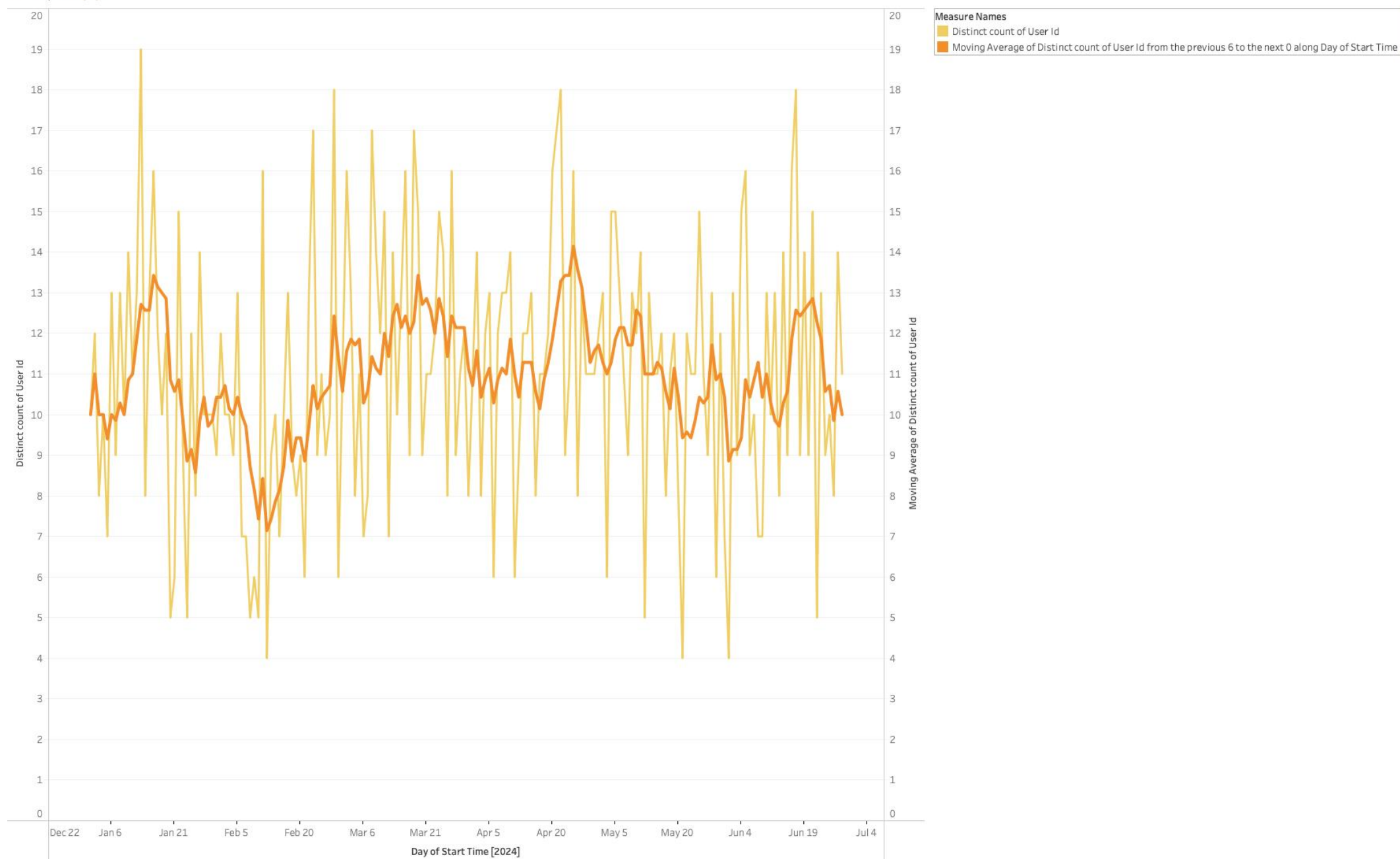


Tech App Analytics Dashboard

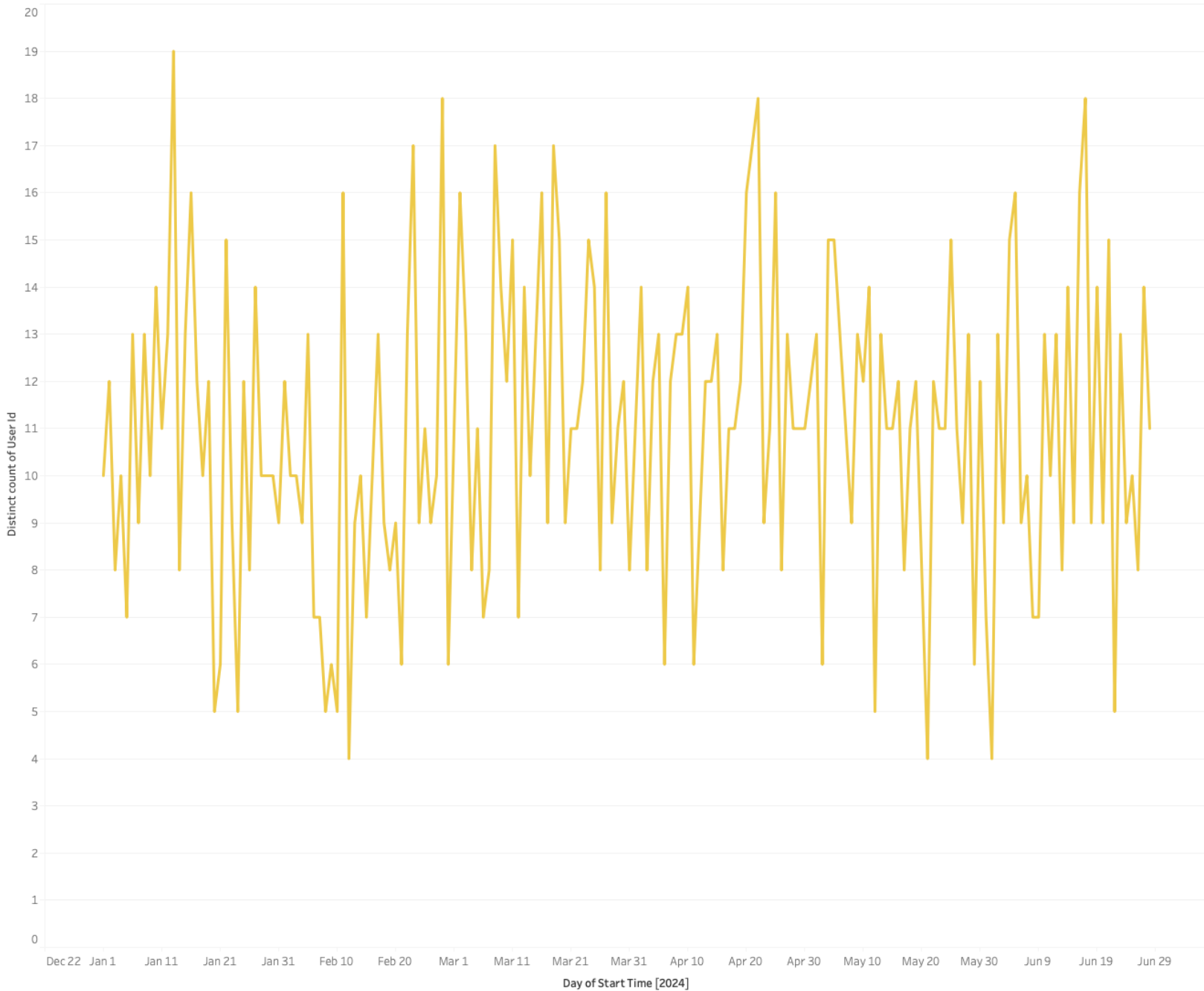
Data: users, sessions, feature_usage, churn (CSV 500–2000 rows)

Tools: SQLite, Tableau **By:** Kanok Thummaruckkit **Date:** 2025/09/14



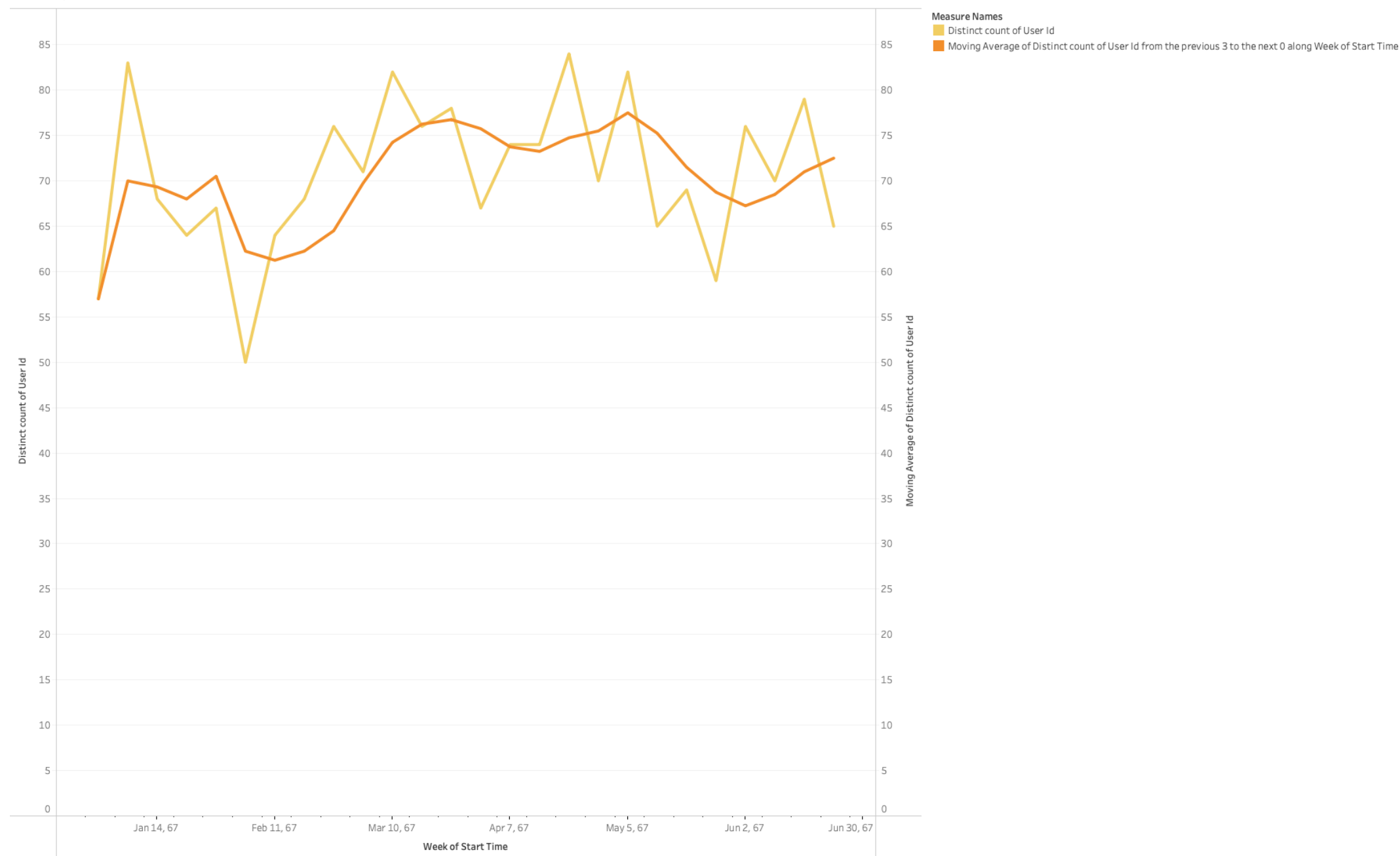
The trends of distinct count of User Id and Moving Average of Distinct count of User Id from the previous 6 to the next 0 along Day of Start Time for Start Time Day. Color shows details about distinct count of User Id and Moving Average of Distinct count of User Id from the previous 6 to the next 0 along Day of Start Time. The data is filtered on Start Time, Device and Age Group. The Start Time filter ranges from 1/1/2567 BE 02:32:00 to 28/6/2567 BE 23:10:00 and keeps Null values. The Device filter keeps Android, iOS and Web. The Age Group filter keeps 18-24, 25-34, 35-44, 45-54 and 55+.

Check - DAU



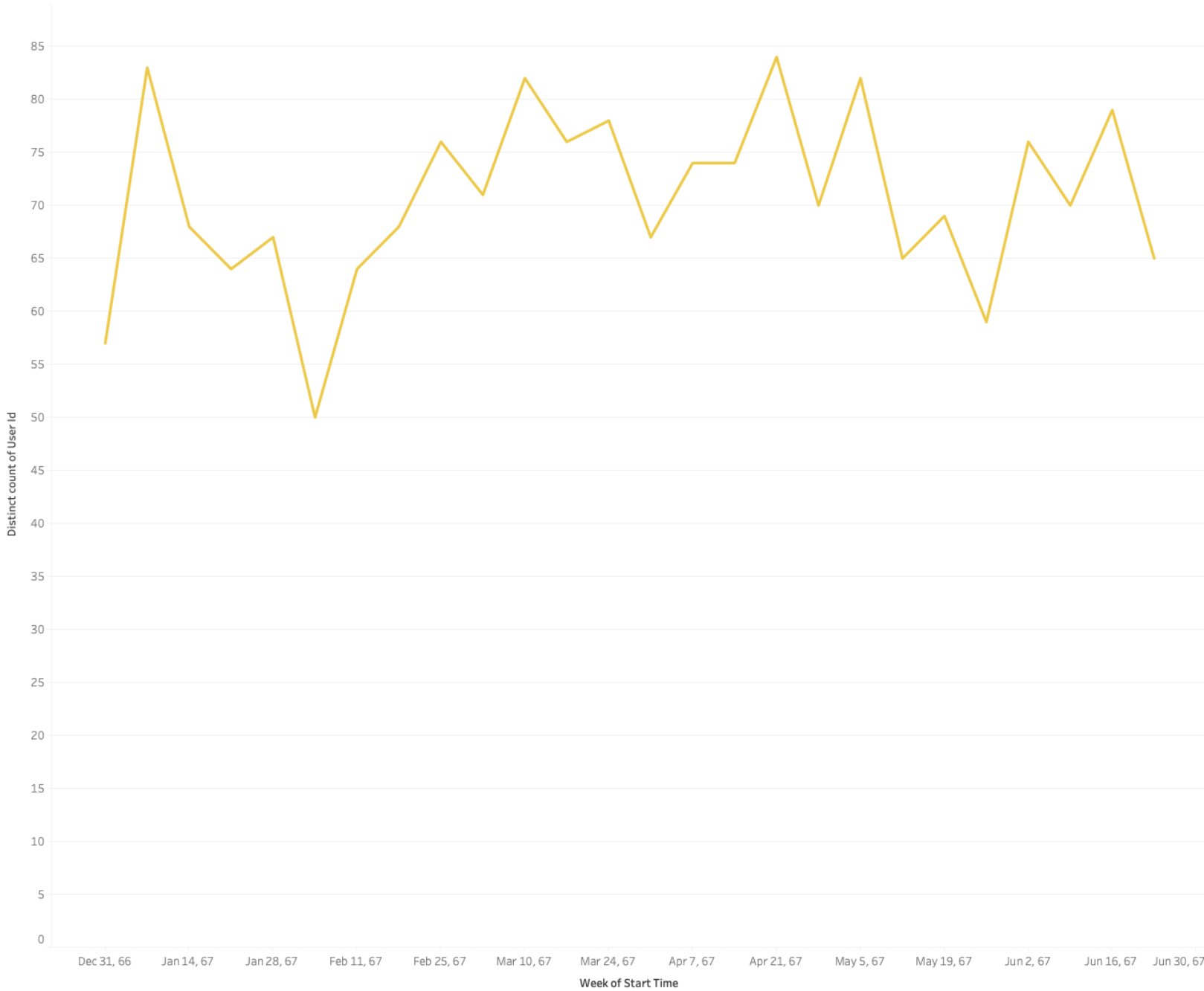
The trend of distinct count of User Id for Start Time Day. The data is filtered on Age Group, Device and Start Time. The Age Group filter keeps 18-24, 25-34, 35-44, 45-54 and 55+. The Device filter keeps Android, iOS and Web. The Start Time filter ranges from 1/1/2567 BE 02:32:00 to 28/6/2567 BE 23:10:00 and keeps Null values.

WAU by Week



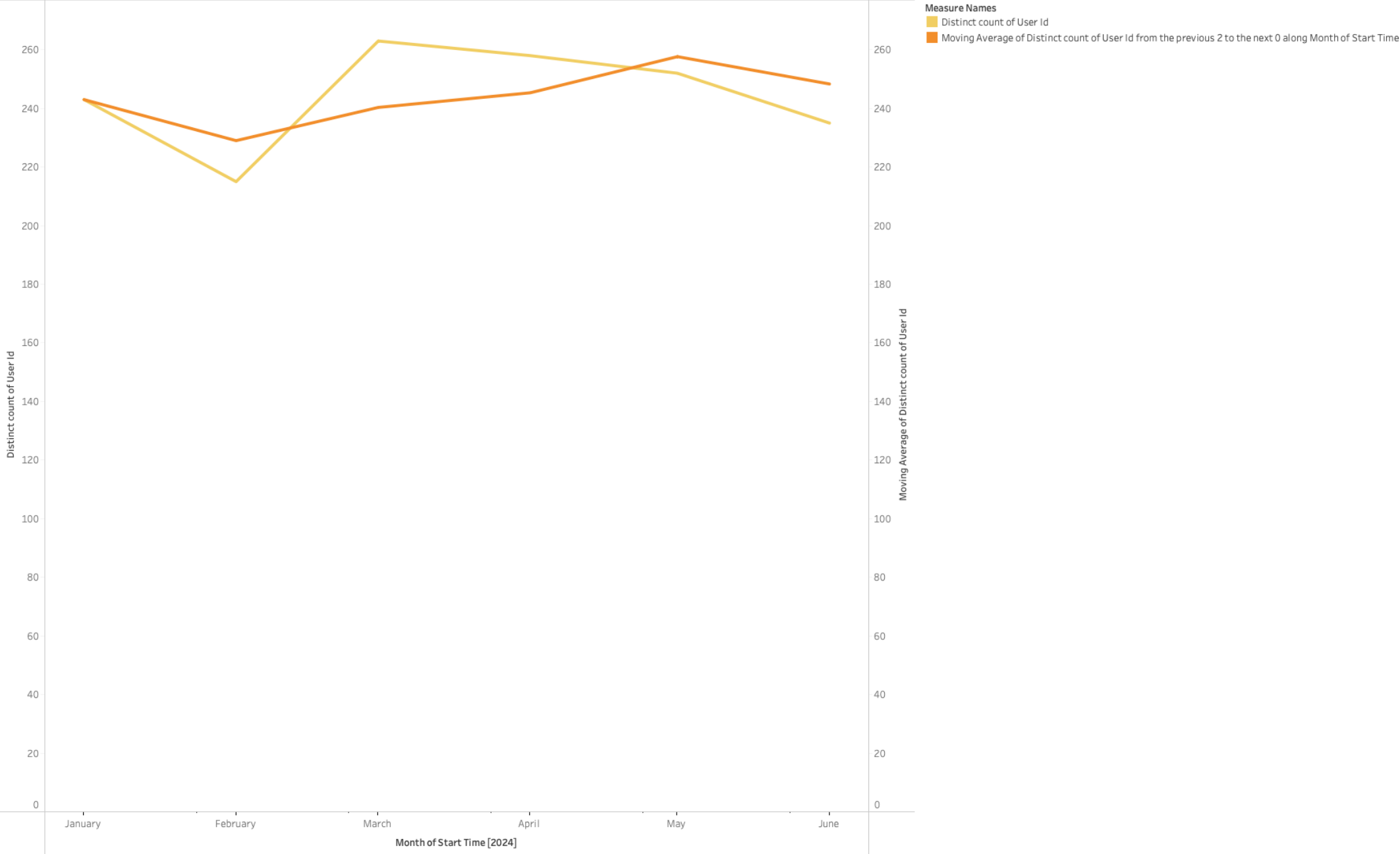
The trends of distinct count of User Id and Moving Average of Distinct count of User Id from the previous 3 to the next 0 along Week of Start Time for Start Time Week. Color shows details about distinct count of User Id and Moving Average of Distinct count of User Id from the previous 3 to the next 0 along Week of Start Time. The data is filtered on Start Time, Device and Age Group. The Start Time filter ranges from 1/1/2567 BE 02:32:00 to 28/6/2567 BE 23:10:00 and keeps Null values. The Device filter keeps Android, iOS and Web. The Age Group filter keeps 18-24, 25-34, 35-44, 45-54 and 55+.

Check - WAU



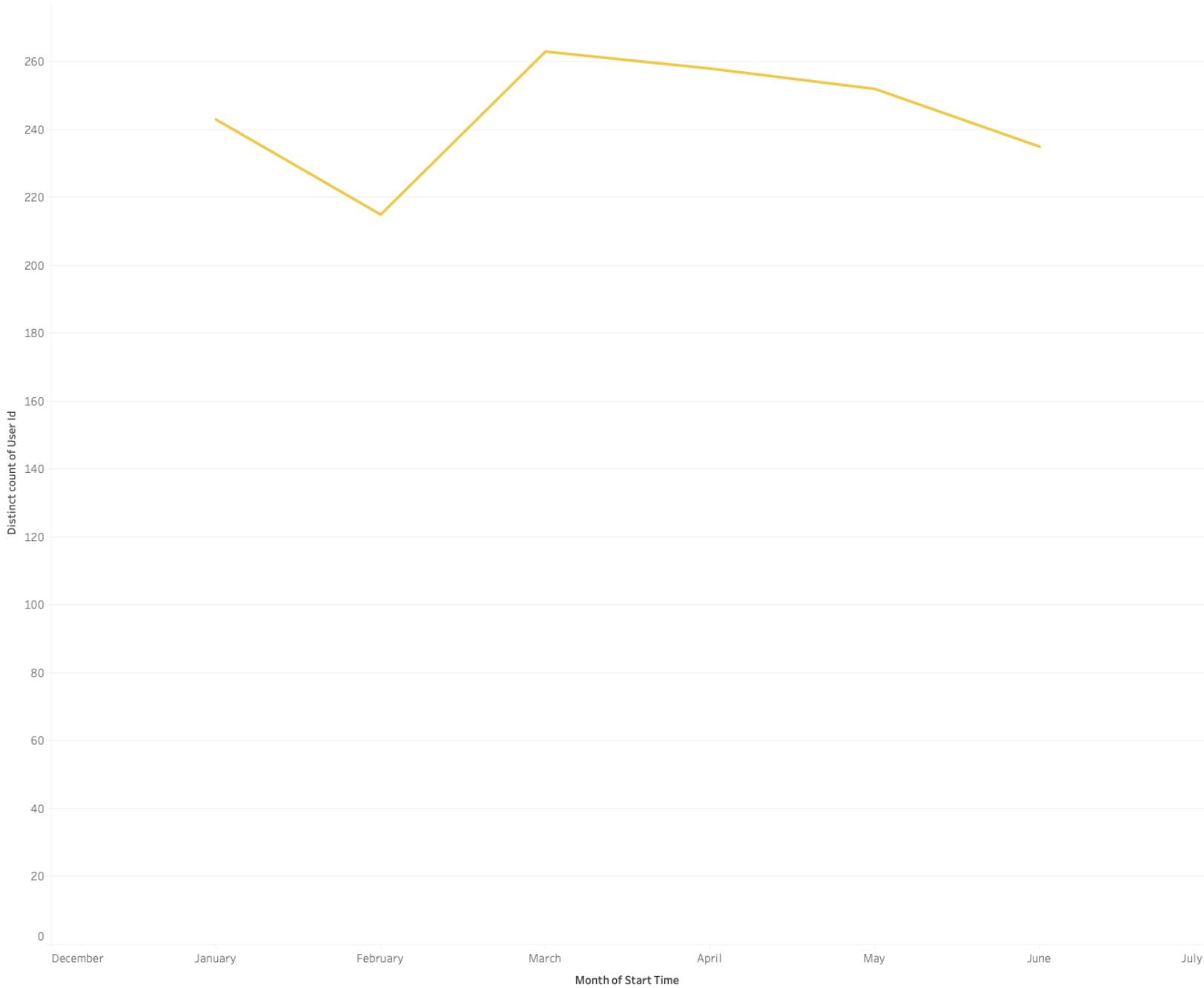
The trend of distinct count of User Id for Start Time Week. The data is filtered on Age Group, Device and Start Time. The Age Group filter keeps 18-24, 25-34, 35-44, 45-54 and 55+. The Device filter keeps Android, iOS and Web. The Start Time filter ranges from 1/1/2567 BE 02:32:00 to 28/6/2567 BE 23:10:00 and keeps Null values.

MAU (Monthly Active Users)



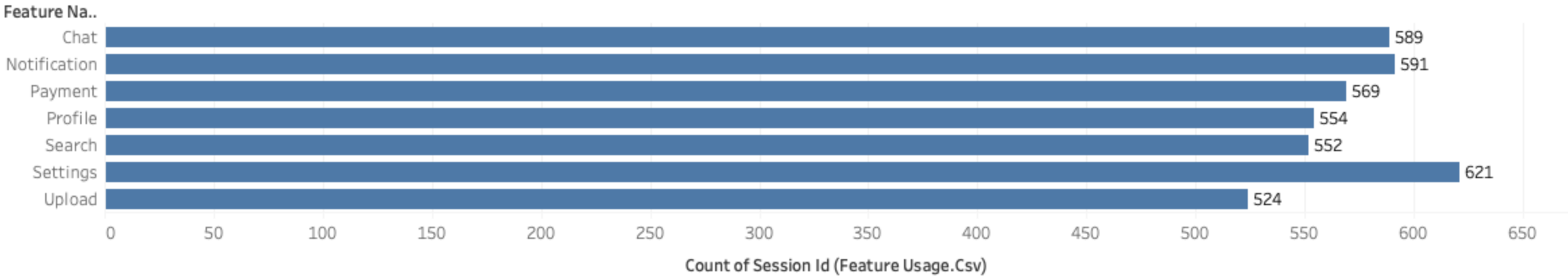
The trends of distinct count of User Id and Moving Average of Distinct count of User Id from the previous 2 to the next 0 along Month of Start Time for Start Time Month. Color shows details about distinct count of User Id and Moving Average of Distinct count of User Id from the previous 2 to the next 0 along Month of Start Time. The data is filtered on Start Time, Device and Age Group. The Start Time filter ranges from 1/1/2567 BE 02:32:00 to 28/6/2567 BE 23:10:00 and keeps Null values. The Device filter keeps Android, iOS and Web. The Age Group filter keeps 18-24, 25-34, 35-44, 45-54 and 55+.

Check - MAU



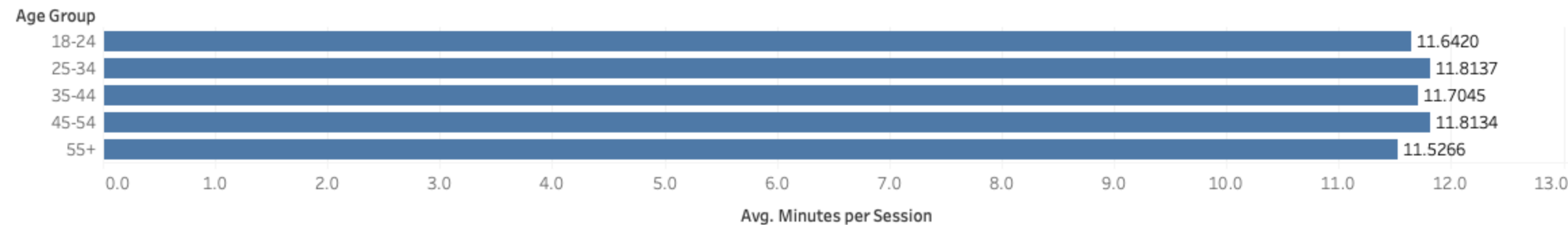
The trend of distinct count of User Id for Start Time Month. The data is filtered on Age Group, Device and Start Time. The Age Group filter keeps 18-24, 25-34, 35-44, 45-54 and 55+. The Device filter keeps Android, iOS and Web. The Start Time filter ranges from 1/1/2567 BE 02:32:00 to 28/6/2567 BE 23:10:00 and keeps Null values.

Top Features



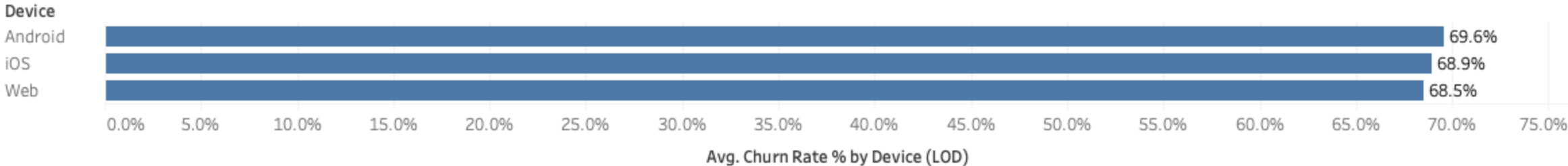
Count of Session Id (Feature Usage.Csv) for each Feature Name. The data is filtered on Start Time, Device and Age Group. The Start Time filter ranges from 1/1/2567 BE 02:32:00 to 28/6/2567 BE 23:10:00 and keeps Null values. The Device filter keeps Android, iOS and Web. The Age Group filter keeps 18-24, 25-34, 35-44, 45-54 and 55+.

Engagement by Age



Average of Minutes per Session for each Age Group. The data is filtered on Start Time and Device. The Start Time filter ranges from 1/1/2567 BE 02:32:00 to 28/6/2567 BE 23:10:00 and keeps Null values. The Device filter keeps Android, iOS and Web. The view is filtered on Age Group, which keeps 18-24, 25-34, 35-44, 45-54 and 55+.

Churn by Device

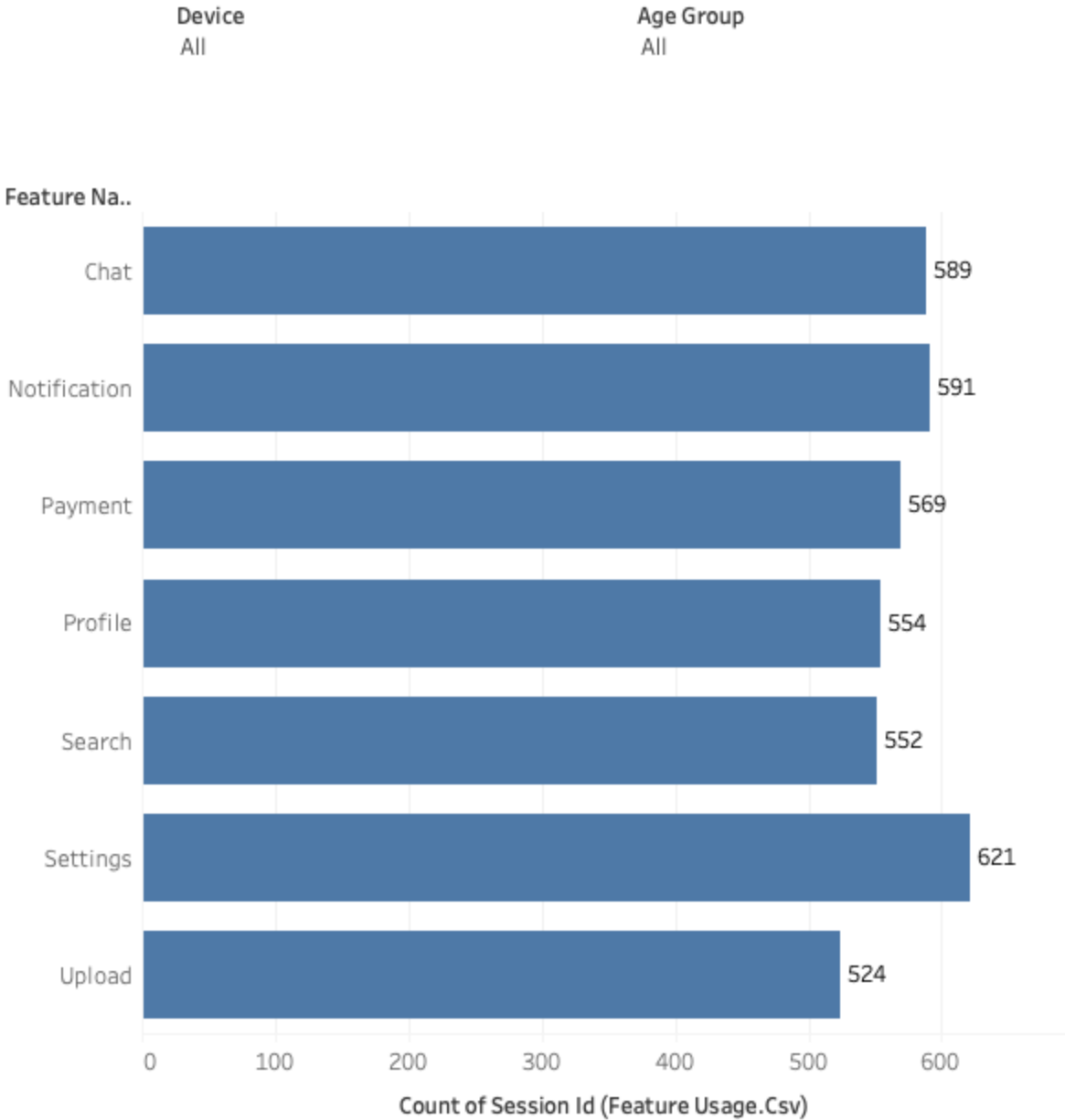
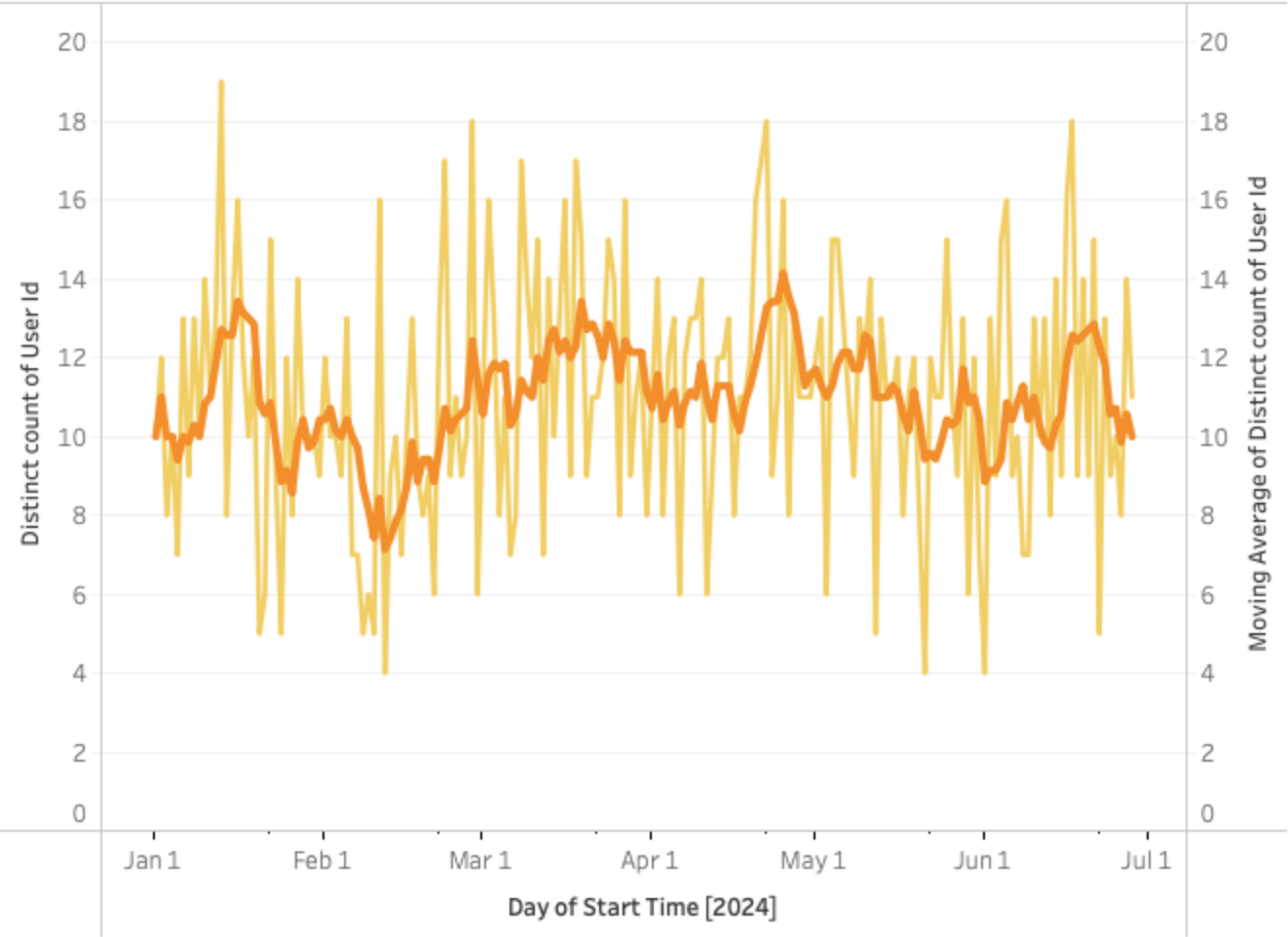


Average of Churn Rate % by Device (LOD) for each Device. The data is filtered on Start Time and Age Group. The Start Time filter ranges from 1/1/2567 BE 02:32:00 to 28/6/2567 BE 23:10:00 and keeps Null values. The Age Group filter keeps 18-24, 25-34, 35-44, 45-54 and 55+. The view is filtered on Device, which keeps Android, iOS and Web.

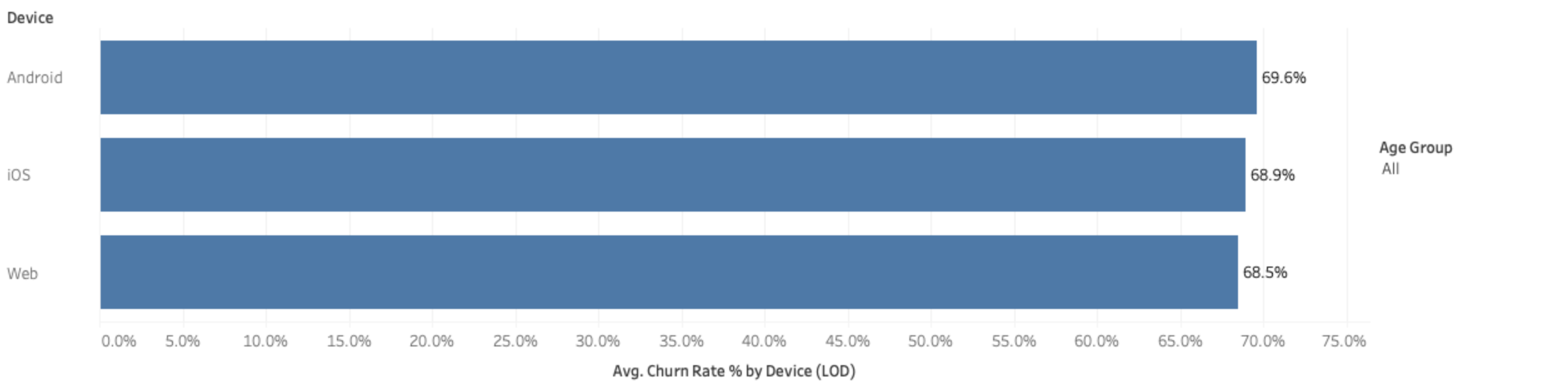
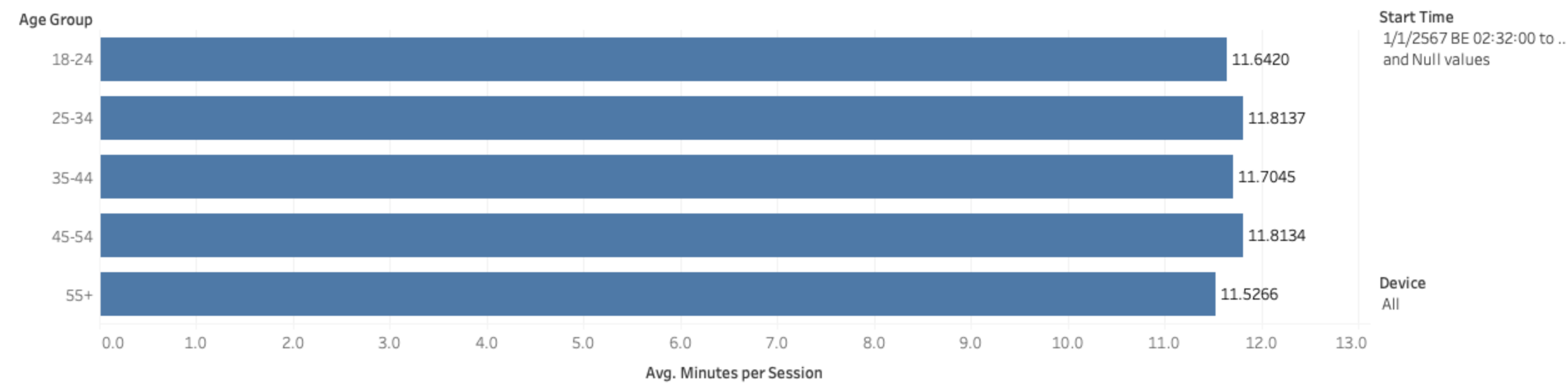
Trend & Ranking

Start Time
1/1/2567 BE 02:32:00 to 28/6/2567 BE 23:10:00
and Null values

DAU | MA(7)



Segmentation



KPI Overview

Start Time
1/1/2567 BE 02:32:00 to 28/6/2567 BE 23:10:00
and Null values

Device
All

Age Group
All

Total Users

Churn Rate%

Avg Session Min

488

68.4%

29.2

Total Users

488

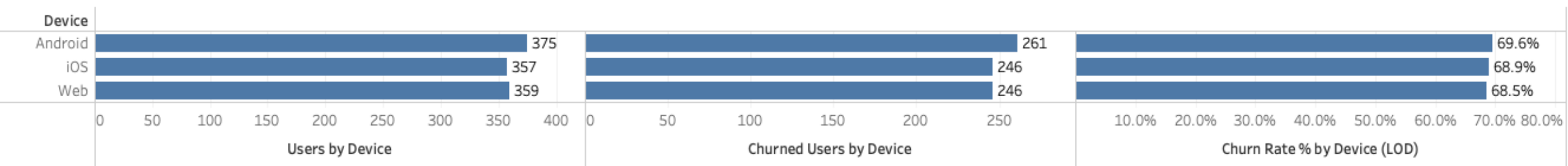
68.4%

Churn rate %. The data is filtered on Device, Age Group and Start Time. The Device filter keeps Android, iOS and Web. The Age Group filter keeps 18-24, 25-34, 35-44, 45-54 and 55+. The Start Time filter ranges from 1/1/2567 BE 02:32:00 to 28/6/2567 BE 23:10:00 and keeps Null values.

29.2

Average of Duration Minute. The data is filtered on Device, Age Group and Start Time. The Device filter keeps Android, iOS and Web. The Age Group filter keeps 18-24, 25-34, 35-44, 45-54 and 55+. The Start Time filter ranges from 1/1/2567 BE 02:32:00 to 28/6/2567 BE 23:10:00 and keeps Null values.

Check - Churn by Device



Sum of Users by Device, sum of Churned Users by Device and sum of Churn Rate % by Device (LOD) for each Device. The data is filtered on Age Group and Start Time. The Age Group filter keeps 18-24, 25-34, 35-44, 45-54 and 55+. The Start Time filter ranges from 1/1/2567 BE 02:32:00 to 28/6/2567 BE 23:10:00 and keeps Null values. The view is filtered on Device, which keeps Android, iOS and Web.