

## 1) Methodology and Assumptions:

How I did it:

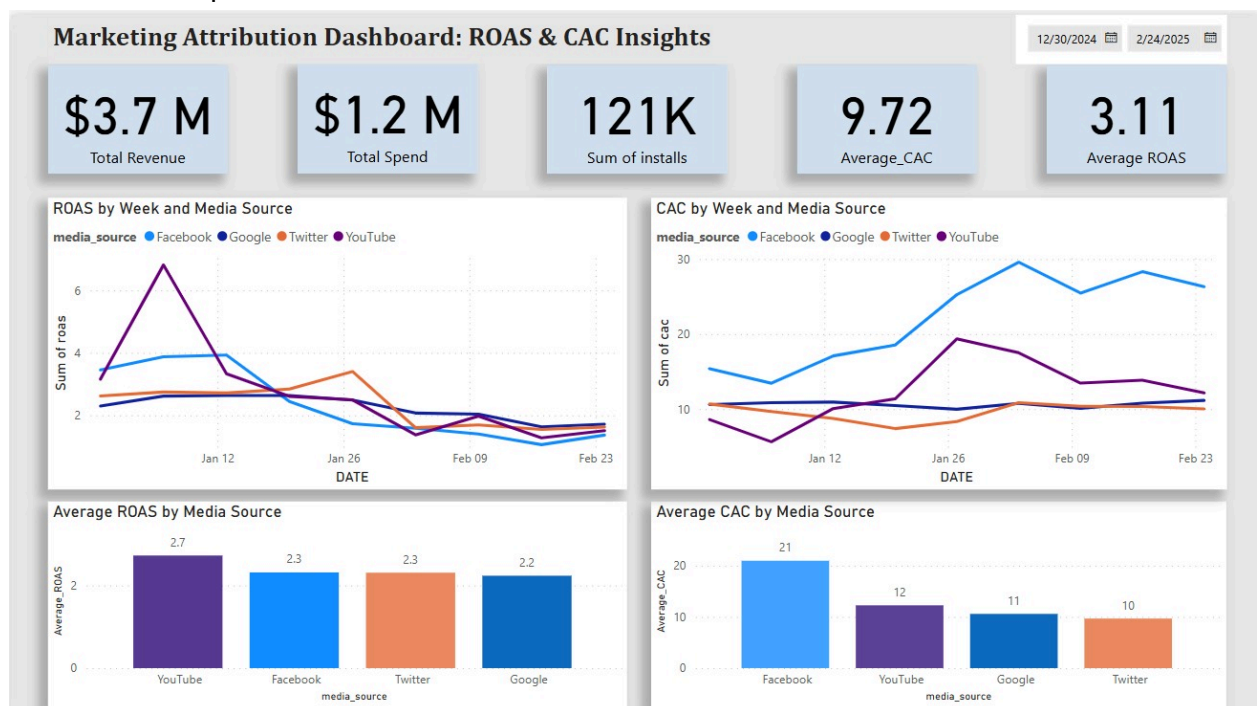
- I combined all the installs into one table.
- Linked users using the mapping file.
- Calculated LTV (total revenue per user).
- Split users into Low, Medium, High tiers using percentiles.
- Found which media sources bring high-value users.
- Found users who reinstalled after 30+ days and tracked their LTV.
- Calculated CAC and ROAS weekly using spend and installs data.

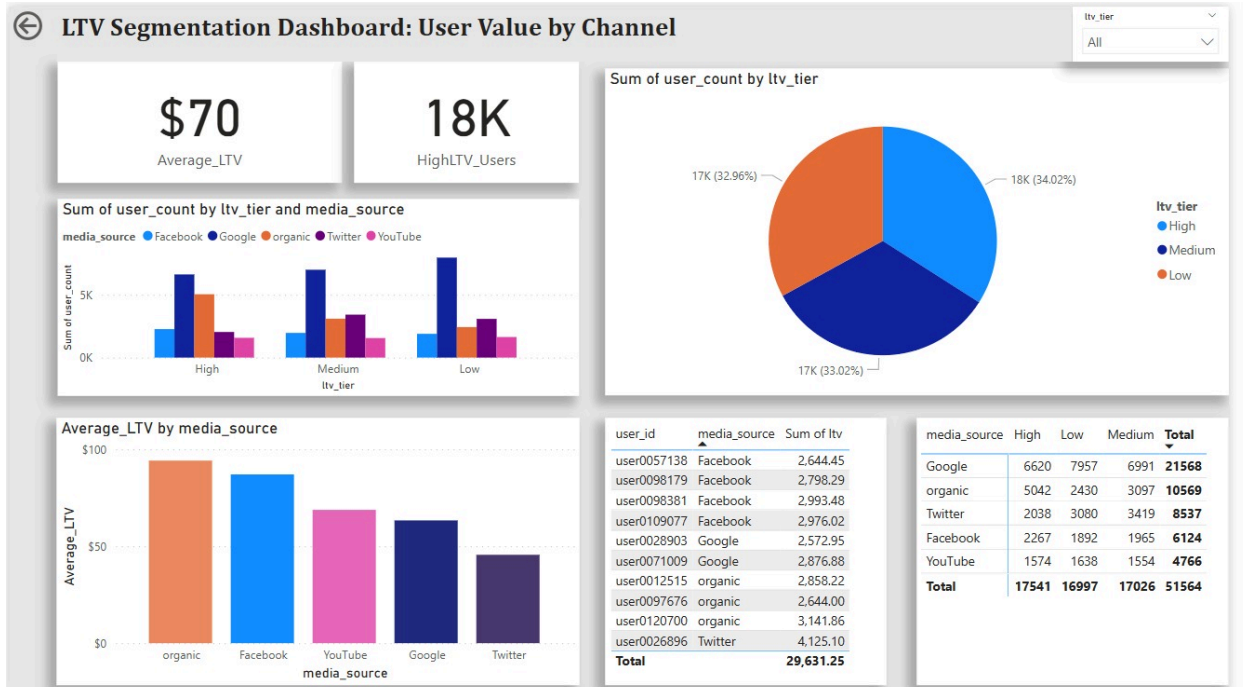
Assumptions I made:

- The last install was used to decide which channel a user belongs to.
- All revenue for each user is counted in total LTV.
- Missing media sources were labeled as "organic".
- Spend was only used for paid installs (Google, Facebook, etc.).

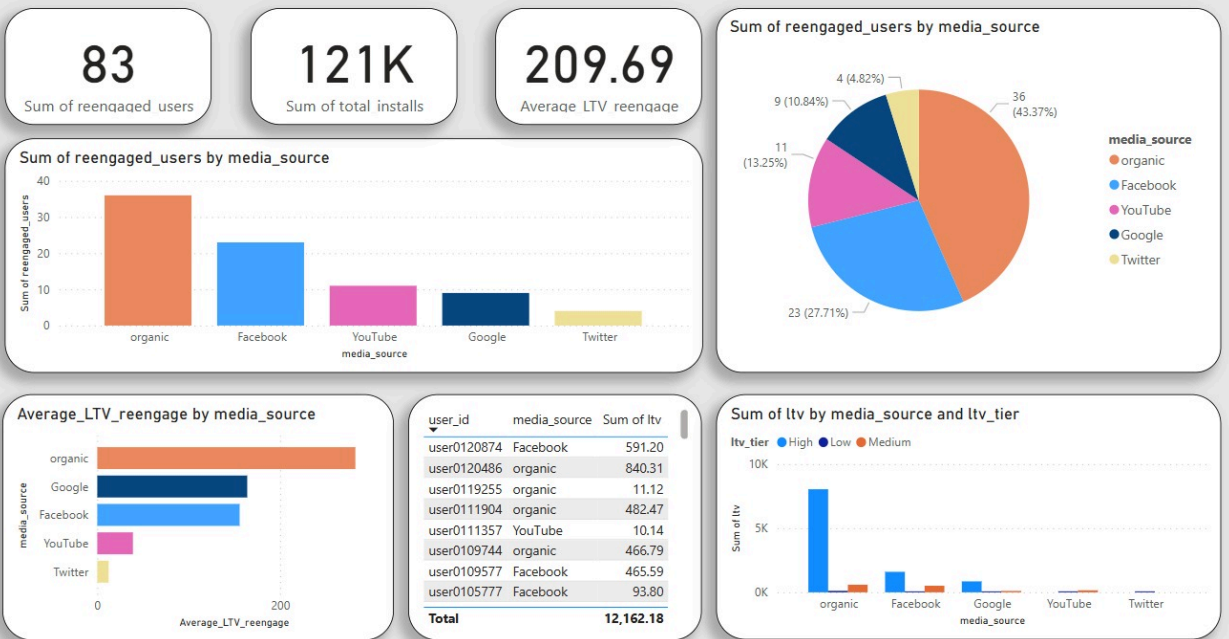
## 2) Power BI Dashboards

- I'm adding dashboard images to this specific area, Because Mac Doesn't Support PowerBI desktop





### Re-Engagement Dashboard: Retargeting Impact & User Value



### 3) How I Used AI Tools

- Yes, I used AI tools only when I got stuck or needed to learn something new.
- I used it to clarify how to calculate percentiles and apply them to LTV tiers.
- I referred to it when debugging complex join logic or date comparisons.