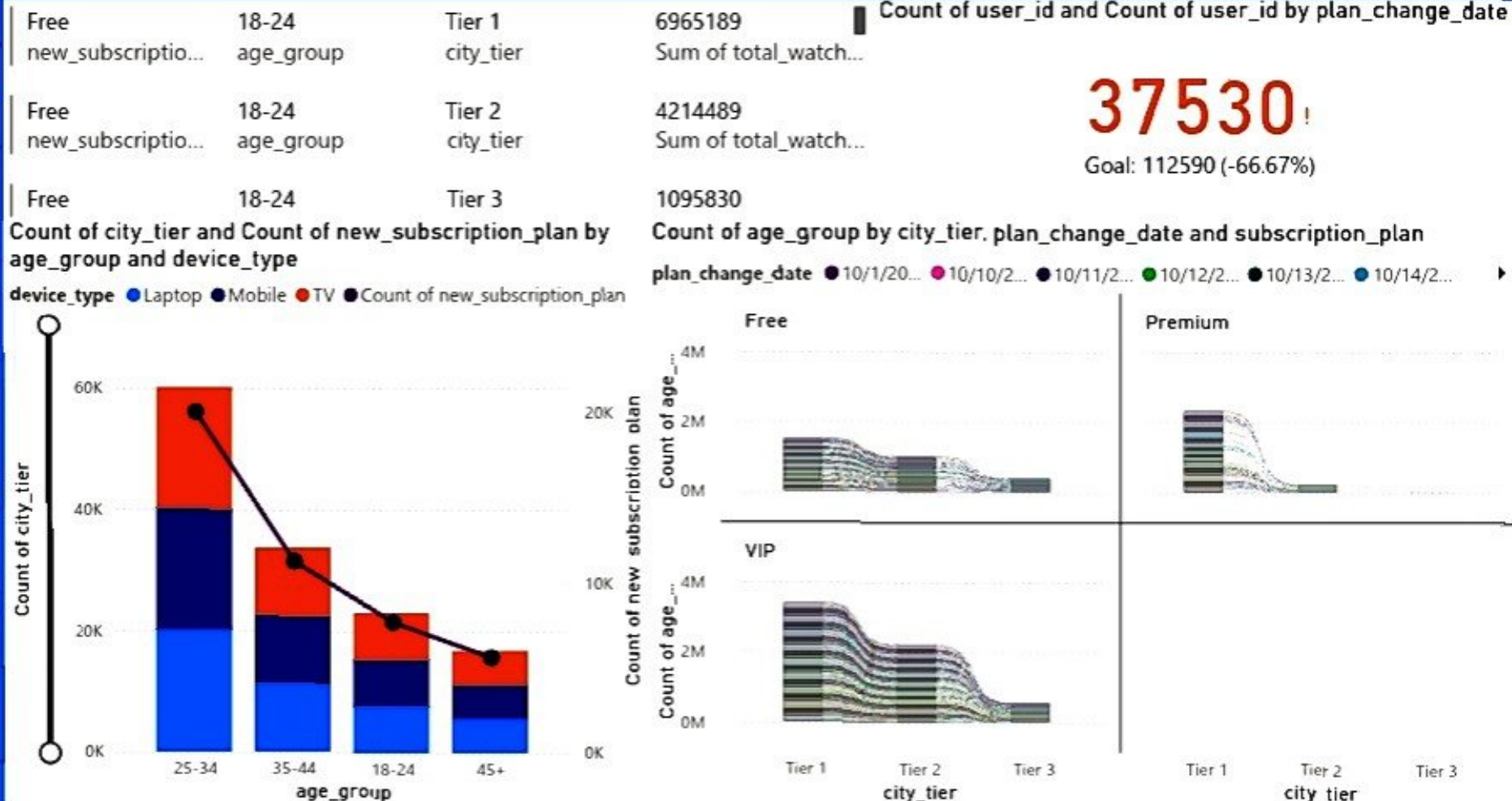
Jotastar Table

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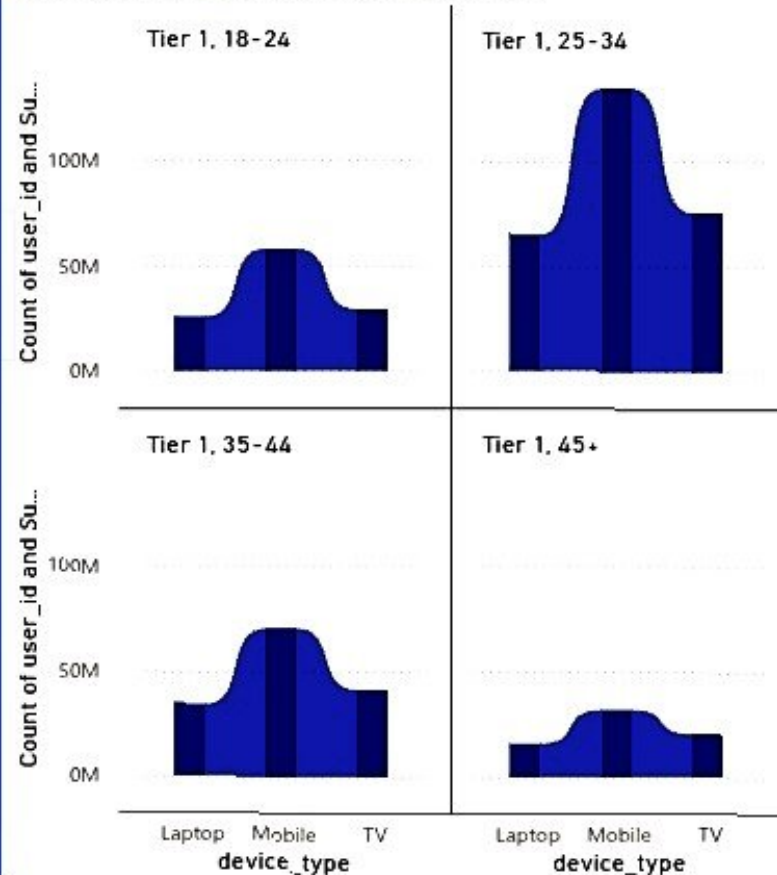


JOTOSTAR



Count of user_id and Sum of total_watch_time_mins by device_type, city_tier and age_group

● Count of user_id ● Sum of total_watch_time_mins



user_id	city_tier	age_group	new_subscription_plan	subscription_plan	last_active
UIDJS0000751588f	Tier 1	18-24	NULL	Premium	NULL
UIDJS000093eeb86	Tier 1	18-24	NULL	Free	NULL
UIDJS00010d7fa1e	Tier 1	25-34	NULL	Free	NULL
UIDJS00013411a85	Tier 2	35-44	NULL	VIP	NULL
UIDJS0003a3f54cf	Tier 1	35-44	NULL	Premium	NULL
UIDJS0003c1e814d	Tier 1	45+	NULL	Free	NULL
UIDJS0005148a254	Tier 1	18-24	NULL	Premium	NULL
UIDJS00053f36fed	Tier 1	25-34	NULL	Premium	NULL
UIDJS00054eb2210	Tier 3	25-34	NULL	Premium	NULL
UIDJS0005f952957	Tier 3	25-34	NULL	VIP	12/2/2024
UIDJS00066780176	Tier 2	35-44	NULL	Free	10/5/2024
UIDJS00095c87d92	Tier 1	35-44	NULL	Premium	7/22/2024
UIDJS000cd6a7fe8	Tier 1	25-34	VIP	Premium	NULL
UIDJS000e99e1896	Tier 1	25-34	NULL	Free	NULL
UIDJS0010511043c	Tier 1	45+	NULL	VIP	NULL
UIDJS00128a22453	Tier 1	25-34	NULL	VIP	NULL
UIDJS001420c2f0f	Tier 2	25-34	NULL	VIP	11/13/2024
UIDJS0014d1ad763	Tier 1	18-24	NULL	Free	NULL
UIDJS0018cdf086d	Tier 2	25-34	NULL	VIP	NULL
UIDJS0019b04b32f	Tier 1	18-24	Free	VIP	NULL
UIDJS001aa8810f4	Tier 1	25-34	NULL	Premium	NULL
UIDJS001b7c6be2d	Tier 1	18-24	NULL	Premium	NULL
UIDJS001cbec7b1d	Tier 1	18-24	NULL	VIP	NULL
UIDJS001defd7e03	Tier 1	25-34	Free	VIP	NULL
UIDJS001e6dc7e2f	Tier 1	25-34	NULL	VIP	NULL



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Count of city_tier, Count of age_group and Count of plan_change_date by new_subscription_plan

NULL

Count of city_tier

Count of age_group

Count of plan_change_date

Premium

Count of city_tier

Count of age_g...

Count of plan_...

Free

Coun...

Coun...

Count of plan_...

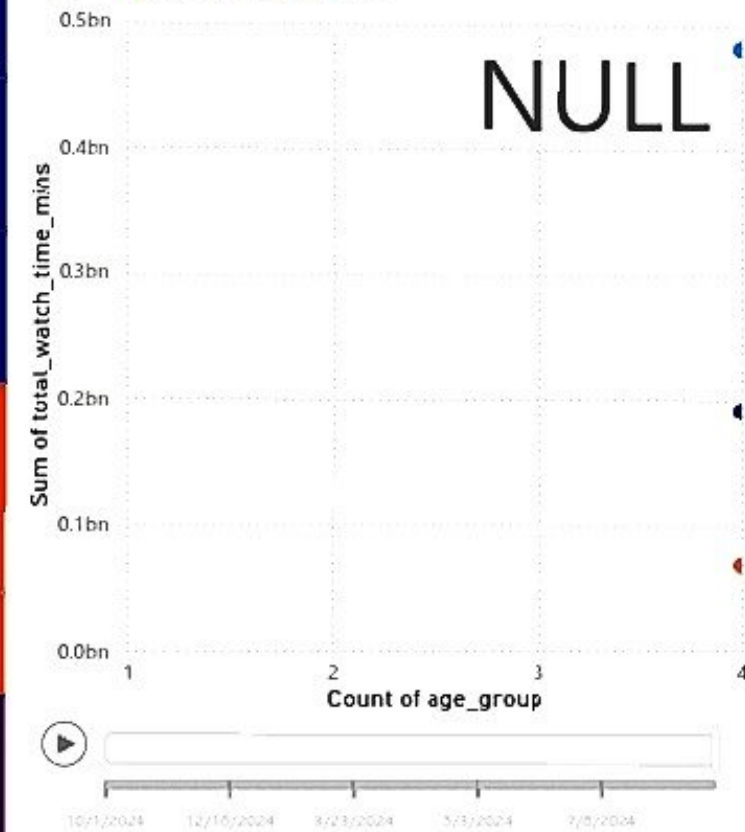
VIP

Count of...

Co...

Count of age_group and Sum of total_watch_time_mins by new_subscription_plan, city_tier and plan_change_date

city_tier ● Tier 1 ● Tier 2 ● Tier 3





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new_subscription_plan

- ☐ Laptop
☐ Mobile
☐ TV

device_type

All

subscription_plan

- ☐ Laptop
☐ Mobile
☐ TV

user_id

All

Free

VIP

Premium

01-01-2024

30-11-2024



city_tier

Tier 1

Tier 3

Tier 2

plan_change_date

All



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44.62K 
Count of user_id

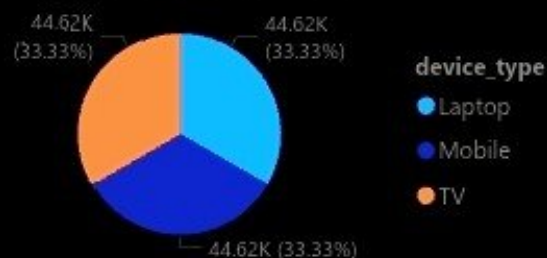
3636 ✓
Goal: 1212 (+200%)

942M 
Sum of total_watch_time_mins

Count of new_subscription_plan by city_tier



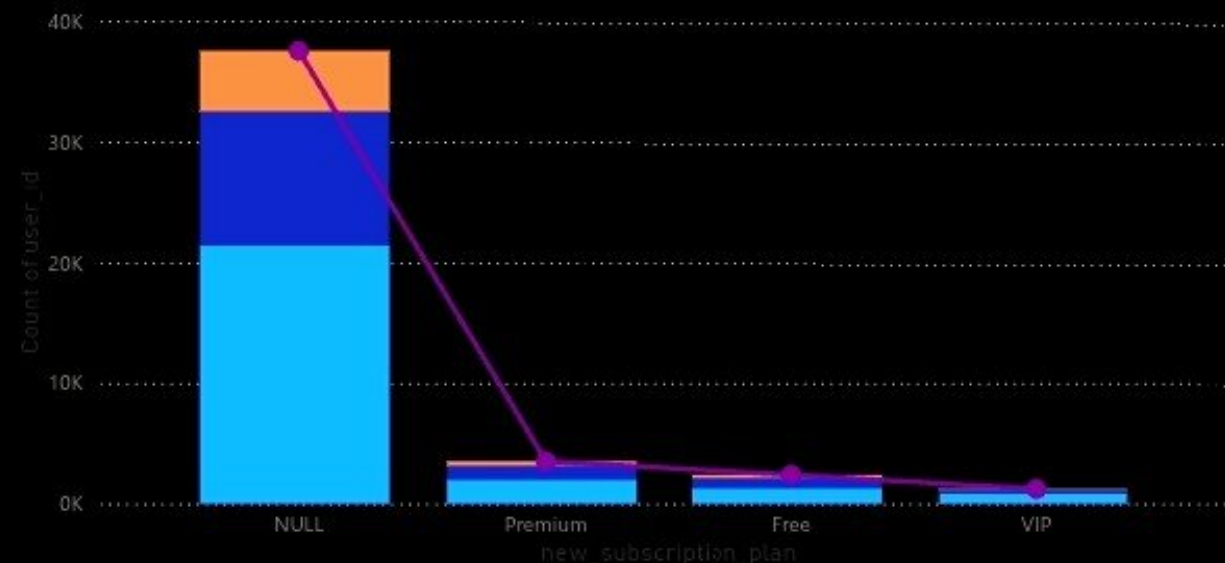
Count of user_id by device_type



Count of user_id and Count of user_id by new_subscription_plan

Count of user_id and Count of age_group by new_subscription_plan and city_tier

city_tier ● Tier 1 ● Tier 2 ● Tier 3 ● Count of age_group





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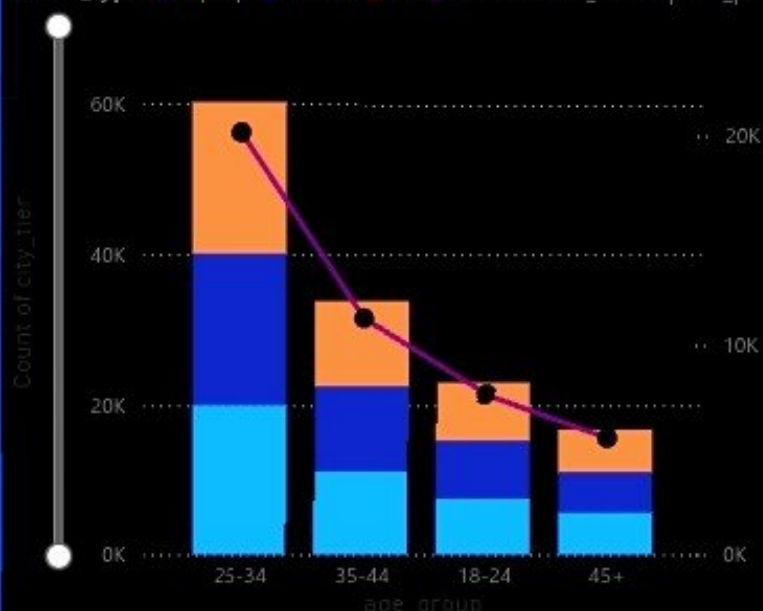
Jotastar Slicer

Jotastar Q&A

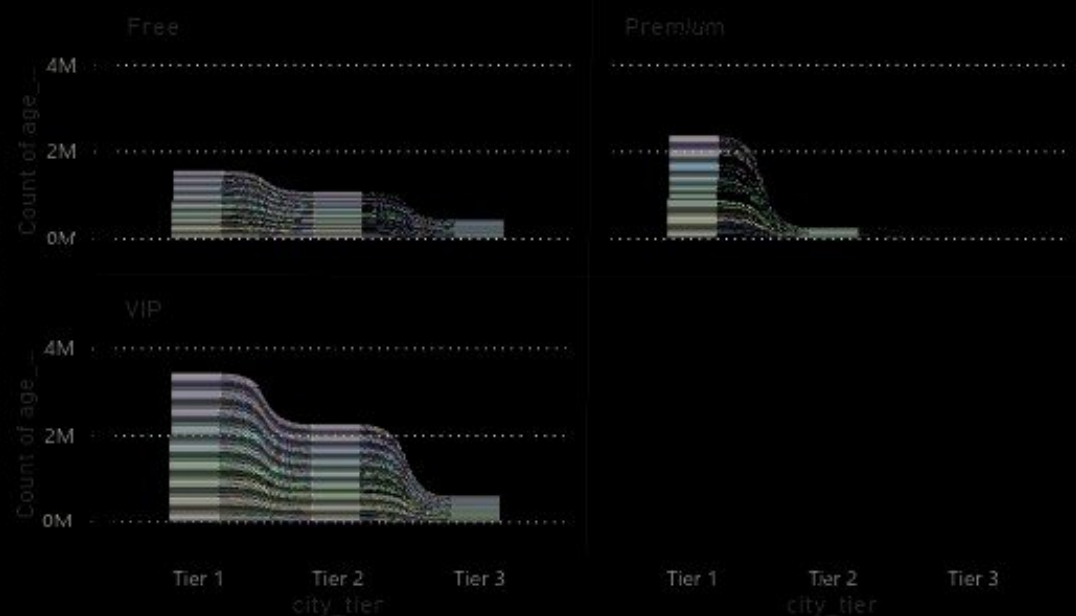
JOTASTAR

Free	18-24	Tier 1	6965189	Count of user_id and Count of user_id by plan_change_date
new_subscription...	age_group	city_tier	Sum of total_watch...	
Free	18-24	Tier 2	4214489	
new_subscription...	age_group	city_tier	Sum of total_watch...	
Free	18-24	Tier 3	1095830	
Count of city_tier and Count of new_subscription_plan by age_group and device_type			Count of age_group by city_tier, plan_change_date and subscription_plan	

device_type ● Laptop ● Mobile ● TV ● Count of new_subscription_plan



plan_change_date ● 10/1/20... ● 10/10/2... ● 10/11/2... ● 10/12/2... ● 10/13/2... ● 10/14/2...





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age_group

- ☐ 18-24
☐ 25-34
☐ 35-44
☐ 45+

new_subscription_plan

All

device_type

- ☐ Laptop
☐ Mobile
☐ TV

subscription_plan

Free

VIP

Premium

user_id

All

subscription_date

01-01-2024

30-11-2024

city_tier

Tier 1

Tier 3

Tier 2

plan_change_date

All

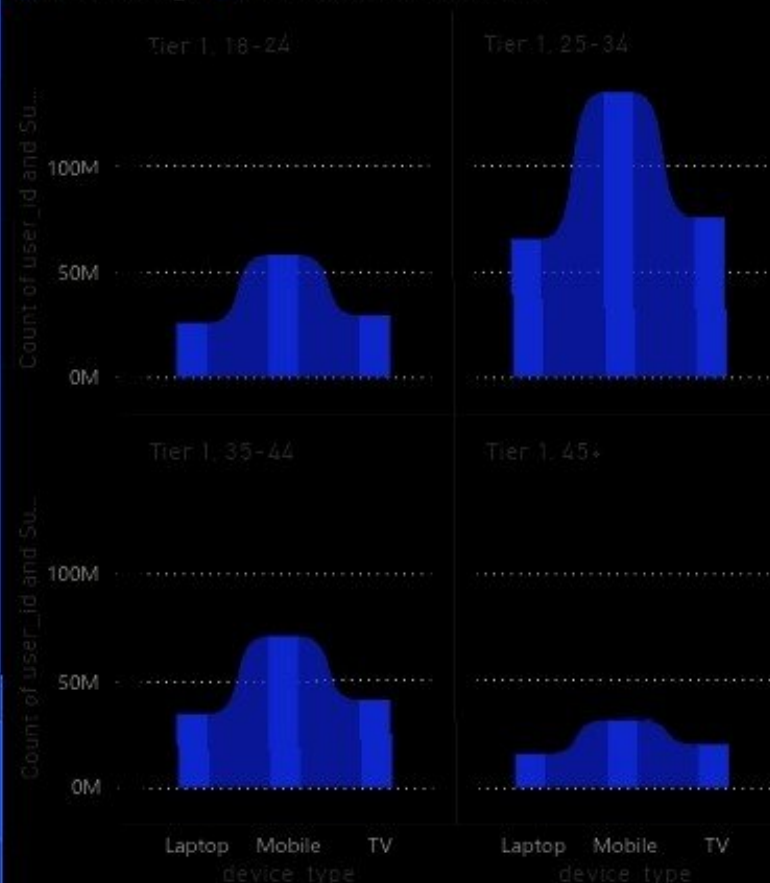


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Count of user_id and Sum of total_watch_time_mins by device_type, city_tier and age_group

● Count of user_id ● Sum of total_watch_time_mins



user_id	city_tier	age_group	new_subscription_plan	subscription_plan	last_active
UIDJS0000751588f	Tier 1	18-24	NULL	Premium	NULL
UIDJS000093eeb86	Tier 1	18-24	NULL	Free	NULL
UIDJS00010d7fa1e	Tier 1	25-34	NULL	Free	NULL
UIDJS00013411a85	Tier 2	35-44	NULL	VIP	NULL
UIDJS0003a3f54cf	Tier 1	35-44	NULL	Premium	NULL
UIDJS0003c1e814d	Tier 1	45+	NULL	Free	NULL
UIDJS0005148a254	Tier 1	18-24	NULL	Premium	NULL
UIDJS00053f36fed	Tier 1	25-34	NULL	Premium	NULL
UIDJS00054eb2210	Tier 3	25-34	NULL	Premium	NULL
UIDJS0005f952957	Tier 3	25-34	NULL	VIP	12/2/2024
UIDJS00066780176	Tier 2	35-44	NULL	Free	10/5/2024
UIDJS00095c87d92	Tier 1	35-44	NULL	Premium	7/22/2024
UIDJS000cd6a7fe8	Tier 1	25-34	VIP	Premium	NULL
UIDJS000e99e1896	Tier 1	25-34	NULL	Free	NULL
UIDJS0010511043c	Tier 1	45+	NULL	VIP	NULL
UIDJS00128a22453	Tier 1	25-34	NULL	VIP	NULL
UIDJS001420c2f0f	Tier 2	25-34	NULL	VIP	11/13/2024
UIDJS0014d1ad763	Tier 1	18-24	NULL	Free	NULL
UIDJS0018cdf086d	Tier 2	25-34	NULL	VIP	NULL
UIDJS0019b04b32f	Tier 1	18-24	Free	VIP	NULL
UIDJS001aa8810f4	Tier 1	25-34	NULL	Premium	NULL
UIDJS001b7c6be2d	Tier 1	18-24	NULL	Premium	NULL
UIDJS001cbec7b1d	Tier 1	18-24	NULL	VIP	NULL
UIDJS001defd7e03	Tier 1	25-34	Free	VIP	NULL
UIDJS001e6dc7e2f	Tier 1	25-34	NULL	VIP	NULL

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Jotastar Table

Jotastar TreeMaP

Jotastar Slicer

Jotastar Q&A

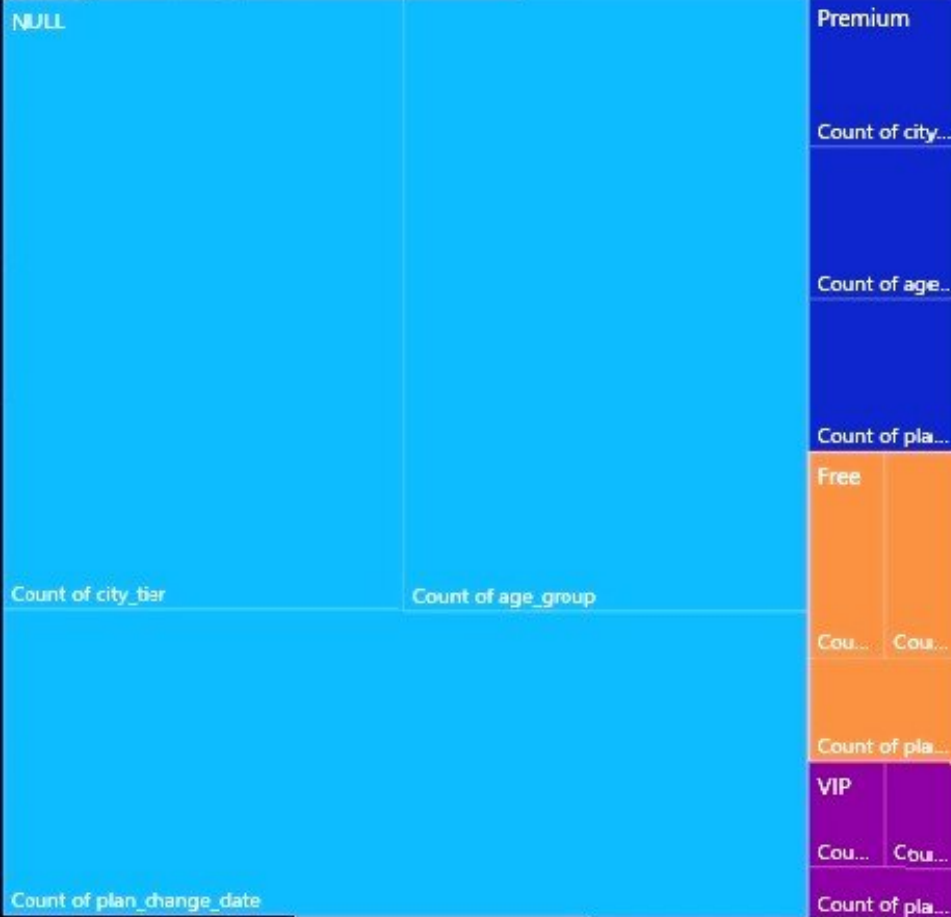
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Count of city_tier, Count of age_group and Count of plan_change_date by new_subscription_plan



Count of age_group and Sum of total_watch_time_mins by new_subscription_plan, city_tier and plan_change_date



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Jotastar Table

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