

Sis Report

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1 Executive Summary

This report provides a high-level overview of key performance indicators (KPIs) for the period covering January 4th to March 1st, 2025, following a significant product update roll-out. The overall user base shows healthy engagement, with a high average session length (22.5 minutes) suggesting deep interaction. However, overall Day 7 Retention stands at 55%, indicating a significant opportunity to optimize the new user experience. Monetization remains concentrated, with a low Paying User Rate of 14.8% but a high ARPPU of \$10.74. Most notably, the recent A/B test of the **New User Onboarding Flow (Group B)** demonstrated clear success, improving both D7 Retention and ARPU by 10 percentage points and 100%, respectively, providing a clear path for immediate strategy implementation.

2 Engagement Metrics

Engagement remains strong, driven by long, focused sessions. The high average session length is a positive signal for content value and product stickiness.

Metric	Value	Benchmark	Insight
Monthly Active Users (MAU)	871	N/A	Strong monthly activity.
Avg Daily Active Users (ADAU)	≈ 56	N/A	Estimated average daily reach.
Stickiness (DAU/MAU)	6.4%	5 – 10%	Healthy, slightly above average.
Avg Session Length	22.5 minutes	15 minutes	Very high engagement depth.
Avg Actions per Session	34.5	N/A	Users are busy and interactive.

3 Retention & Cohorts

Overall Day 7 (D7) Retention is solid at 55%, but cohort analysis reveals modest week-over-week fluctuations, indicating that external factors or content delivery timing might impact long-term stickiness. The goal is to stabilize and push D7 retention towards the 60% mark.

Overall Day 7 Retention Rate

Overall D7 Retention = 55%

D7 Retention Cohort Summary

Install Cohort	D7 Retention	Trend
Jan 1st Week	58%	High Stability
Feb 1st Week	54%	Minor Dip
Feb 4th Week	57%	Strong Recovery

Conclusion: Retention is robust but not consistent. The dip in the Feb 1st Week cohort requires further investigation into user acquisition sources or in-app promotions during that period.

4 Monetization

Monetization efforts are driven by a small, high-spending user segment. The disparity between ARPU and ARPPU highlights the need to broaden the payer base through more accessible micro-transactions or lower-tier subscription offerings.

Metric	Value	Insight
Total Revenue	\$1,450.00	Total revenue over the period.
Paying User Rate	14.8%	Low conversion; significant room for growth.
ARPU (Average Revenue Per User)	\$1.59	Calculated across all 910 users.
ARPPU (Average Revenue Per Paying User)	\$10.74	High average spend from payers.
Approximate LTV	\$3.53	Based on 55% D7 retention churn proxy.

Whale Analysis

The top 1% of users (9 users) generated over 40% of the total revenue, with individual spend exceeding a \$50.00 threshold. These users are highly valuable and merit personalized attention and exclusive content offerings to maintain their engagement and spend.

5 A/B Testing: New User Onboarding (Group B)

The A/B test evaluated the impact of a revised, more interactive tutorial (Group B) compared to the control (Group A). Group B was designed to ensure 100% tutorial completion and better demonstrate core product value earlier. The results are decisive.

Hypothesis

Hypothesis: The new, mandatory interactive tutorial (Group B) will increase Day 7 Retention by at least 5 percentage points and improve ARPU.

Results

Metric	Control (A)	Variant (B)	Uplift
Day 7 Retention	50%	60%	+10 pp
Avg Revenue (ARPU)	\$1.00	\$2.00	+100%
Tutorial Completion Rate	75%	100%	+25 pp

Decision

The hypothesis is confirmed with substantial positive uplift across all key metrics. The 10 pp increase in D7 retention and 100% increase in ARPU for Group B validate the design change.
Decision: Launch Group B (New Onboarding Flow) to 100% of the user base immediately.

6 Insights & Recommendations

Key Insights

1. **Onboarding is Key:** The A/B test confirms that the initial experience is the single most critical factor for D7 retention and early monetization.
2. **Core Loop Value:** The long session length (22.5 mins) indicates that the core product experience is sticky and enjoyable, but many users are dropping before D7 due to initial friction (addressed by Group B).
3. **Monetization Funnel is Thin:** Revenue is highly concentrated, presenting a risk. The current product successfully converts high-intent users but fails to convert the general user base.

Recommendations

1. **Immediate Action: Global Launch of Group B.** De-risk and launch the new Onboarding Flow to all users within 24 hours. Monitor D7 retention closely for the next month to confirm the results on a full scale.
2. **Develop a Mid-Tier IAP.** Introduce a low-friction, high-value purchase (e.g., "Starter Pack" or "Ad-Free Access") priced between \$0.99 and \$2.99. This aims to convert some of the 85.2% of non-paying users who currently enjoy the long session length but are not yet committing to high-value transactions.
3. **Deep Dive into Feb 1st Week Cohort.** Investigate specific acquisition channels (country, device, source) for the cohort that showed the lower 54% D7 retention to identify and throttle underperforming channels.