



RIBBON APP PERFORMANCE



3.430bn

All Ribbon App Installs



3.426bn

All Ribbon User Sign Ups



1.523M

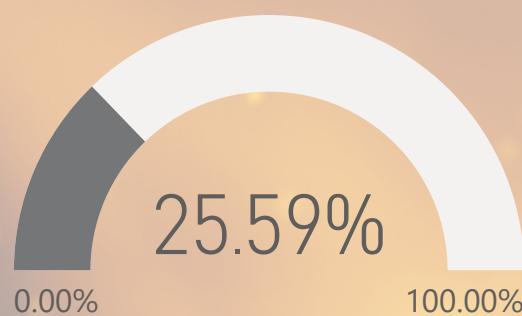
All Ribbon App Crashes



1.591bn

All Ribbon Posts Liked

Churn Rate



Churn Rate represents the percentage of users who download an app, take no action, and uninstall after visiting only the landing page.

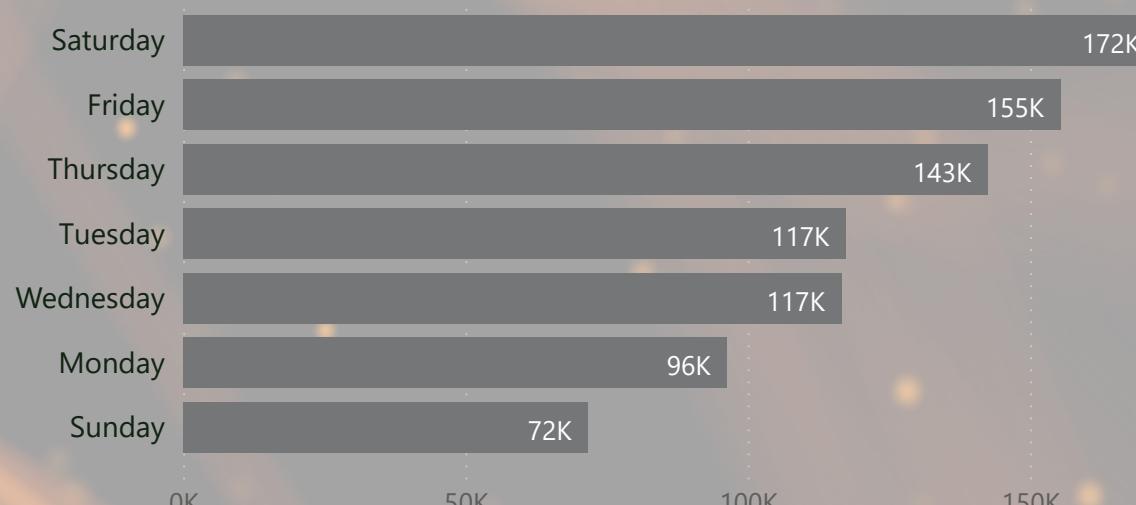
Fortunately, this app has minimal churn rate and even falls within the range of the an Application acceptable standard of 24% - 45%. It surpassed the 24% target of the company by 1.59%.

Retention Rate



A 74.41% retention rate for ribbon indicates that 74.4% of users continue using the app regularly. It's a positive sign, indicating users find value in the app's content and features.

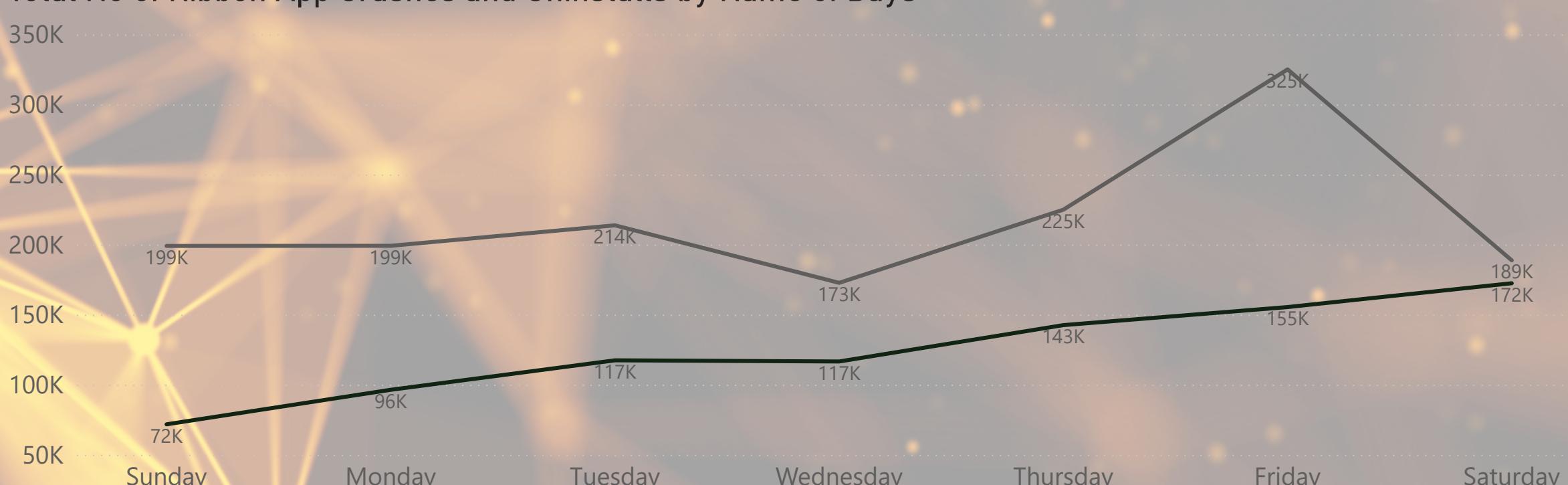
Name of week with Highest uninstalls



Name of week with Highest Post Made



Total No of Ribbon App Crashes and Uninstalls by Name of Days



Total Daily Active Users by Day of week



Questions from the CEO:

- (If the app is a success) How can we leverage the success of the app launch to further enhance our products and services?

With the Churn Rate and RR at accepting levels in the industry, we can leverage the success of this app by

- User feedback and analysis: Analyze user's feedback and reviews in the app so as to help you identify what areas to improve on and what features would be valued by the users
- User Behavior Analysis: Make use of analytics and user data to gain insights into user behavior and usage patterns within the app
- Continuous Improvement: Keep the momentum going by maintaining a constant innovation within the organization

- Are there any opportunities for expansion or improvements in user acquisition and engagement?

Definitely, there are opportunities for expansion to improve in user acquisition and Management. Expansions like;

- Carrying out targeted marketing campaign targeting a specific demographic location that aligns with the app features
- Use Social Media to reach a more wider Audience