

Title

User Acquisition

Demographics...

Gender Report

Google Ads...

Pages & Screens..

Conversion...

User by Interest

User by Language

Traffic Acquisition

User by Age

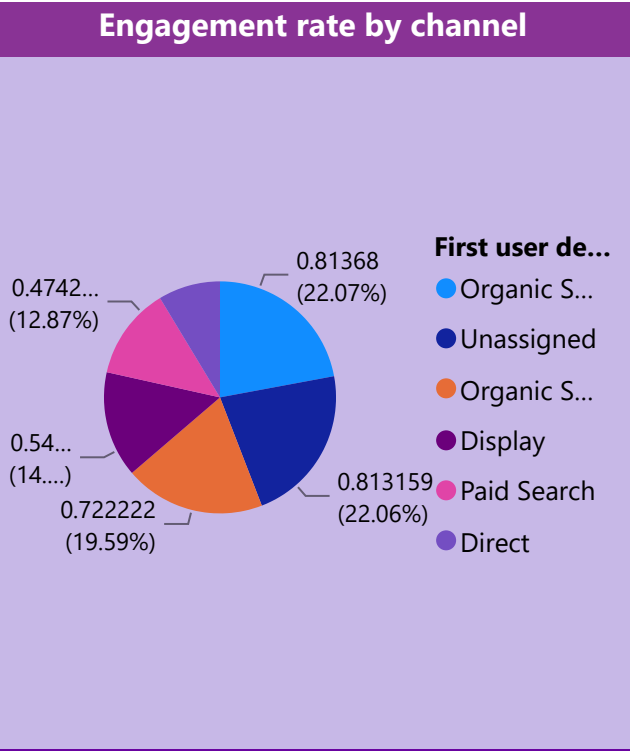
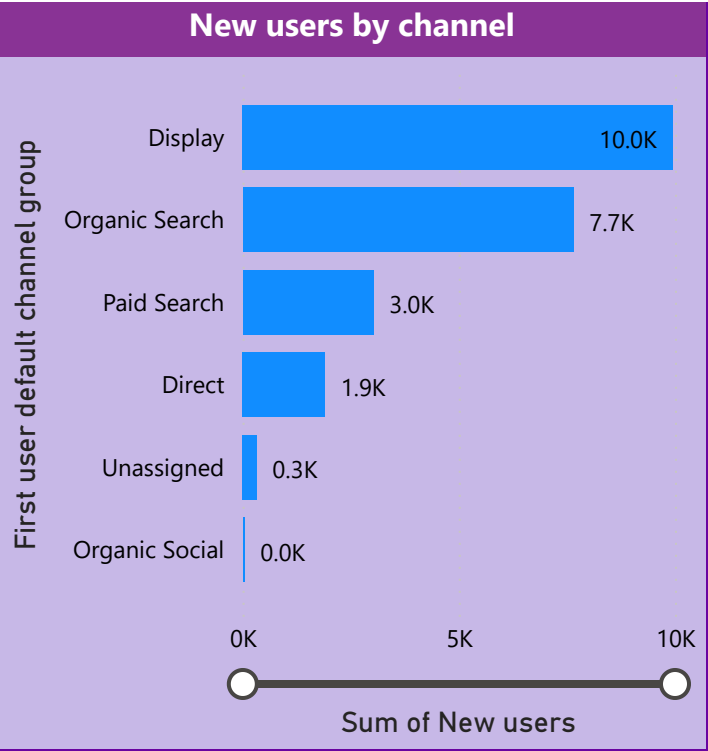
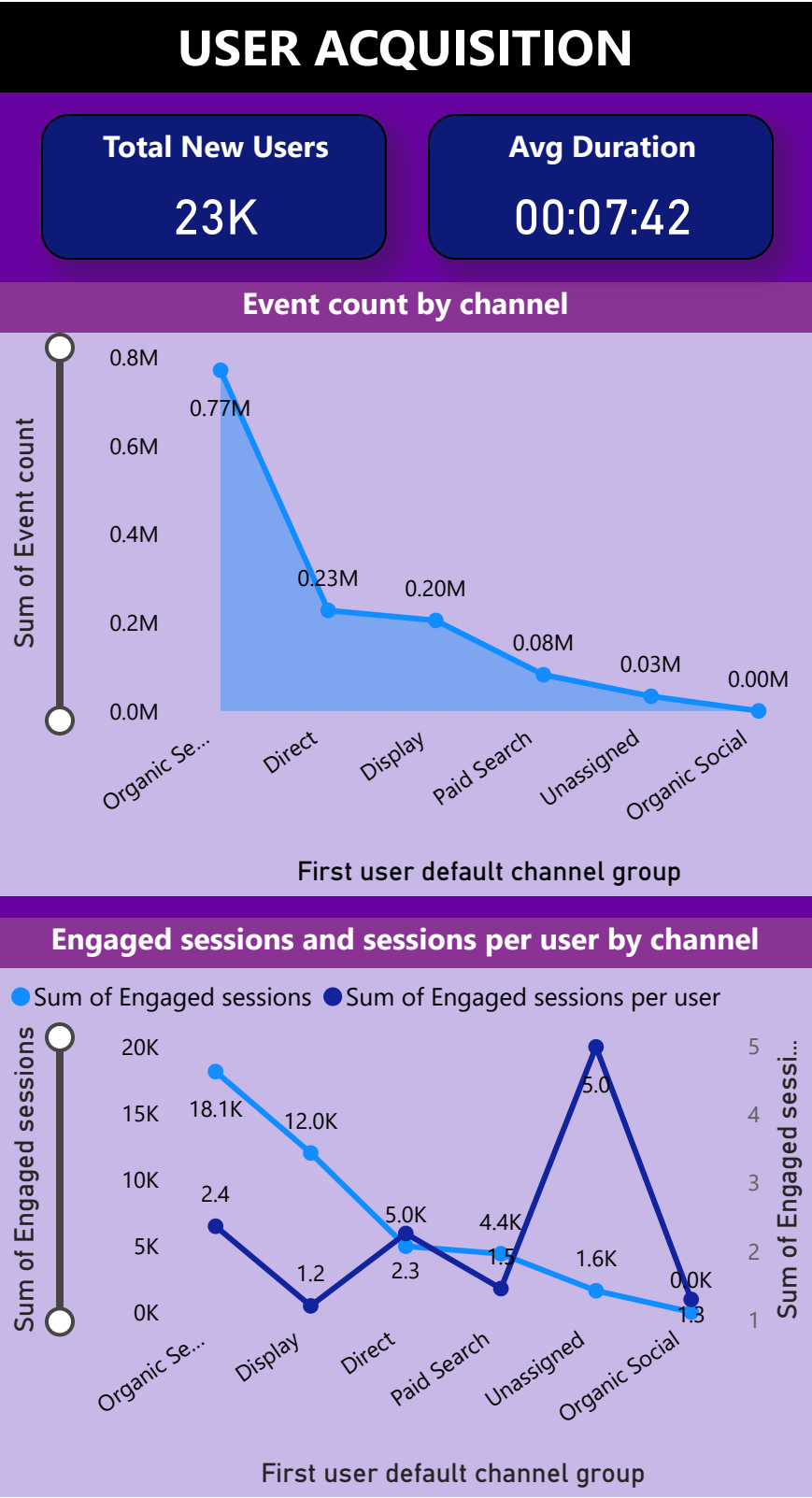
Event Report

Citywise Report

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Data Analysis and Insights for User Page Optimization and App Installation

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- ### Recommendations

Focus on Organic Search and Organic Social Channels:

 - Organic Search and Organic Social channels have relatively high engagement rates (0.81 and 0.72, respectively).
 - Allocate more resources and efforts towards optimizing content and strategies for these channels to leverage the existing user interest.

Enhance Engagement and Conversions for Display Channel:

 - The Display channel has a lower engagement rate (0.54) compared to other channels.
 - Display has a relatively high Users but the conversions is extremely low so we have to Test different creatives and messaging to identify the most effective elements in driving conversions.
 - Investigate the content and user experience on the Display channel to identify areas for improvement.

Optimize Direct Channel Engagement:

 - The Direct channel has a low engagement rate (0.32) but a high engaged sessions per user (2.26).
 - Investigate the user journey on the Direct channel to understand factors affecting engagement.

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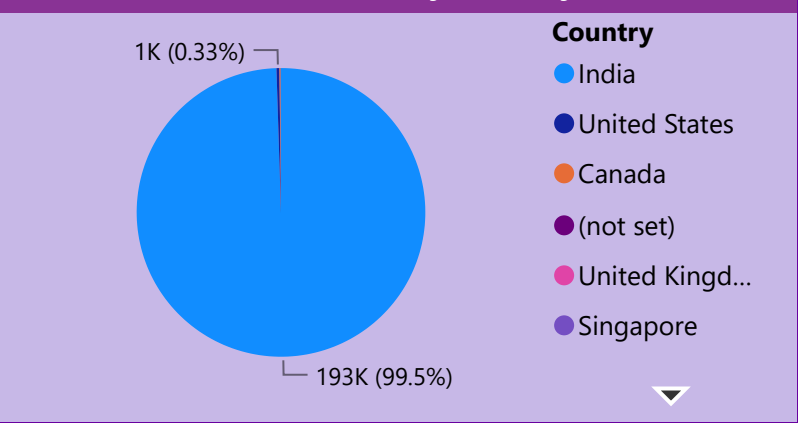
DEMOGRAPHICS REPORT

Total User
23K

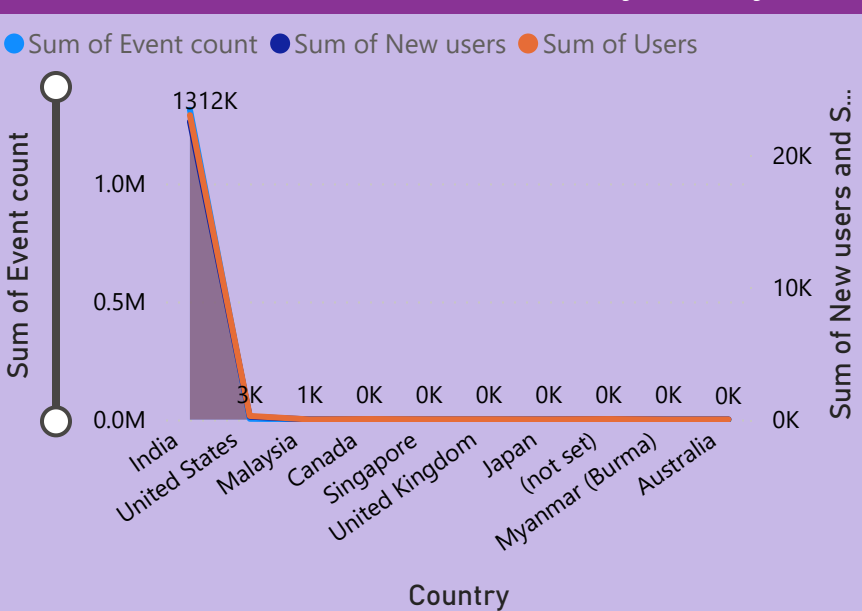
Total New Users
23K

Avg Duration
00:01:05

Conversions by Country



Event count, New users and Users by Country



Recommendations

Focus on High-Engagement Countries:

- Identify countries with high engagement rates, such as India and Malaysia, and allocate resources to enhance user experiences in these regions.
- Investigate the factors contributing to their positive engagement and consider replicating successful strategies in other markets.

Improve Engagement in Low-Performing Countries:

- Countries like Czechia, Hungary, and Kenya show zero engagement. Assess the reasons behind this lack of engagement, such as cultural differences or competition, and tailor marketing or product strategies to better suit these markets.

Optimize Monetization Strategies:

- While some countries demonstrate high engagement, the revenue remains at zero. Evaluate the monetization strategies in place for these regions.
- Consider implementing or refining in-app purchases, premium features, or other revenue-generating models that align with user behaviors in each country.

Enhance User Onboarding in Key Markets:

- For countries with a significant number of new users, like India and the United States, focus on optimizing the onboarding process.
- Ensure that the initial user experience is smooth, and consider implementing personalized onboarding flows to increase user retention.

Investigate Anomalies:

- Explore the high number of engaged sessions per user in Malaysia. Understand the underlying reasons for such patterns and leverage these insights to refine engagement strategies in other countries.

Geotargeted Marketing Campaigns:

- Tailor marketing campaigns based on the preferences and behaviors of users in specific regions.
- Use geotargeting to deliver personalized content, promotions, or notifications that resonate with the audience in each country.
- Analyze the content that performs well in each country and adapt your content strategy accordingly.

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GENDER REPORT

Total New Users23K

Total Users25K

Avg Duration00:04:19

Users, New users and Conversions by Gender

Gender	Count	Percentage
unknown	93K	38.49%
male	66K	27.12%
female	5K	2.04%
Other	35K	14.49%

Event count, Engaged sessions and per user by Gender

Gender	Sum of Event count	Sum of Engaged sessions
unknown	0.76M	23K
male	0.28M	10K
female	0.27M	8K

Recommendations

Engagement Rate by Gender:

- The engagement rate for female users (63.77%) is higher than that of male users (54.31%) and unknown gender users (56.41%). This suggests that the app may be more appealing or user-friendly to female users.
- Consider analyzing the app features, content, and user experience to identify factors contributing to the higher engagement rate among female users.

Average Engagement Time:

- Female users have the highest average engagement time (208.74 seconds), followed by unknown gender users (439.58 seconds) and male users (128.23 seconds).
- Evaluate the content and activities that female users are engaging with to understand their preferences and enhance those aspects to increase overall user engagement and session duration.

Conversion and Revenue:

- Although the number of male users is lower than female users and users with unknown gender, they contribute significantly to conversions and revenue. Male users generated the highest number of conversions (65,651) and total revenue compared to other gender groups.
- Explore strategies to retain male users and encourage their conversion actions further. Analyze the user journey, conversion funnel, and offer tailored incentives or promotions to increase conversion rates among male users.

New Users and Engaged Sessions:

- Female users have a higher number of engaged sessions (7,877) compared to male users (10,467) and users with unknown gender (23,161).
- Focus on retaining female users by providing personalized experiences, relevant content, and targeted engagement strategies to maintain their level of activity and increase their lifetime value.

User Acquisition:

- The number of new users among female users (4,304) is higher than that of male users (5,877) and users with unknown gender (12,691).
- Continue targeting female audiences in user acquisition campaigns, leveraging channels and messaging that resonate with their interests and preferences.

Unknown Gender Users:

- Analyze engagement patterns and preferences of users with unknown gender to tailor content and features that cater to their interests. Investigate why the "unknown" gender category has significantly higher engagement time and event count compared to other genders.
- Focus on improving engagement rates for the "male" category, which has a lower engagement rate and shorter average engagement time. Consider gathering more data or user feedback to understand user behavior and preferences, especially for the "unknown" gender category.

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GOOGLE ADS REPORT

Total Users9993

Cost per conversion by Google Ads

12.312... (6.61%)

12.46... (6.7%)

12.5... (6.7...)

12.68... (6.8...)

13.106... (7.04%)

13.55024 (7.28%)

14.61063 (7.85%)

14.61... (7.8...)

15.0... (8.1...)

15.73... (8.45...)

18.40823 (9.89%)

Session Google A...

App Install for A...

App Install-Stat...

Video-AppInstal...

App Installation ...

Ads cost and Ads cost per click by Google Ads

Sum of Google Ads cost

Sum of Google Ads cost per click

Sum of Google Ad...

Sum of Google Ad...

Session Google Ads campaign

Event count and Engaged sessions by Google Ads

Sum of Event count

Sum of Engaged sessions

Session Google Ads ...

App Installation for ...

App Install-States-...

App Install-States-B...

App Install-1to5NC...

0.0M

0.1M

Sum of Event count and Sum of Engaged sessions

Recommendations

Cost per Conversion:

Evaluate the performance of each Google Ads campaign by analyzing metrics such as engaged sessions, clicks, and cost per click.

Identify campaigns with high costs but low engagement, and consider optimizing or reallocating resources.

Monitor and optimize the cost per conversion for each campaign. Identify campaigns with higher costs per conversion and explore ways to improve efficiency.

Target Audience Analysis:

Review the user data associated with each campaign, especially the number of users and engaged sessions. Ensure that the campaigns are effectively reaching and engaging the target audience.

Video Campaign:

Assess the performance of video campaigns, considering metrics such as clicks, engagement, and cost. Optimize video content or targeting strategies to enhance effectiveness.

Observe any patterns or trends in app installations across different months or periods. Adjust campaign strategies based on seasonal variations.

Ad Copy and Creative Optimization:

Evaluate the ad copies and creative elements used in each campaign. Consider A/B testing to identify high-performing elements and optimize future ad creatives.

Conversion Tracking:

Ensure accurate conversion tracking for each campaign. If there are campaigns with conversions reported as zero, investigate and address any tracking issues.

Budget Allocation:

Review the budget allocation for each campaign and prioritize those that demonstrate better performance. Consider redistributing budgets to maximize ROI.

Explore New Campaign Types:

Consider experimenting with different types of ad campaigns or channels. Explore new opportunities to reach your target audience effectively.

App Installation for May --Shahid:

This campaign seems to have a high number of engaged sessions and conversions. Analyze the strategies used in this campaign and apply successful elements to other campaigns.

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PAGES & SCREENS REPORT

Total Views297K

Total Users55K

Avg Duration00:00:51

Avg of Views per user by Page path and screen class

Page path and ...FlutterCheckout...my_rewar...CustomT...

Page path and screen class	Value	Percentage
Flutter	3.792741	(4.93%)
Checkout...	4.206897	(5.47%)
my_rewar...	4.248279	(5.52%)
CustomT...	4.890323	(6.36%)
	4.93718	(6.42%)
	5.5	(7.15%)
	5.705882	(7.42%)
	6.740933	(8.76%)
	7.521271	(9.78%)
	8	(10.4%)
	17.95874	(23.35%)

Event count and Views by Page path and screen class

Sum of Event count ...Sum of Views

Page path and screen class	Sum of Event count	Sum of Views
Flutter	0.2M	0.15M
MainActiv...	0.05M	0.05M
login	0.05M	0.05M
feeds	0.05M	0.05M
my_rewar...	0.05M	0.05M
storyboard	0.05M	0.05M
registrati...	0.05M	0.05M
otp_screen	0.05M	0.05M
feedDetails	0.05M	0.05M
SignInHu...	0.05M	0.05M
video_vie...	0.05M	0.05M
resume_b...	0.05M	0.05M
Facebook...	0.05M	0.05M

Recommendations

Top-Performing Screens:

- Flutter: This screen class has the highest number of views, users, and engaged sessions. The average engagement time is relatively high. Continue to analyze and enhance the features on this screen
- MainActivity: While it has a significant number of views, the engagement time is lower compared to Flutter. Consider optimizing the content or features on this screen to increase user engagement.
- feeds: This screen has a good number of views and engaged sessions. Analyze the content and features that contribute to its success and consider incorporating similar elements into other screens.
- login: The login screen has a high number of views but a relatively low engagement time. Consider streamlining the login process or adding engaging elements to keep users on this screen longer.
- my_rewards_screen: This screen has a high engagement time but a lower number of views. Evaluate ways to increase visibility or promote this screen to more users.

Low-Performing Screens:

- SignInHubActivity, video_viewer_screem, FacebookActivity, CustomTabMainActivity, and others: These screens have lower engagement times and fewer views. Investigate the reasons for lower engagement and consider redesigning or optimizing these screens to improve user interaction.

Conversion and Revenue:

- Many screens have zero conversions and revenue. Identify screens with high engagement and explore opportunities to monetize or encourage conversions on those screens.

Screen-Specific Recommendations:

- registration_screen: The registration screen has a moderate number of views and a good engagement time. Consider optimizing the registration process and potentially promoting it more prominently.
- notification_store, dashboard, myProfile_mediator: These screens have a moderate engagement time. Consider enhancing features or content to increase user interaction.
- my_meetings_screen, my_interests_screen, discovery_screen: These screens have decent engagement times. Explore opportunities to further engage users on these screens and potentially introduce features that encourage conversions.

Technical Improvements:

- UIActivityViewSuccessController, UIActivityContentViewController, SFAuthenticationViewController: Some screens have low views and engagement. Consider evaluating the purpose of these screens and whether improvements or updates are needed.

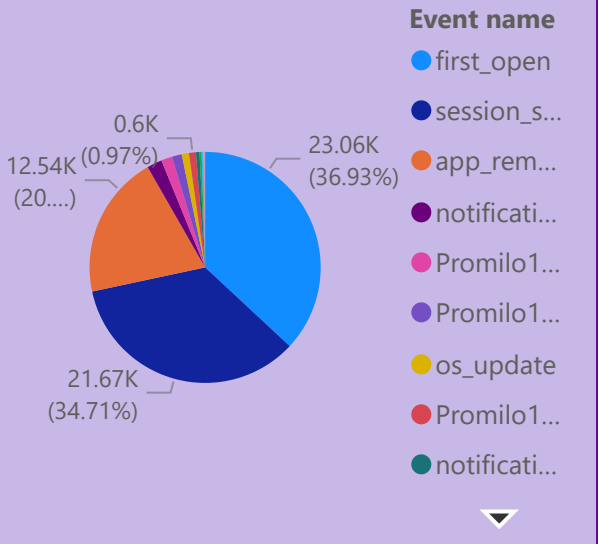
Data Discrepancy:

- (not set): There is a screen class labeled "(not set)" with no views. Investigate the cause of this and ensure accurate tracking for all screen classes.

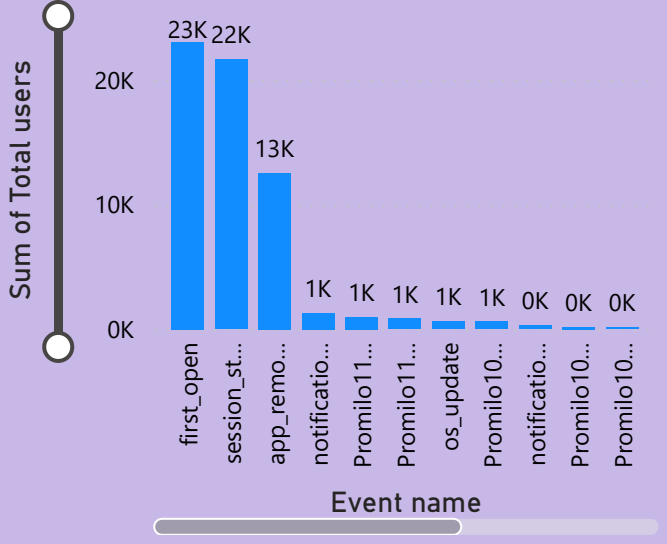
CONVERSION REPORT

Total Users
62K

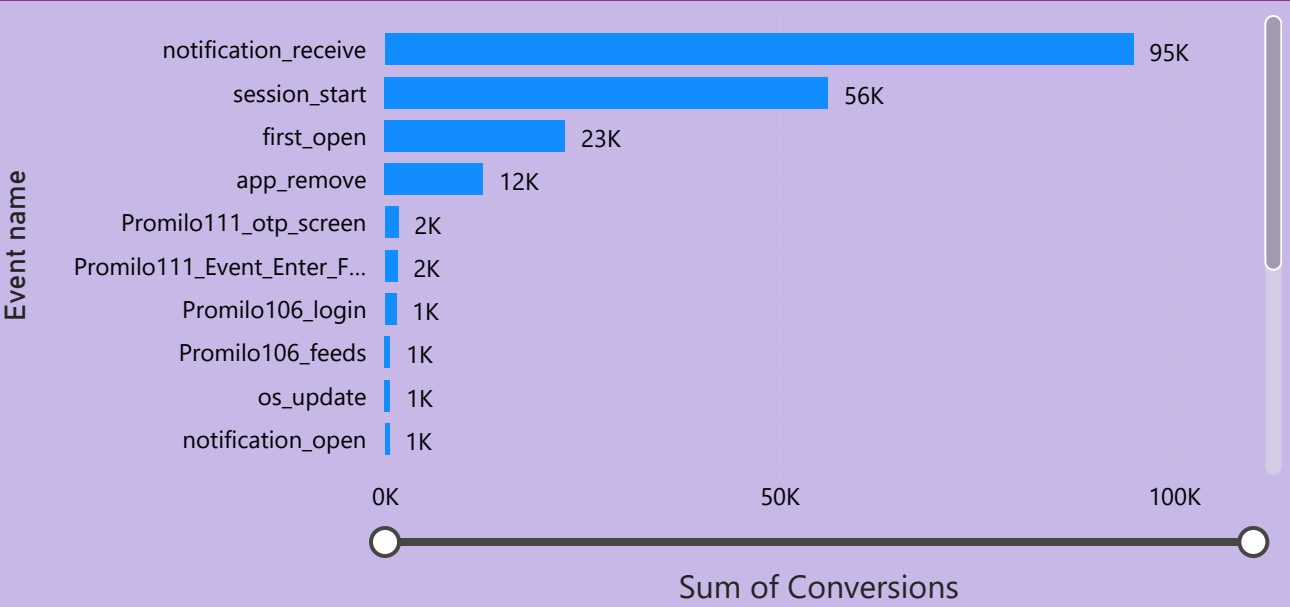
Average_users by Event name



Sum of Total users by Event name



Conversions by Event name



Recommendations

- Event Prioritization:**
- Focus on events with high conversions, such as "notification_receive" and "session_start." Analyze these events to understand user behavior and the factors contributing to successful conversions.
- User Engagement:**
- Events like "Promilo111_Event_Enter_Feed_Page" and "Promilo106_feeds" have relatively high user engagement. Investigate the content and features associated with these events to enhance overall user engagement.
- User Onboarding:**
- Events like "first_open" and "Promilo106_login" are related to user onboarding. Analyze the user journey from the first open to login, and identify any potential bottlenecks or areas for improvement to increase user retention.
- Inactive Events:**
- Events with low user interaction, such as "Promilo106_my_meetings_screen" and "Promilo106_my_profile_learners," might need attention. Evaluate the relevance and impact of these events on user engagement and consider optimizing or replacing them.
- Notification Engagement:**
- Explore the performance of events related to notifications, such as "notification_open" and "notification_receive." Assess the effectiveness of push notifications and refine the strategy to improve user responsiveness.
- Conversion Funnel:**
- Analyze the events leading up to conversions, especially the sequence of events before users engage in a conversion event. Optimize the conversion funnel by addressing any friction points or obstacles in the user journey.
- User Segmentation:**
- Consider segmenting users based on their interaction with specific events. This can help in tailoring marketing strategies and communication to different user segments, maximizing the chances of conversions.

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USER BY INTEREST

Total Users215K

Total New Users23K

Avg Duration00:03:40

Engaged sessions and per user by Interests

● Sum of Engaged sessions ● Sum of Engaged sessions per user

Interests	Sum of Engaged sessions (K)	Sum of Engaged sessions per user
Media & Entertainment	15.5	1.0
Shoppers	15.5	1.0
Technology/Mobile Enthusiasts	15.5	1.0
Food & Dining/Cooking Enthusiasts	10.0	1.0
Sports & Fitness/Health & Fitness Buffs	10.0	1.0
Media & Entertainment/Movie Lovers	10.0	1.0
Lifestyles & Hobbies/Business Professionals	10.0	1.0
Lifestyles & Hobbies/Frequently Attends Live Events	10.0	1.0
Media & Entertainment/Gamers	10.0	1.0
Media & Entertainment/Casual & Social Gamers	10.0	1.0
News & Politics	10.0	1.0
Lifestyles & Hobbies/Travel/Business Travelers	10.0	1.0
Sports & Fitness/Basketball Fans	10.0	1.0
Food & Dining/Chefs	10.0	1.0
Shoppers/Value Shoppers	10.0	1.0

Conversions and Event count by Interests

● Sum of Conversions ● Sum of Event count

Interests	Sum of Conversions (M)	Sum of Event count (M)
Shoppers	0.09M	0.49M
Media & Entertainment/Movie Lovers	0.09M	0.49M
Technology/Mobile Enthusiasts	0.09M	0.49M
Food & Dining/Cooking Enthusiasts	0.09M	0.41M
Media & Entertainment/Casual & Social Gamers	0.09M	0.28M
Sports & Fitness/Basketball Fans	0.09M	0.26M
Media & Entertainment/Gamers	0.09M	0.25M

Recommendations

Engagement Optimization:

- Shoppers, Media & Entertainment/Comics & Animation Fans, Technology/Mobile Enthusiasts: These groups have relatively high engagement rates and average engagement times. Consider enhancing content or features related to their interests to further boost engagement.
- Food & Dining/Cooking Enthusiasts, Sports & Fitness/Health & Fitness Buffs: Despite having good engagement, there is room for improvement. Explore ways to diversify content and provide more interactive features to keep these users engaged.

Monetization Opportunities:

- Shoppers, Media & Entertainment/Comics & Animation Fans, Technology/Mobile Enthusiasts: These groups show high engagement but report zero revenue. Explore potential monetization strategies such as in-app purchases, premium features, or targeted advertising to capitalize on their engagement.

Conversion Enhancement:

- Shoppers/Value Shoppers, Lifestyles & Hobbies/Business Professionals: These segments exhibit high conversion rates. Focus on optimizing the user journey for these groups to potentially increase conversions even further.

Content Personalization:

- Media & Entertainment/Music Lovers, Media & Entertainment/Movie Lovers, Food & Dining/Cooking Enthusiasts/30 Minute Chefs: based on specific sub-interests within these broader categories to enhance user satisfaction and retention.

User Acquisition:

- Explore sub-interests: Leverage detailed sub-interest information to refine user acquisition strategies. Tailor marketing campaigns to attract users with specific interests that align with the app's content.

Retention Strategies:

- Media & Entertainment/Gamers, Lifestyles & Hobbies/Frequently Attends Live Events, Travel/Business Travelers: Focus on implementing features or content that encourage long-term retention for these groups. Consider loyalty programs or exclusive content.

Advertising Optimization:

- Technology/Social Media Enthusiasts, Media & Entertainment/Gamers/Casual & Social Gamers: These groups might respond well to social media advertising. Tailor ad content to align with their interests and preferences.

Sub-Interest Exploration:

- Media & Entertainment/Movie Lovers/Romance & Drama Movie Fans, Sports & Fitness/Sports Fans/Basketball Fans: Explore sub-interests within categories to understand specific preferences. This can lead to more targeted content creation and user engagement.

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USER BY LANGUAGE

Total Users

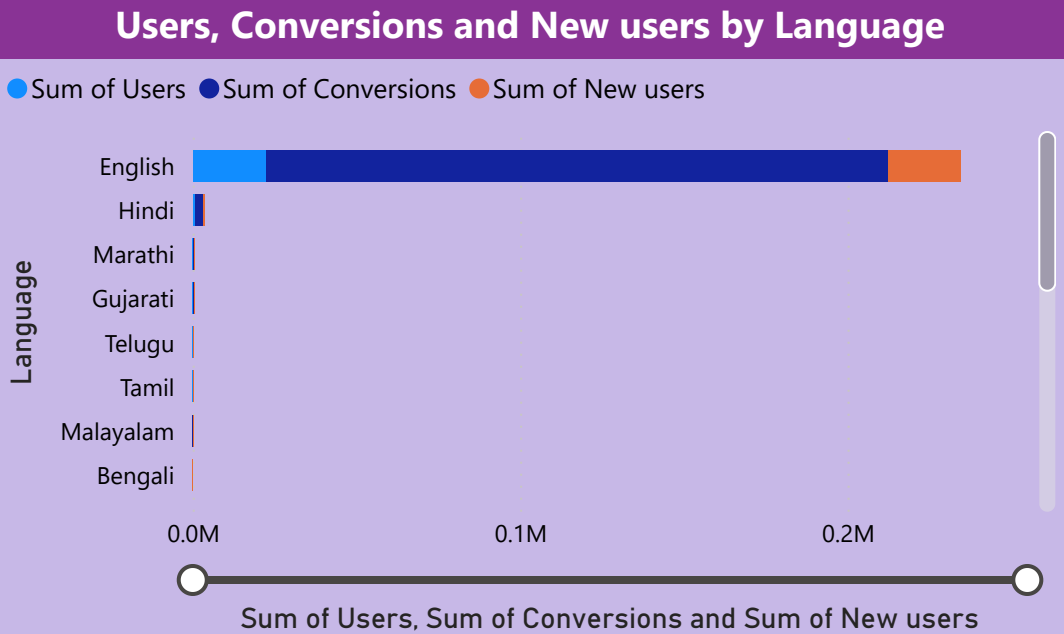
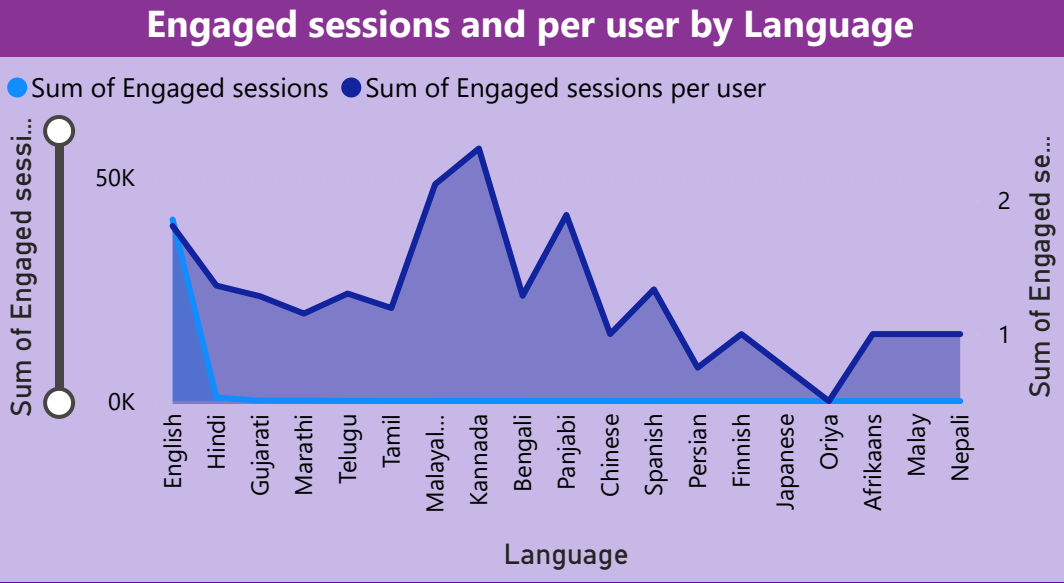
23K

Avg Duration

00:01:17

Total New Users

23K



Recommendations

- English:**
- High user base, engagement rate, and average engagement time.
 - Continue providing quality content in English. Consider optimizing monetization strategies given the high engagement rates.
- Hindi:**
- There's is need for improvement in engagement rate and average engagement time.
 - Explore ways to enhance content in Hindi, potentially by diversifying content types or introducing interactive features.
- Regional Languages:**
- While the user base is relatively smaller, there is potential for growth and increased engagement.
 - Invest in localizing content, collaborating with regional influencers, and implementing marketing strategies to boost user acquisition and engagement in these languages.
- Chinese, Persian, Spanish, Finnish, Japanese:**
- Limited user base and engagement. Evaluate the viability of supporting these languages based on the target audience.
 - If the user base is expected to grow, consider investing in content and features tailored to these languages.
- Afrikaans, German, Malay, Nepali, Russian, Urdu, Sanskrit:**
- Very small user base. Evaluate the necessity of supporting these languages. If there is potential for growth, consider targeted strategies to attract users who prefer these languages.
- Monitoring and Iteration:**
- Regularly monitor user engagement, conversion rates, and revenue for each language.
 - Implement A/B testing for content and features across different languages to understand what resonates best with each user group.
- Localized Monetization:**
- Tailor monetization strategies based on user behavior in each language. This may include targeted advertising, in-app purchases, or premium features.
- Community Engagement:**
- Foster communities around each language to encourage user interaction, sharing, and content creation.
- User Feedback:**
- Collect feedback from users in different languages to understand their preferences and expectations better.

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TRAFFIC ACQUISITION

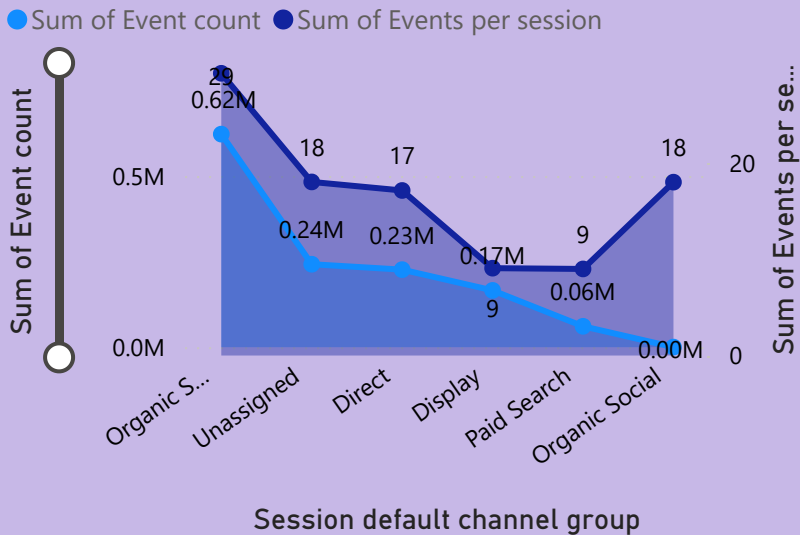
Total Users

45K

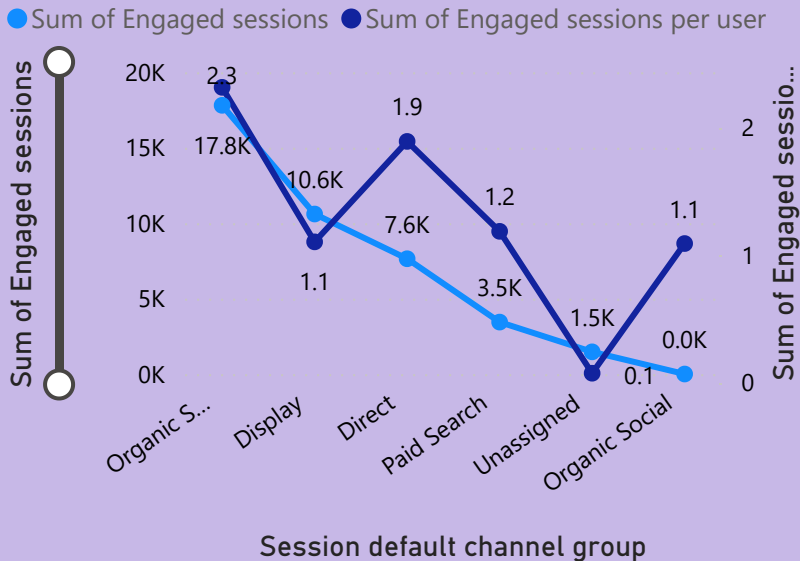
Avg Duration

00:01:29

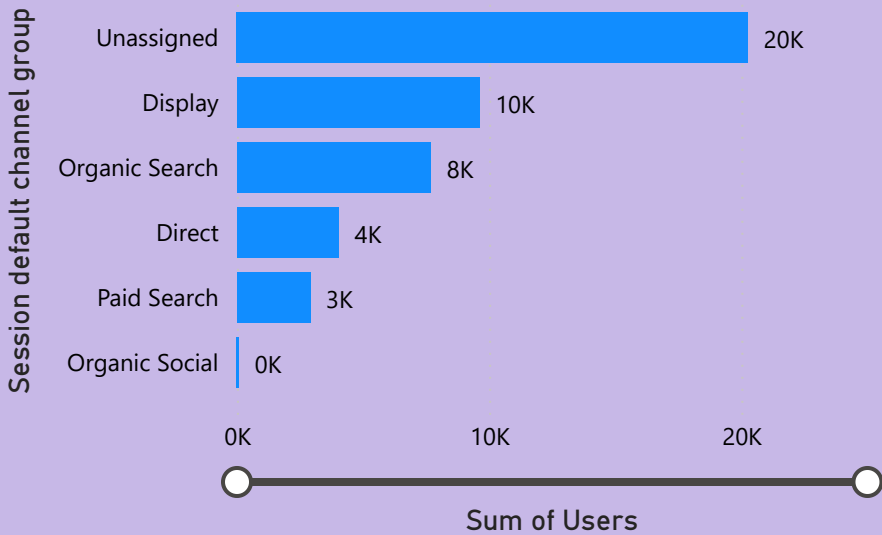
Event count and Events per channel



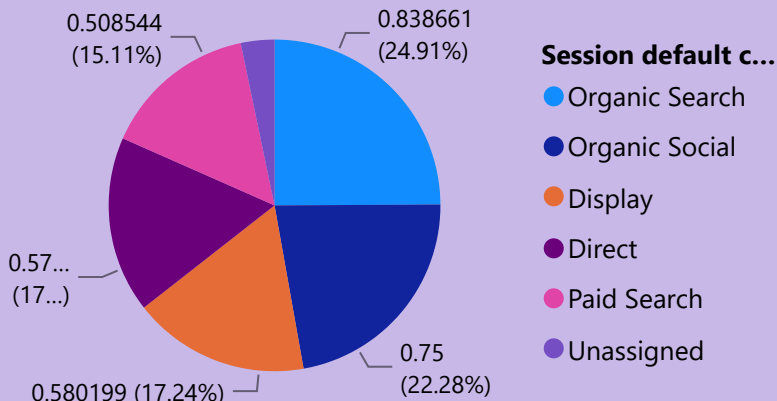
Engaged sessions and sessions per user by channel



Users by Session channel group



Engagement rate by channel



Recommendations

Enhance Engagement for Unassigned Sessions:

- The Unassigned channel has a low engagement rate (0.11) and minimal engaged sessions.
- Investigate the nature of Unassigned sessions to understand user behavior and preferences.
- Implement some of strategies to improve engagement rate

Optimize Display Channel Conversion Rate:

- The Display channel has a high engagement rate (0.58) but a relatively low conversion rate.
- Focus on optimizing the user journey on the Display channel, including improving call-to-action elements and ensuring a seamless transition from engagement to conversion.
- Test different creatives and messaging to identify the most effective elements in driving conversions.

Maximize Organic Search Channel's Potential:

- The Organic Search channel exhibits high engagement rates (0.84) and engaged sessions per user (2.32).
- Invest in SEO strategies to further improve visibility in organic search results.
- Leverage data on popular keywords and user behavior to tailor content and enhance the overall user experience.

Improve Paid Search Channel's Engagement:

- The Paid Search channel has a lower engagement rate (0.51) compared to other channels.
- Evaluate the effectiveness of ad copy, targeting, and landing pages to improve user engagement.
- Consider different ad variations and optimizing targeting parameters to increase user interaction and session duration.

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USER BY AGE

Total Users26K

New Users23K

Avg Duration00:02:32

Engaged sessions and Engagement rate by Age

Sum of Engaged sessions

Sum of Engagement rate

unknown

18-24

25-34

65+

0K

20K

Sum of Engaged sessions and Sum of Engagem...

Users and New users by Age

Sum of Users

Sum of New users

unknown

18-24

25-34

65+

55-64

35-44

45-54

0K

10K

Sum of New users

Event count and Conversions by Age

Sum of Event count

Sum of Conversions

unknown

18-24

25-34

35-44

55-64

65+

45-54

0.0M

0.5M

1.0M

Recommendations

Targeted Engagement:

18-24 Age Group:

This group shows a relatively high engagement rate and engaged sessions per user. Consider implementing features or content that specifically appeal to this demographic to further enhance their engagement.

25-34 Age Group:

While this group has a lower engagement rate, they still contribute a substantial number of engaged sessions. Analyze user behavior and preferences to identify opportunities for improvement and increased engagement.

Improving Engagement:

35-44 and 45-54 Age Groups:

These age groups have lower engagement rates. Evaluate the content and features relevant to these demographics and explore ways to enhance user engagement. Conduct user surveys or feedback collection to understand their preferences.

Conversion Opportunities:

25-34 and 35-44 Age Groups:

These groups show relatively higher conversion rates. Focus on optimizing the user journey on your app for these age segments to potentially increase conversions further.

Revenue Generation:

18-24 and 25-34 Age Groups:

Although there are conversions, no revenue is reported. Investigate ways to monetize these age groups, such as introducing premium features, in-app purchases, or targeted advertising.

Average Engagement Time:

18-24 Age Group:

While this group has a high average engagement time, assess whether the content or features contributing to this metric align with your app's goals. Consider optimizing for a balance between engagement and user satisfaction.

User Acquisition:

Unknown Age Group:

Since a significant number of users fall into the "unknown" age category, consider implementing strategies to gather more user demographic information during onboarding or through account settings. This information can help in targeted marketing and content personalization.

User Retention:

65+ Age Group:

This group shows a lower engagement rate and fewer engaged sessions per user. Investigate the factors contributing to this and implement features or content that cater to the preferences of older users to improve retention.

Iterative Testing:

Implement A/B testing

on different age group segments to understand how changes in features or content impact user engagement, conversions, and revenue. Continuously iterate based on the results.

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EVENT REPORT

Total Users

199K

Avg Event Count

3.20

Event count per users by Event name

Sum of Event count per user

Sum of Total users

Event name	Sum of Event count per user	Sum of Total users
screen_view	695K	199K
Promilo119_resu...	125K	199K
user_engagement	125K	199K
Promilo119_video_tut...	70K	199K
Promilo119_notificati...	61K	199K
session_start	23K	199K
Promilo119_my_profil...	18K	199K
Promilo119_otp_screen	13K	199K
Promilo119_my_rewa...	8K	199K
Promilo119_storyboard		199K
Promilo119_myProfile...		199K

Event count by Event name

Event name

Event name	Sum of Event count
screen_view	695K
notification_rece...	125K
user_engagement	125K
notification_dis...	70K
session_start	61K
first_open	23K
app_remove	18K
Promilo113_login	13K
Promilo1116_fe...	8K

Sum of Event count

0.0M0.5M

Recommendations

Optimize Screen Views and Notification Handling:

- Identify screens with the highest screen_view count and focus on optimizing their rendering and loading times.
- Analyze the notification_receive and notification_dismiss events to enhance the efficiency of handling notifications.

User and Session Engagement:

- Understand user_engagement patterns and optimize the app to increase engagement, which can positively impact overall performance.
- Evaluate the session_start and first_open events to ensure a smooth start and efficient use of sessions.

Login and Registration Screens:

- Optimize the login and registration processes for Promilo113_login, Promilo1116_login, Promilo1114_login, and related events.

Feeds and Content Display:

- Focus on optimizing the performance of screens related to feeds (e.g., Promilo1116_feeds, Promilo1114_feeds) for a smoother user experience.

Rewards and Points Screens:

- Optimize screens related to rewards and points, such as Promilo111_my_rewards_screen and related events, to enhance user interaction.

Video Viewing and Error Handling:

- Improve the performance of screens associated with video viewing, like Promilo1116_video_viewer_screen, for better user experience.
- Address errors indicated by events like Promilo113_Event_error_code_120004, Promilo111_Event_error_code_120004, and others to reduce potential app crashes.

Profile and Data Management:

- Enhance the performance of screens related to user profiles, such as Promilo111_my_profile_learners, Promilo111_my_profile_professional, etc.
- Consider optimizing data-related operations, especially in screens where users interact with large datasets.

Campaign and Interest Screens:

- Optimize screens related to campaigns and interests, such as Promilo106_campaign_interest, for a smoother user experience. Implement comprehensive performance monitoring tools to continuously track and analyze app performance, identifying areas for improvement.

App Updates and Clear Data:

- Evaluate the impact of app_update and app_clear_data events, ensuring that updates are seamless, and data clearing does not lead to user dissatisfaction.

App Removal and User Feedback:

- Analyze the app_remove events to identify potential issues leading to users uninstalling the app. Collect user feedback and reviews to understand user pain points and address specific issues affecting the app's performance.

Title

User Acquisition

Demographics...

Gender Report

Google Ads Report

Pages & Screens...

Conversion Report

User by Interest

User by Language

Traffic Acquisition

User by Age

Event Report

Citywise Report

Conclusion

CITYWISE REPORT#8

Total Users26K

Total New Users23K

Avg Duration00:02:04

Engaged sessions by City

15K(54.44%)

2K(7.71%)

2K(6.93%)

5K(18.52%)

1K(3.7%)

1K(3.7%)

1K(3.7%)

1K(3.7%)

1K(3.7%)

1K(3.7%)

Town/City

Bengaluru

Patna

Chennai

Hyderabad

Coimbatore

Indore

Mysuru

Lucknow

Kochi

Guwahati

Conversions by City

63K

34K

10K

7K

6K

5K

5K

4K

4K

4K

3K

3K

3K

3K

3K

2K

Town/City

Bengaluru

Hyderabad

Chennai

Patna

Mysuru

Bhubaneswar

Coimbatore

Indore

Lucknow

Kochi

Ahmedabad

Pune

Guwahati

(not set)

Nagpur

Agra

Event count and Users by city

0.6M

0.4M

0.2M

0.0M

Sum of Event count

Sum of New users

Sum of Users

Town/City

Bengaluru

Hyderabad

Chennai

Mysuru

Coimbatore

Patna

Kochi

(not set)

Indore

Lucknow

Ahmedabad

Bhubaneswar

Guwahati

Nagpur

Sessions per user by City

6.571... (16.3...)

5 (12.44%)

3.454545 (8.59%)

3.33... (8.2...)

3 (7.46%)

3 (7.46%)

3 (7.46%)

3 (7.46%)

3 (7.46%)

3 (7.46%)

7 (17.41%)

Town/City

Jalgaon

Dharmapuri

Budaun

Tirur

Chirala

Ambernath

Burdwan

Chhindwara

Guangzhou

Shivamogga

Recommendations

User Engagement:

Bengaluru has the highest number of users, engaged sessions, and conversions. This indicates a strong user base and active engagement. Continue focusing on strategies that work well in Bengaluru and consider expanding those to other locations.

Identify locations with lower engagement rates, such as Patna and Indore. Explore the reasons behind lower engagement and implement targeted campaigns or improvements to enhance user interaction.

Conversion Rates:

Lucknow and Jaipur have relatively lower conversion rates. It's essential to analyze the user journey and identify potential barriers to conversion in these regions. Consider implementing targeted campaigns or user experience improvements to boost conversions.

Evaluate the performance in cities with high engagement rates but low conversions, such as Coimbatore and Mysuru. There might be opportunities to optimize the conversion funnel or provide incentives to encourage conversions.

New User Acquisition:

Focus on cities with a high number of new users but lower engagement, like Chennai. Implement strategies to retain and engage new users effectively, such as personalized onboarding experiences or exclusive promotions.

Explore ways to increase new user acquisition in cities where the user base is relatively small but has potential for growth, such as Ranchi and Chandigarh.

Average Engagement Time:

Identify cities with exceptionally high average engagement times, such as Jammu and Manipal. Investigate the factors contributing to this extended engagement and leverage them in other locations to enhance user experience.

In cities with lower average engagement times, like Thiruvananthapuram, assess the content and user journey to identify areas for improvement and increased engagement.

Revenue Generation:

Understand the factors contributing to high revenue in certain locations, such as Bengaluru and Hyderabad. Replicate successful strategies in other cities to maximize revenue.

Explore revenue opportunities in cities with lower overall revenue, like Visakhapatnam and Pune. Tailor marketing and promotion strategies to boost sales and conversions in these areas.

Event Count and User Activity:

Evaluate the event count and user activity in cities with high engagement and conversions. Identify popular events and user interactions to replicate successful patterns in other locations.

Optimize event count and user activity in cities with lower engagement to increase overall user participation and, consequently, conversions.

Title

User Acquisition

Demographics...

Gender Report

Google Ads...

Pages & Screen...

Conversion...

User by Interest

User by Language

Traffic Acquisition

User by Age

Event Report

Citywise Report

Conclusion

CONCLUSION

Channel Focus:

- Allocate resources to optimize content and strategies for Organic Search and Organic Social channels, which exhibit high engagement rates.
- Improve engagement and conversions for the Display channel by testing different creatives and investigating content and user experience.

Geographical Strategy:

- Focus on high-engagement countries like India and Malaysia, allocating resources to enhance user experiences.
- Investigate and improve engagement in low-performing countries such as Czechia, Hungary, and Kenya.

Event Prioritization and App Optimization:

- Focus on events with high conversions and engagement, optimizing screens and content associated with those events.
- Regularly monitor and iterate app performance, conducting A/B testing for content and features across different languages.

User Acquisition and Retention:

- Continue targeting female audiences in user acquisition campaigns and optimize onboarding processes for key markets like India and the United States.
- Implement retention strategies for age groups with lower engagement rates and engaged sessions per user.

User Interest and Monetization Opportunities:

- Targeting specific interest groups like Shoppers, Media & Entertainment enthusiasts, and Technology/Mobile enthusiasts could lead to higher engagement.
- Explore monetization strategies, such as in-app purchases or targeted advertising, for these highly engaged but currently non-revenue-generating segments.

Demographic Insights:

- Tailor strategies based on age groups, considering optimizing content for higher engagement groups and implementing personalized onboarding for new users.
- Explore monetization strategies for age groups with conversions but zero revenue.

City-Specific Strategy:

- Focus on Bengaluru for its strong user base and engagement, expanding successful strategies to other locations.
- Analyze cities with lower engagement and conversion rates to implement targeted campaigns and improvements.

Revenue Optimization:

- Replicate successful revenue strategies from high-revenue cities to other locations.
- Tailor marketing and promotion strategies to boost sales and conversions in cities with lower overall revenue.

Marketing Campaigns and User Feedback:

- Utilize geotargeted marketing campaigns based on user behavior in specific regions.
- Collect user feedback in different languages to understand preferences and expectations better.

Conversion Focus:

- Concentrate on optimizing the user journey for high-converting groups, such as Shoppers/Value Shoppers and Lifestyles & Hobbies/Business Professionals, to potentially increase conversion rates further.

Language Strategy:

- Prioritize content enhancement in Hindi to improve engagement, and invest in regional languages with potential for growth. Evaluate the viability of supporting less-engaged languages based on user base and growth potential.