

500

Sum of signup_users

423

Sum of login_users

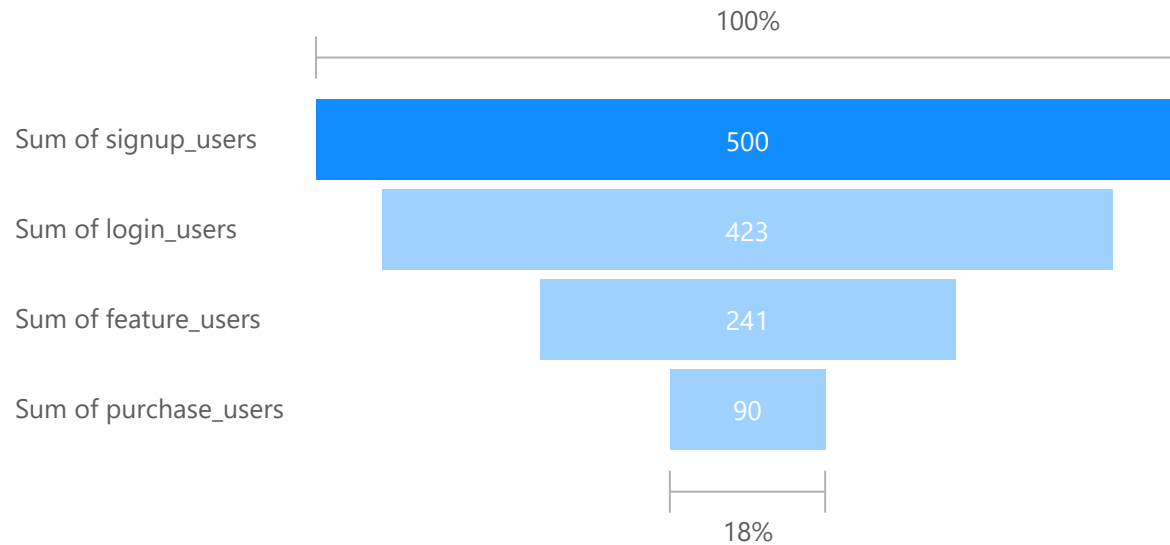
241

Sum of feature_users

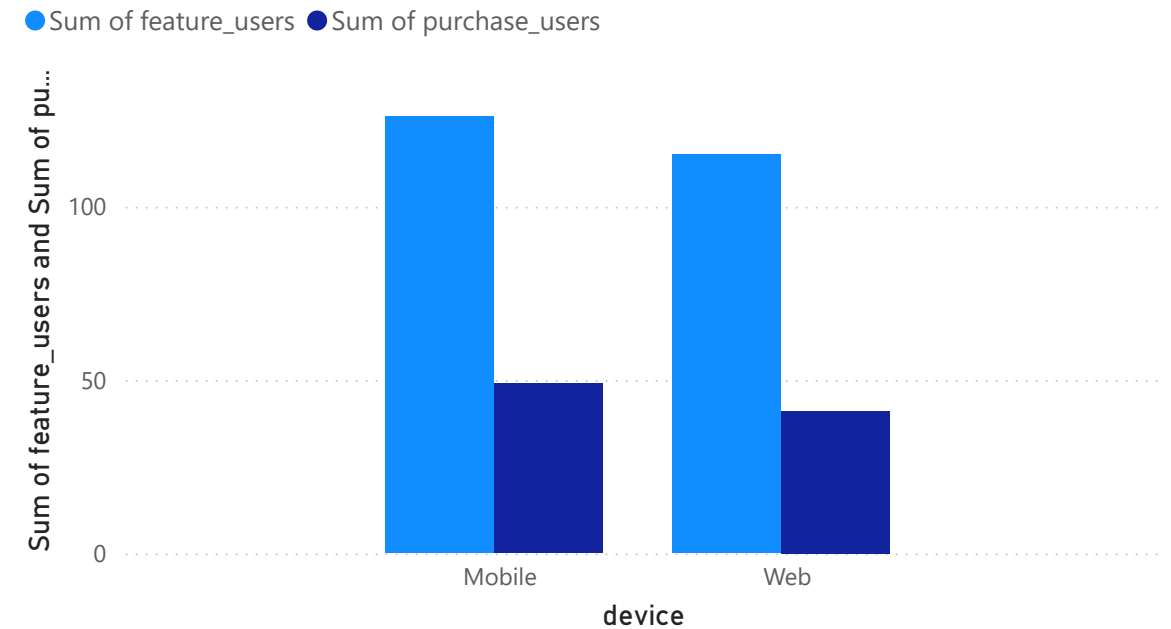
90

Sum of purchase_users

Sum of signup_users, Sum of login_users, Sum of feature_users and Sum of purchase_users



Sum of feature_users and Sum of purchase_users by device



Key Insights:

- Largest drop-off occurs between Login and Feature Use (~43%).
- Mobile users show stronger activation than Web.
- Improving Web onboarding could significantly increase purchases.