Product Analysis

Weekly Active Users
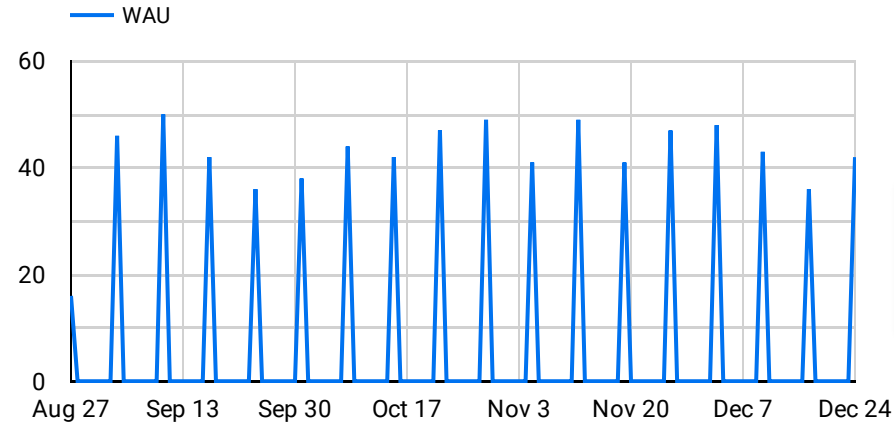
Filter
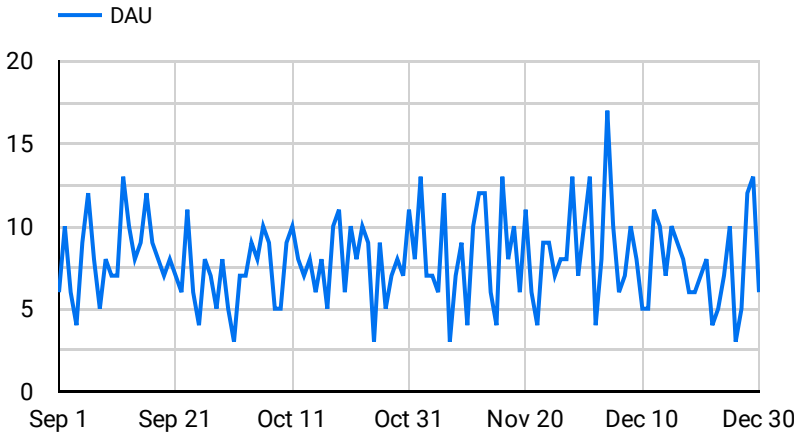
location ▾
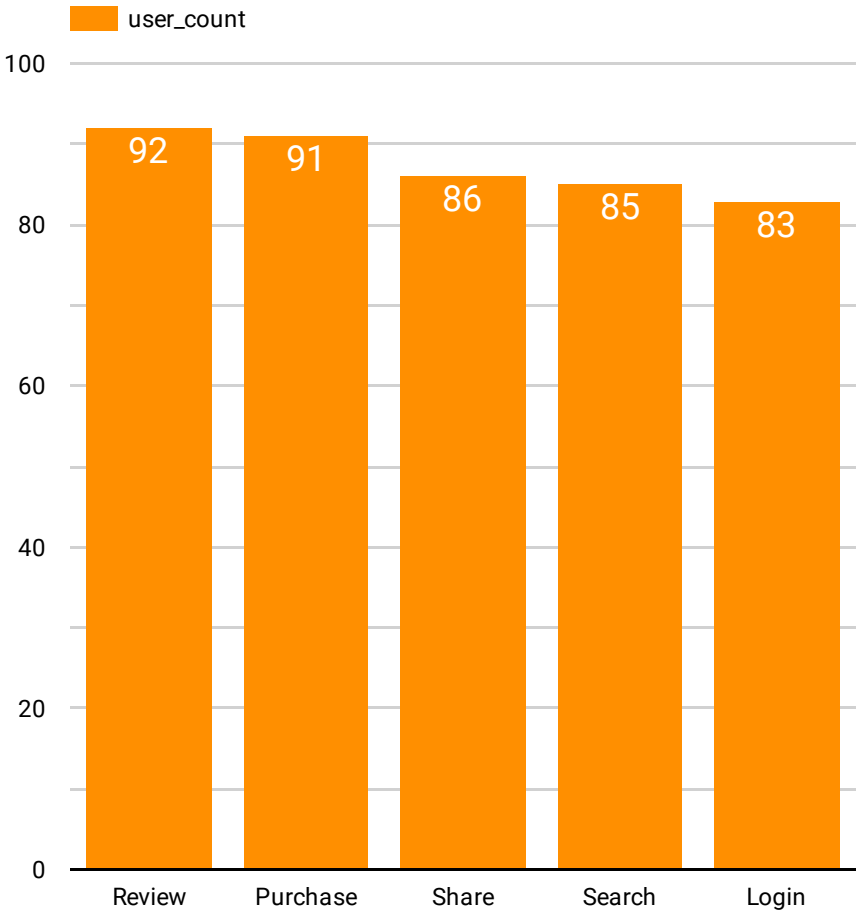
feature_name ▾

device_type ▾

Daily Active Users

Feature Adoption Rate

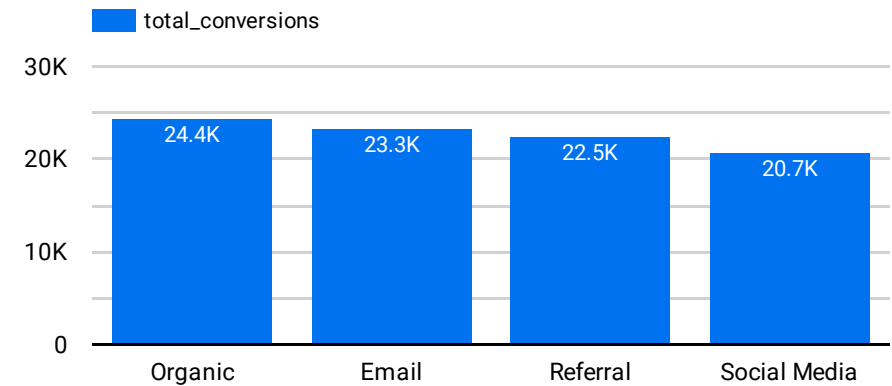

	feature_name	location	avg_session_duration ▾
1.	Purchase	Sweden	11.1
2.	Purchase	South Africa	11.01
3.	Purchase	Denmark	10.83
4.	Purchase	Canada	10.75
5.	Purchase	Italy	10.64
6.	Purchase	Netherlands	10.6
7.	Purchase	United King…	10.59
8.	Purchase	Norway	10.57
9.	Purchase	Australia	10.56
10.	Purchase	France	10.56
11.	Purchase	Japan	10.52
12.	Purchase	Spain	10.49
13.	Purchase	United Stat…	10.48
14.	Purchase	Finland	10.36
15.	Purchase	Mexico	10.31
16.	Purchase	Russia	10.22

1 - 100 / 100 ‹ ›

Marketing Analysis

Spending by channel

■ total_spend

Channel	Value
Email	322.6K
Referral	313.3K
Social Media	293.2K
Organic	0

Convertion per channel

■ total_conversions

Channel	Value
Organic	24.4K
Email	23.3K
Referral	22.5K
Social Media	20.7K

Convertion over time

■ conversion_rate

Channel	Value
Email	5.51
Social Media	5.11
Organic	4.96
Referral	4.7

channel (Exclude 1)

Type to search
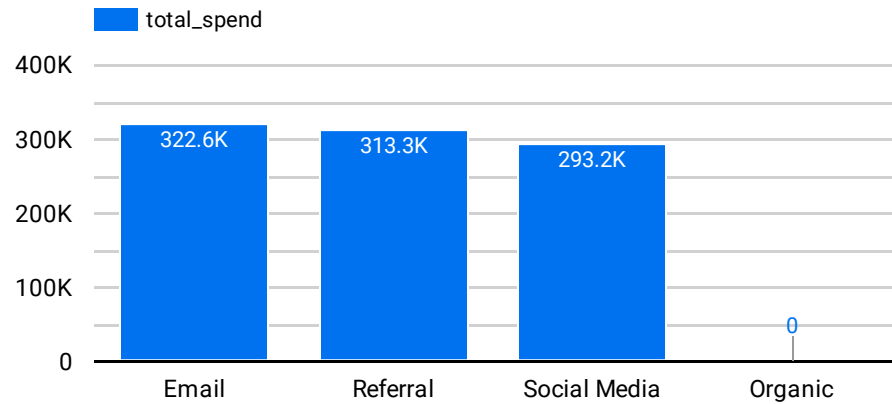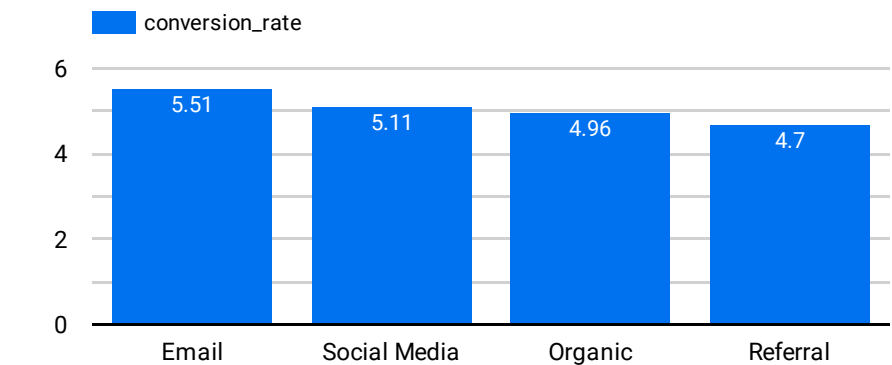
- ☑ Social Media
- ☑ Referral
- ☐ Paid Search
- ☑ Organic
- ☑ Email

Select date range ▼

Donut chart:
- Email 34.7%
- Referral 33.7%
- Social Media 31.6%
- Organic

Legend:
● Email
● Referral
● Social Media
● Organic

Convertion over time

── conversions

(Line chart from Sep 1 to Dec 30, values ranging 0 to 2K)