

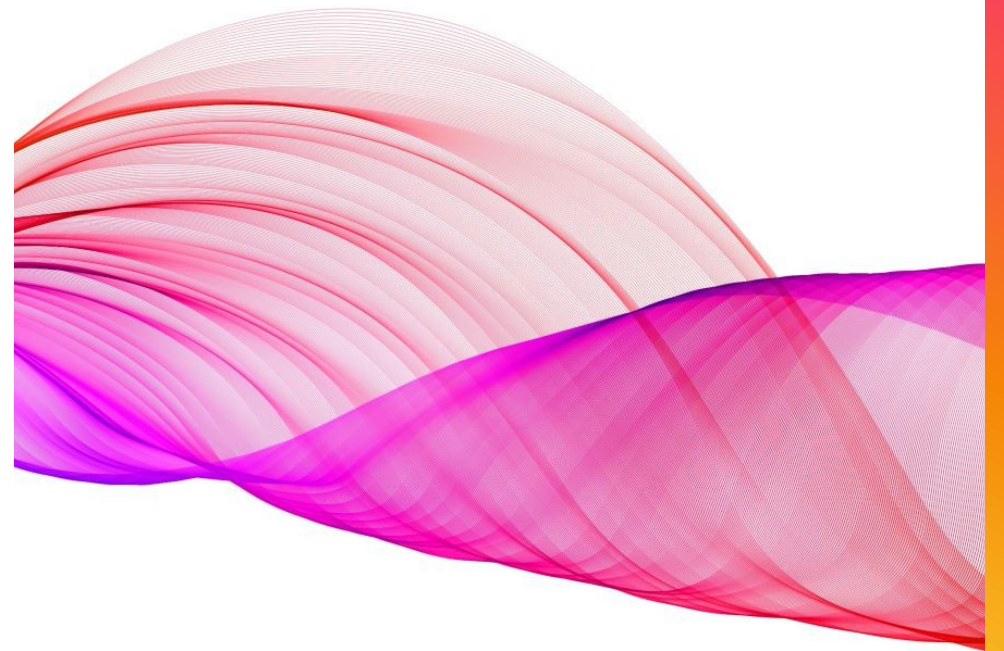
Norbu app use analysis report

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Date: 24/6/2021

Data source: Norbu

Data date range: 2021-04-05 to 2021-05-31

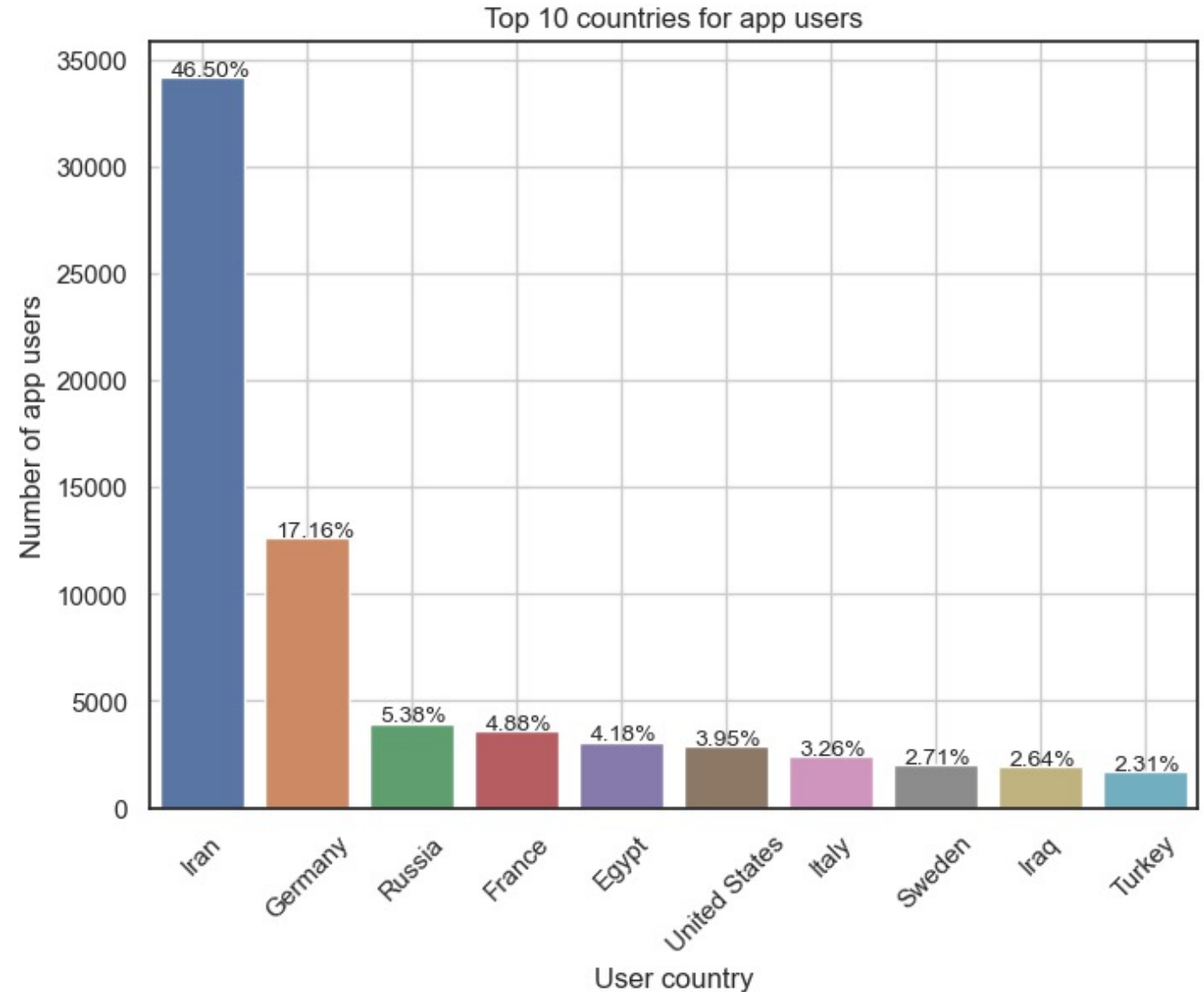


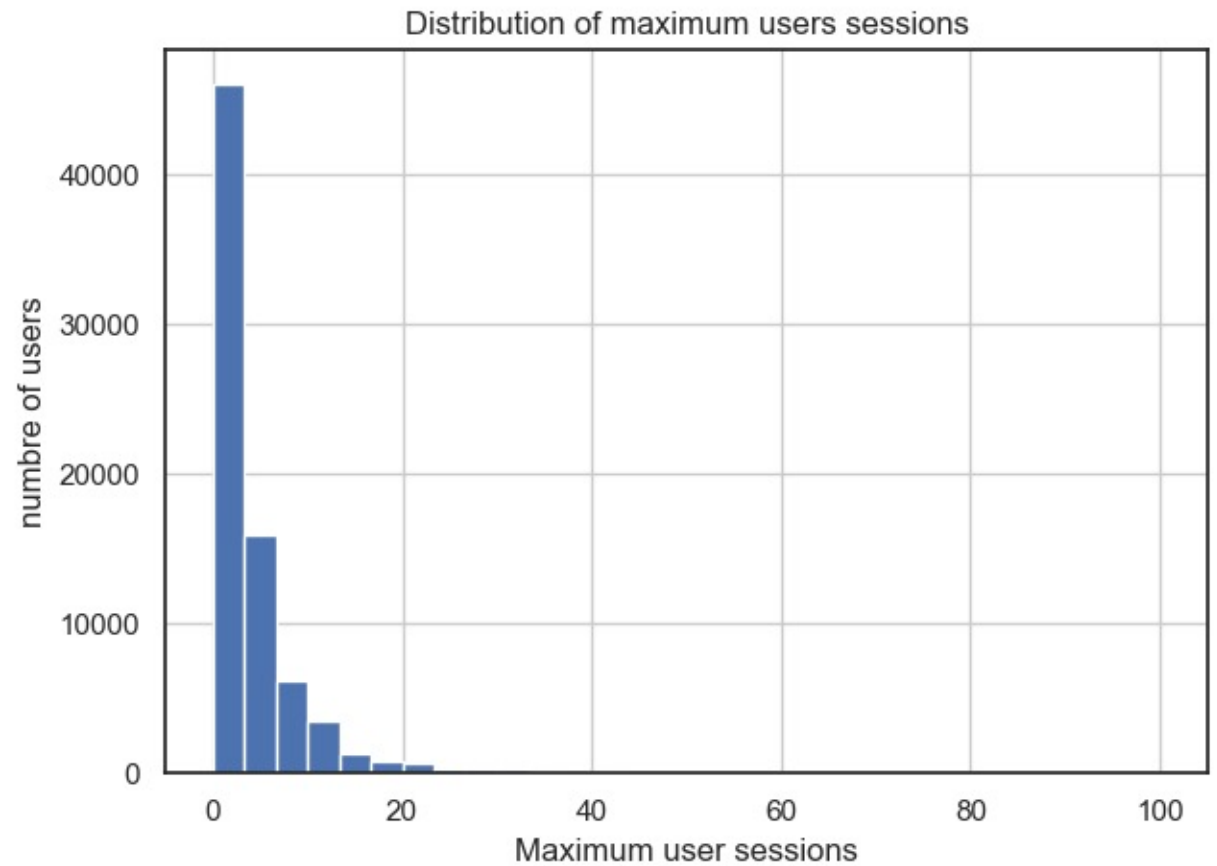
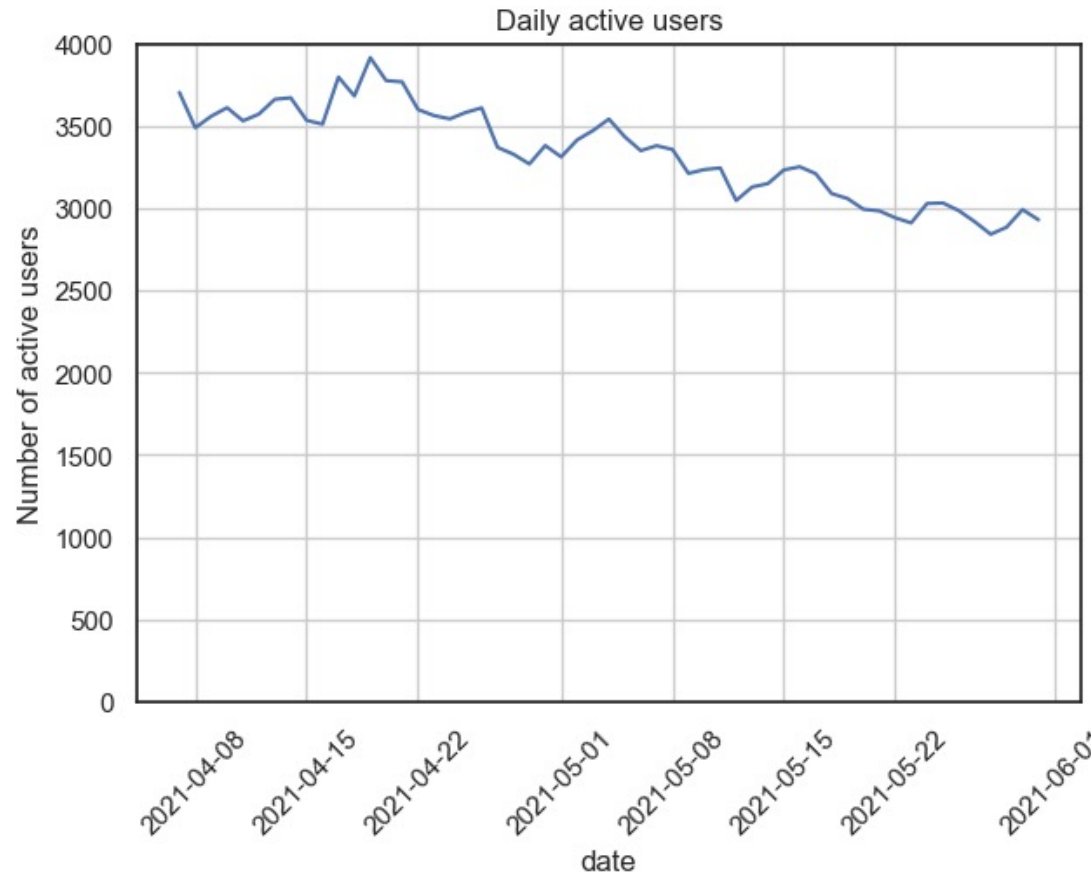
About this presentation

- Users
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 - User LTV
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- 
- Stress management
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 - Ball game
 - In app purchase
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- reflection

User Profile

- A total of 78,108 unique users in the data
- Users from Iran represent almost half of the total unique users
- Android is the dominant platform (96.3%)
- Users from organic traffic source represent 87.2% of total unique users
- More information such as user age and gender is needed





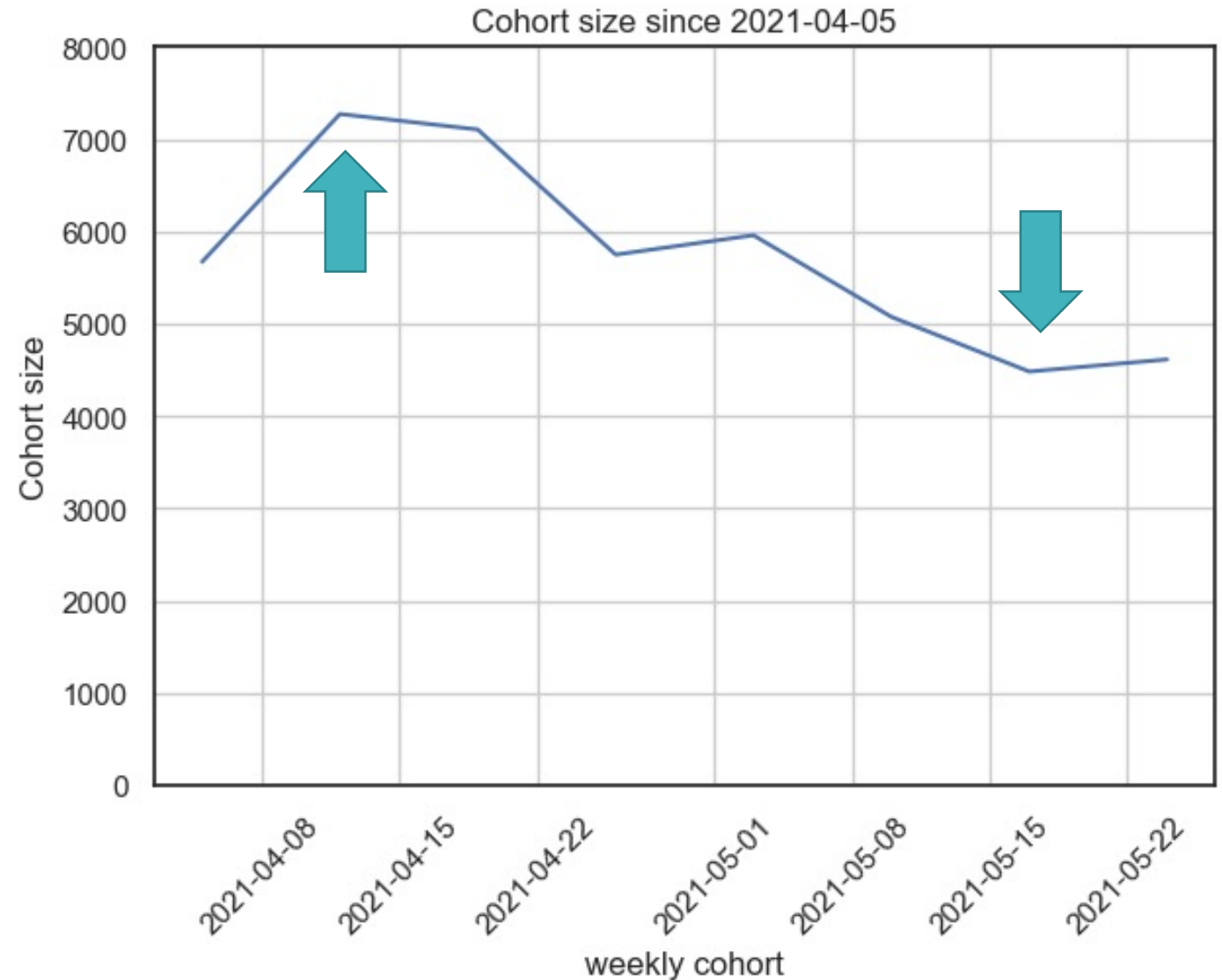
- Daily active users range from around 3000 to just below 4000
- 75% of the users have at most **5 or below** sessions during the less than 2 month period
- 50% of the users have at most 3 or below sessions



28-day retention rate

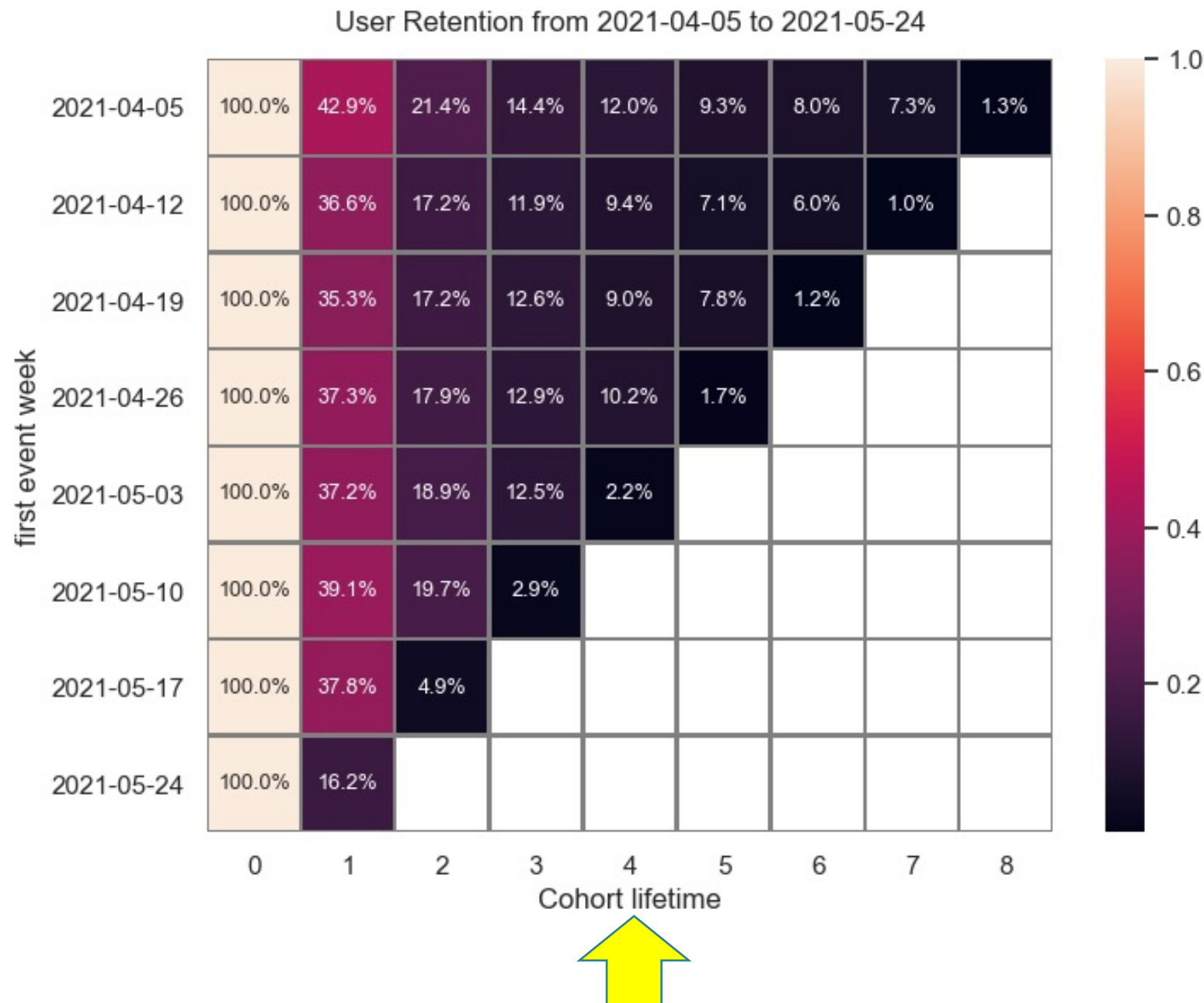
- From 2021-04-05 to 2021-05-31, weekly cohort size fluctuates above 4000
- 2021-04-12 has the largest cohort at 7274
- 2021-05-17 has the smallest at 4483

(note: first_touch_timestamp was used to group cohorts)



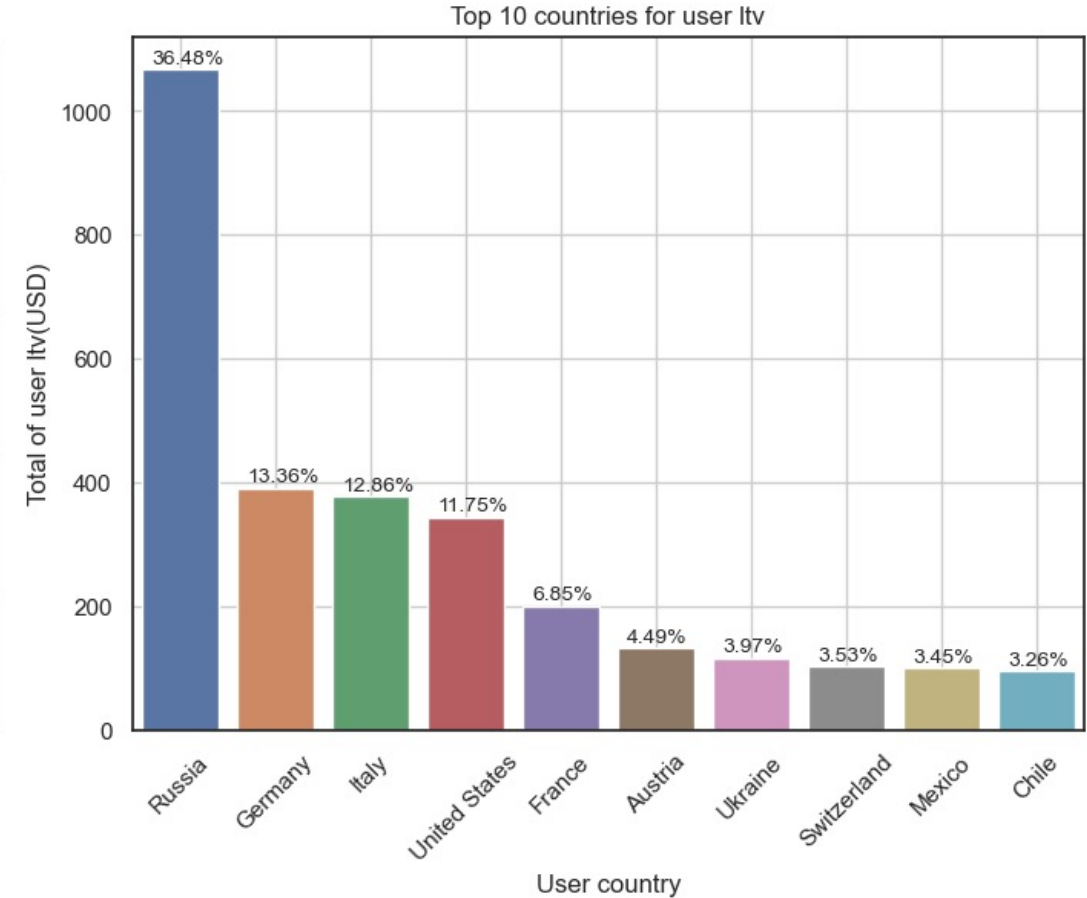
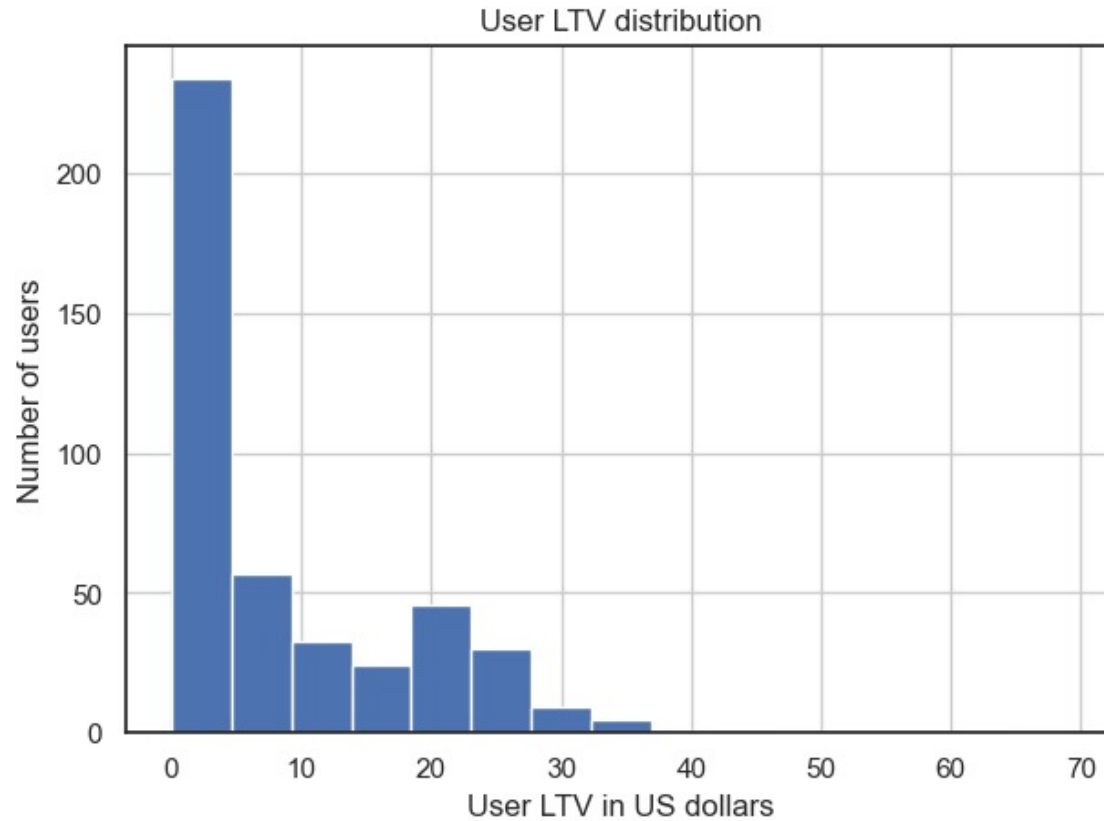
- In the 4th week, the average retention rate among all cohorts is 8.5%.
- Among the 5 top user countries, 4th week retention rate are Iran (9.1%), Germany (8.5%), Russia (5.9%), France (4.5), Egypt (7.7%)
- 4th week retention rate by platform: ANDROID 8.8%; IOS 4.9%
- By traffic source: Organic 8.7%; others 7.7%

(note: first_touch_timestamp was used to group cohorts)



User LTV

Note: calculation assumed that user LTV in the data is accumulative

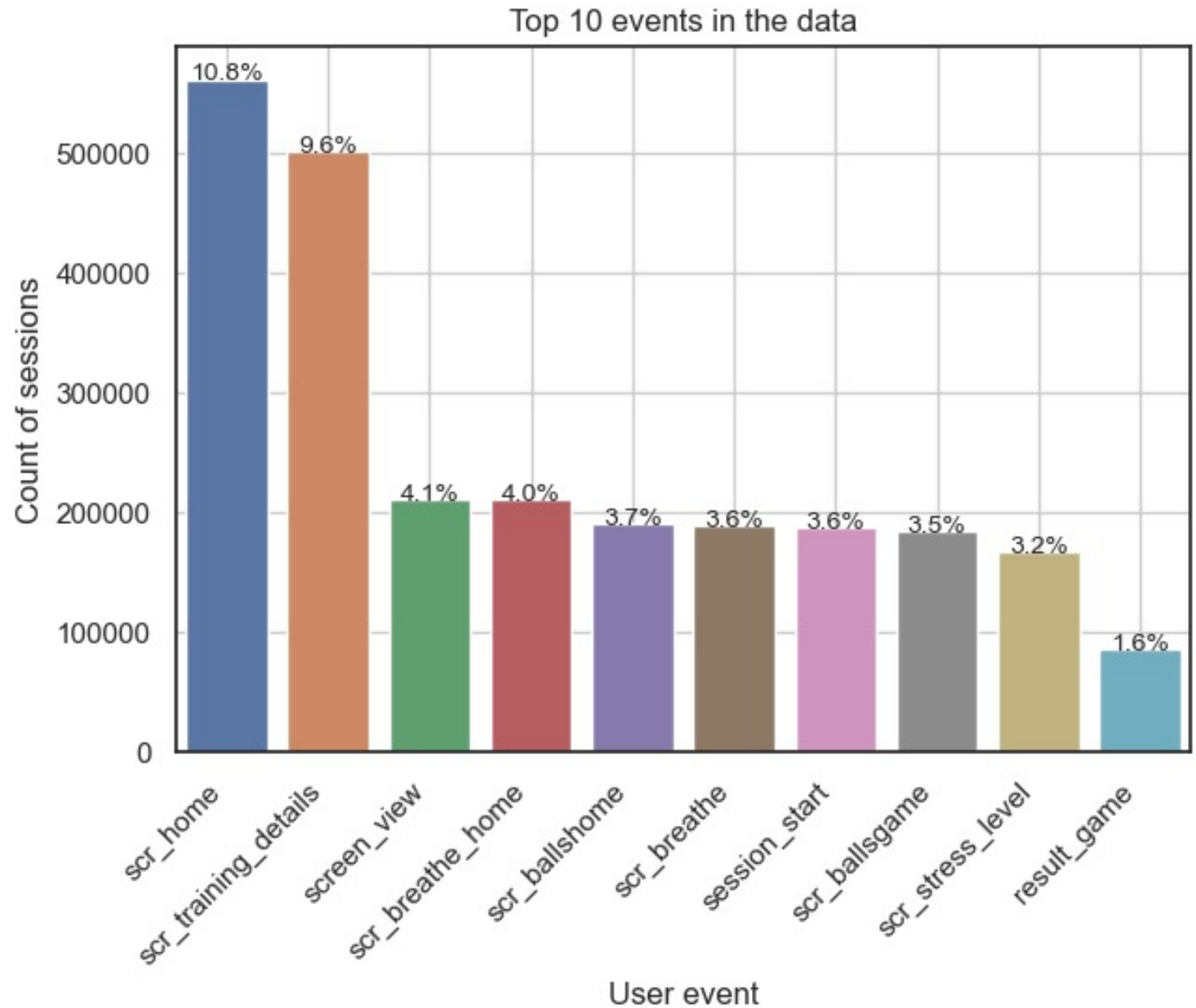


- A total of 518 user with LTV records (of total of 78108 unique users)
- 75% of user LTV below 16 USD, the highest user LTV is 69.255 USD
- Users **from Russia** contributes to 36.48% of the total user LTV.
- Iran which has the most app users didn't make to the top 10.

Top 10 user events

- Other than app home screen, the most visited screen is `scr_training_details`
- Home screen for `calming breath`, the `ball game`, and `manage your stress` seem to be the most popular.

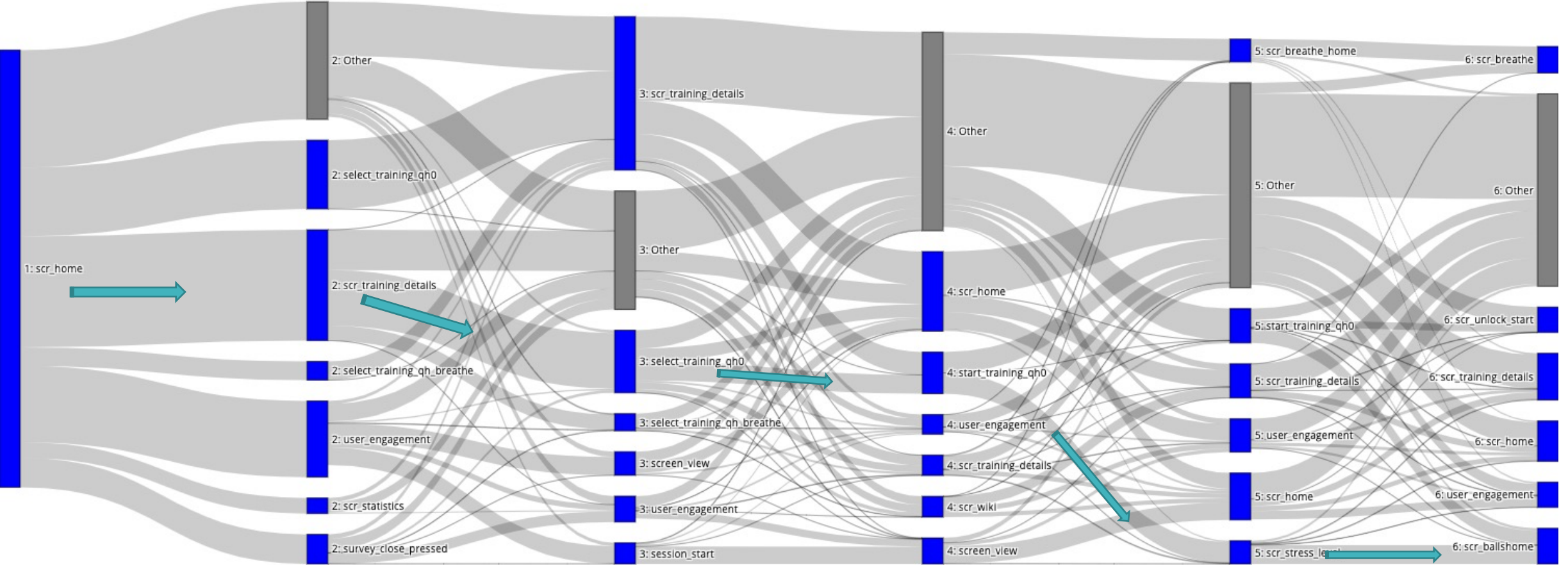
(note: calculation excludes `user_engagement` and `scr_brain_progress`)





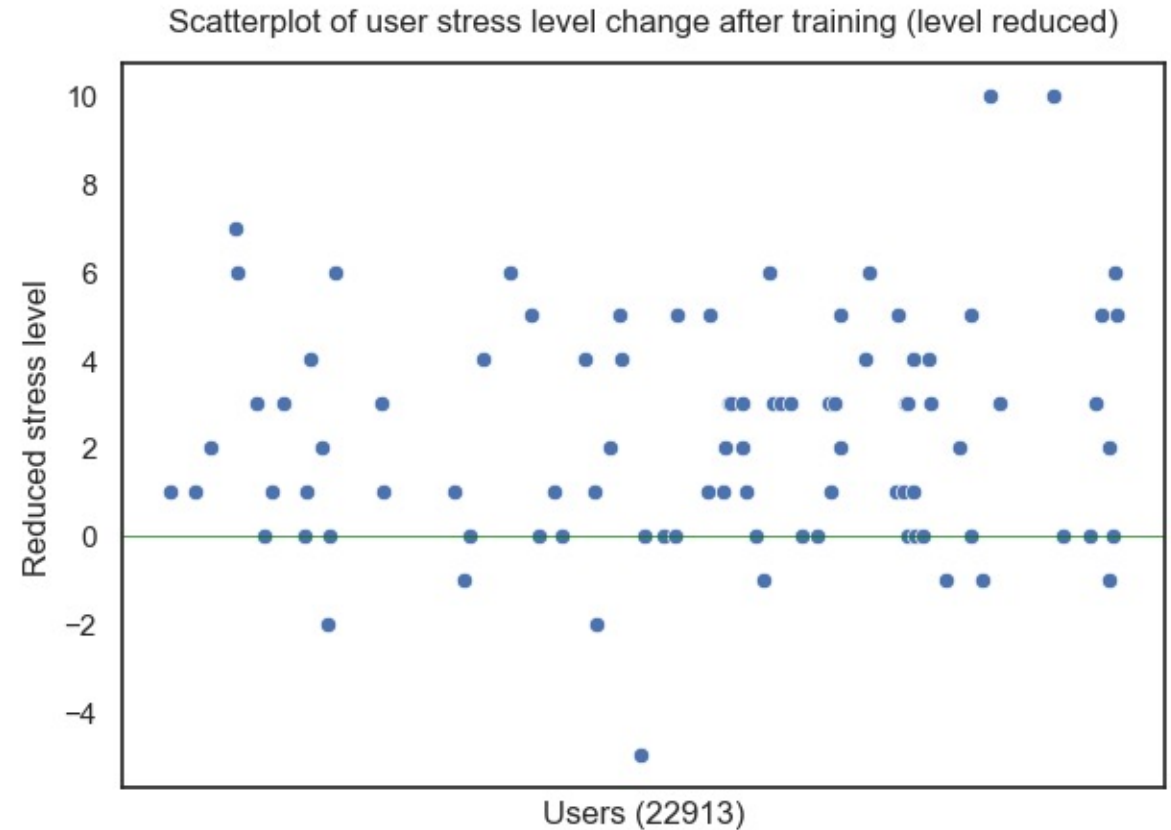
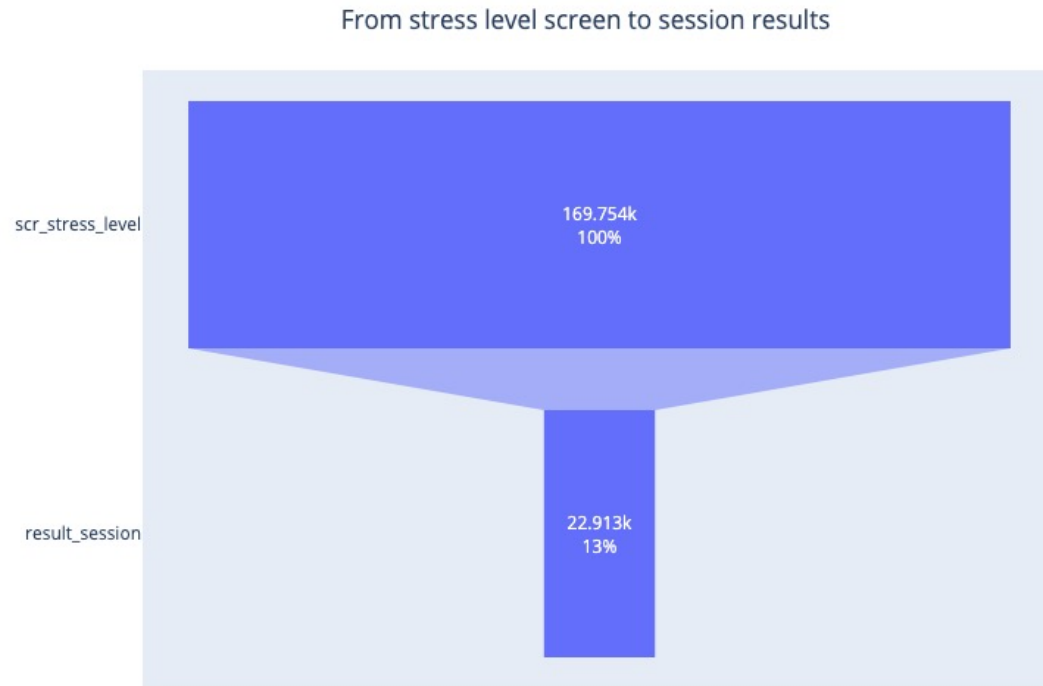
User Journey from home screen

From homescreen





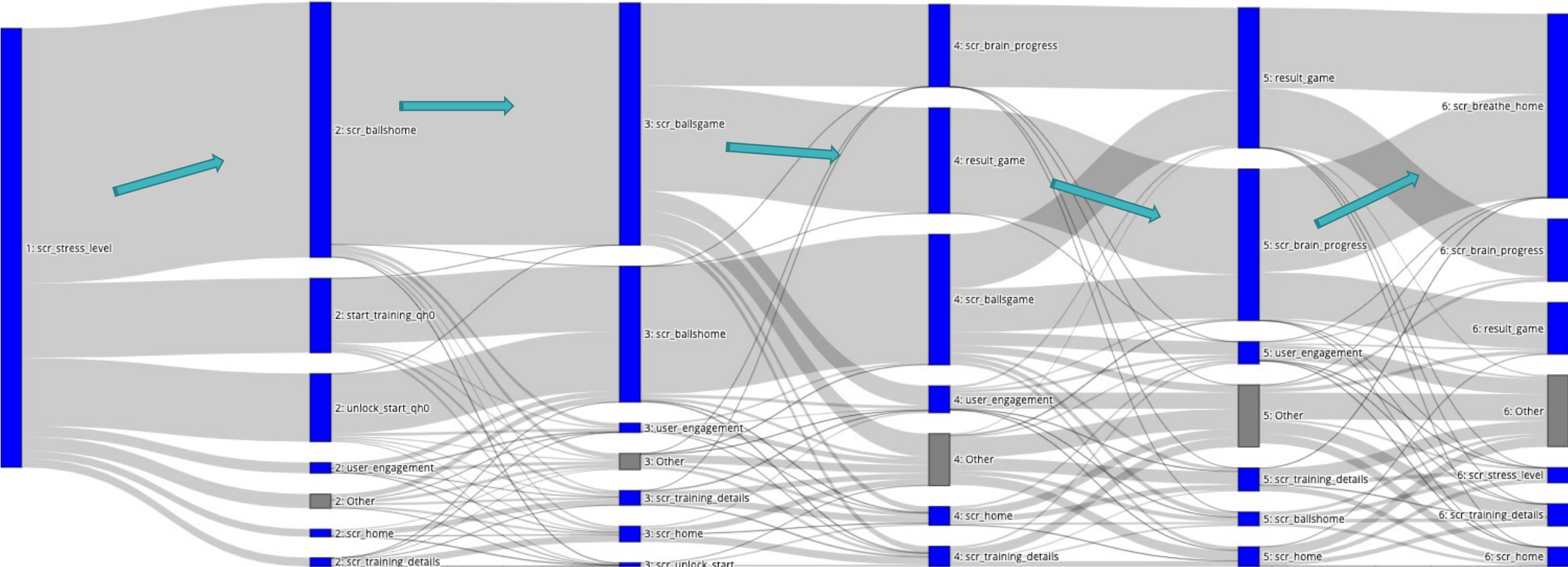
Stress level assessment



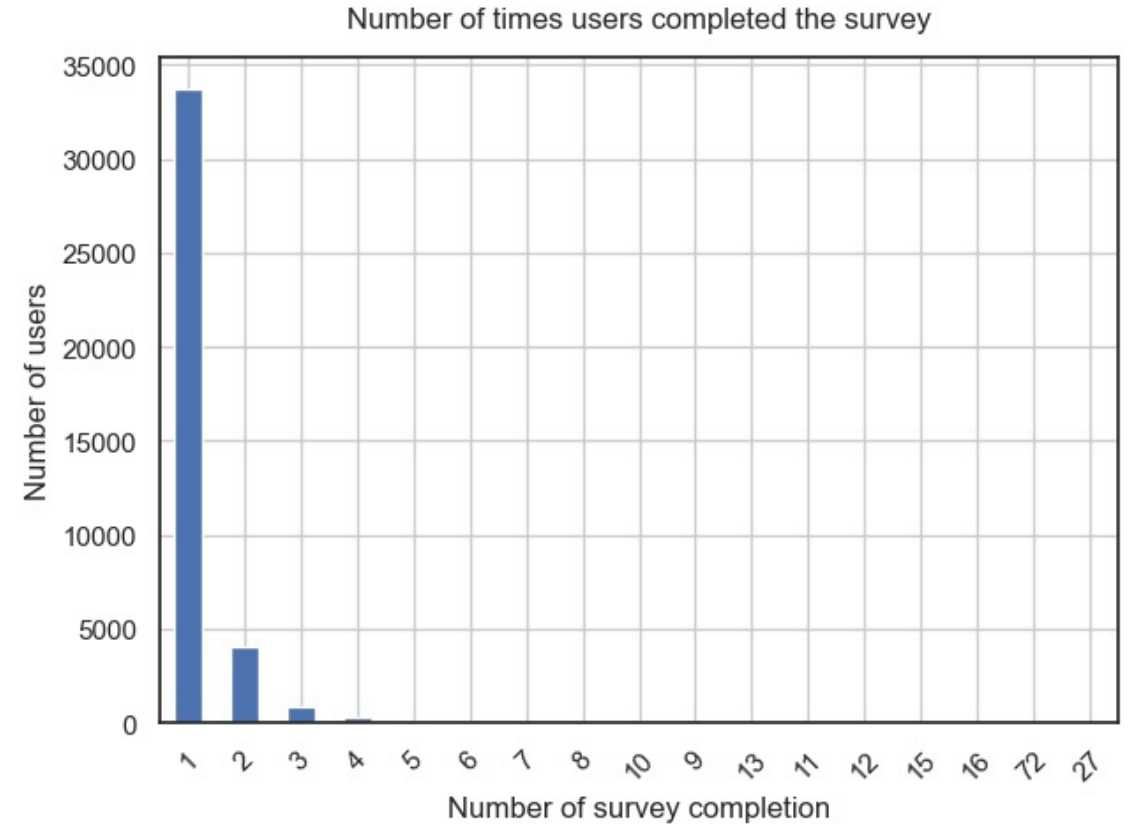
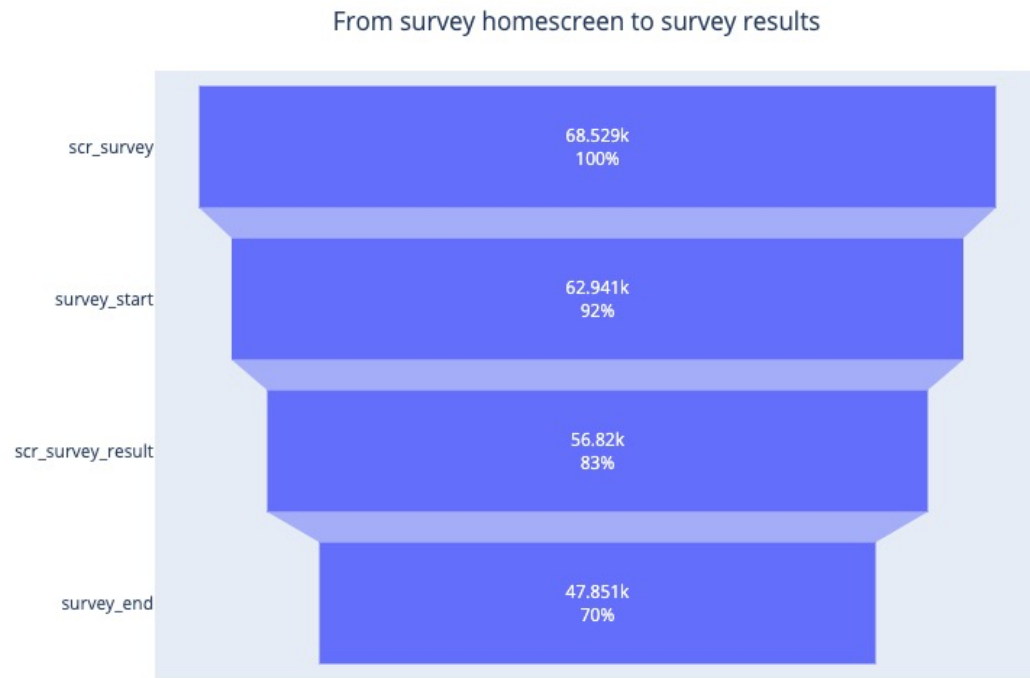
- from stress level screen, **13%** of the users completed a training session and triggered a before and after stress level self assessment result
- For completed user sessions, most resulted in a reduced stress level, at approximately **78.8%**.
- median before session stress level by country for the top 10 countries with the most users shows the values ranging between 4 to 6. Russia has the lowest self assessed before stress level at 4

User Journey from stress management home screen

From stress home



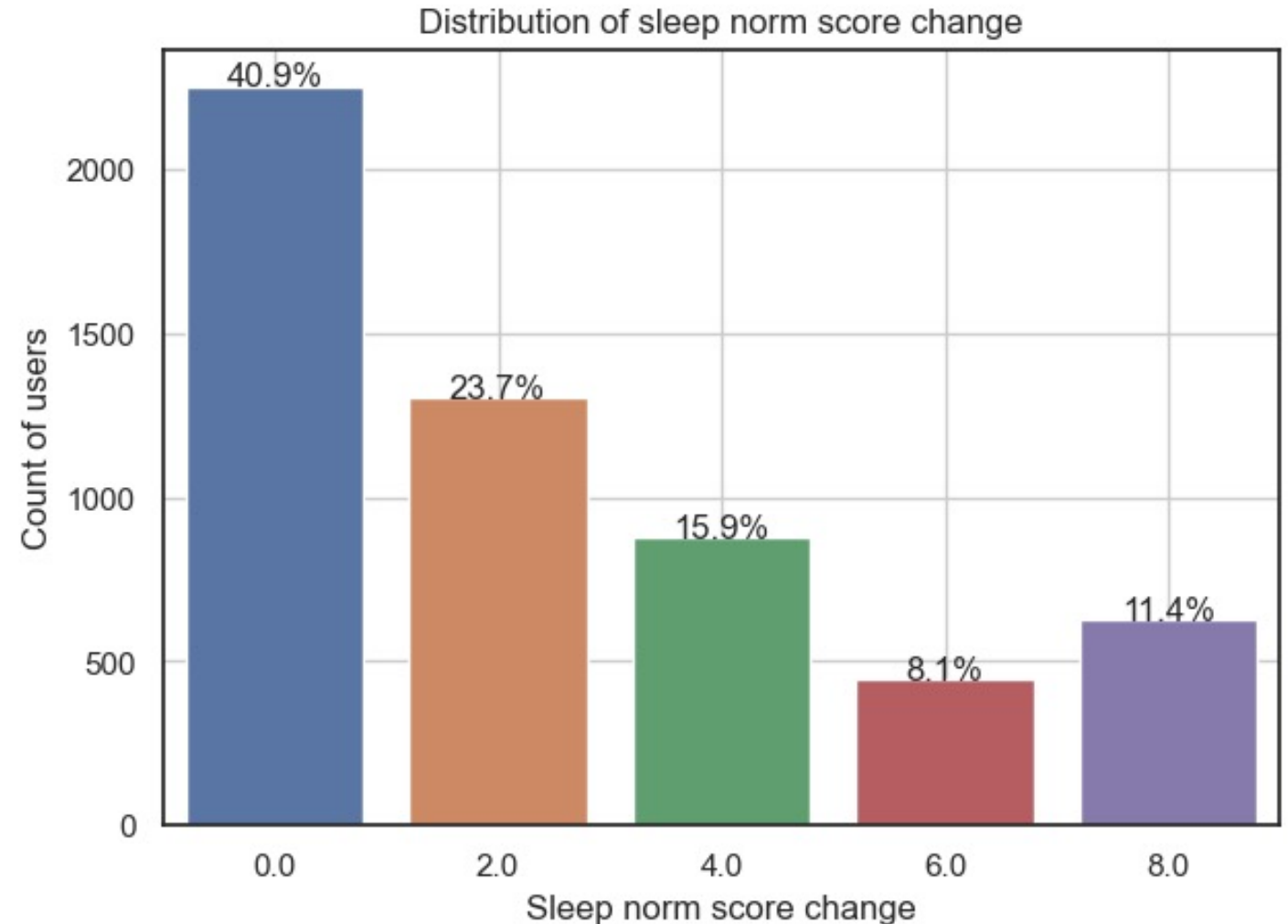
User Survey



- There are 68.529K survey home screen sessions (1.3% of total sessions)
- From survey home screen to survey end, the completion rate is **70%**
- Over 70% of the users only completed the survey once from 2021-04-05 to 2021-05-31

For users who completed the survey more than once:

- 40.9% reported no change
- More than half reported a score change of 2 and above





5-day training unlock

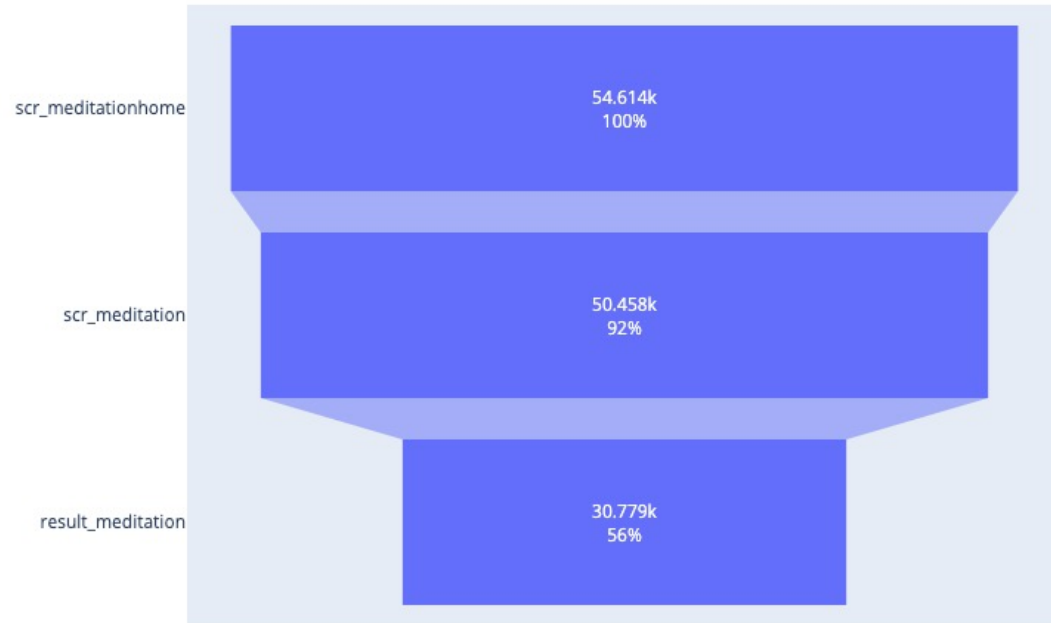
- qh0 training has the highest session start, at **14,957**. qh6 training has the highest finish rate, at **2.99%**.
- overall, there is a higher purchase rate among those who finished the training than those who haven't.

	event_name	start	finish	completion_rate	completion_purchase_rate	no_completion_purchase_rate
0	qh0	14957	238	1.59%	2.52%	0.73%
1	qh1	5431	85	1.57%	3.61%	1.16%
2	qh2	6191	118	1.91%	2.68%	0.95%
3	qh4	4818	133	2.76%	6.98%	0.87%
4	qh5	2484	62	2.50%	1.61%	1.30%
5	qh6	3474	104	2.99%	1.96%	1.00%

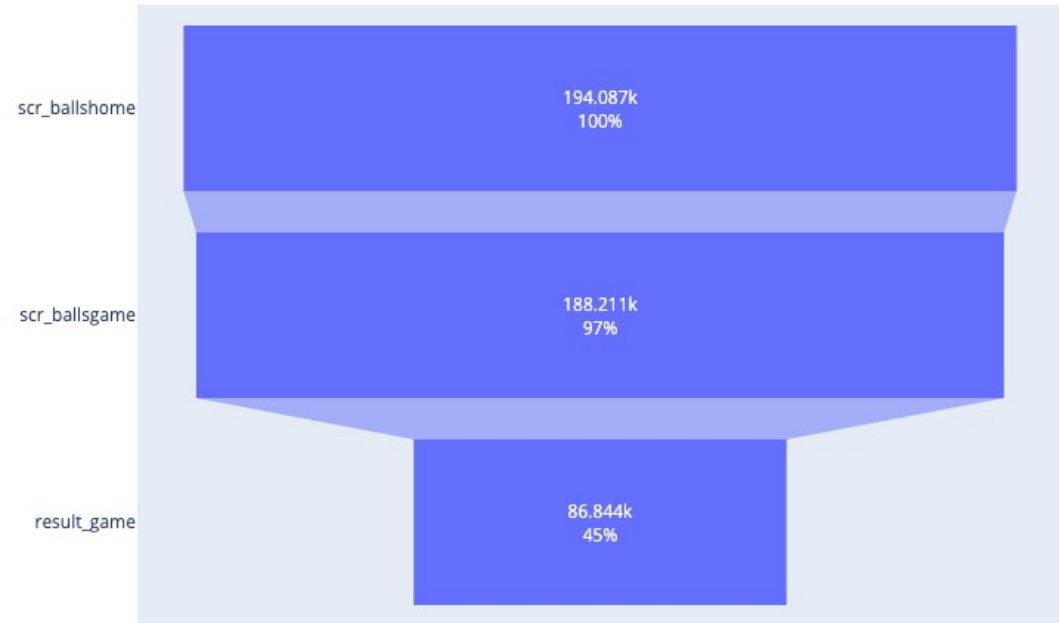


Meditation training & balls game

From meditation homescreen to meditation results



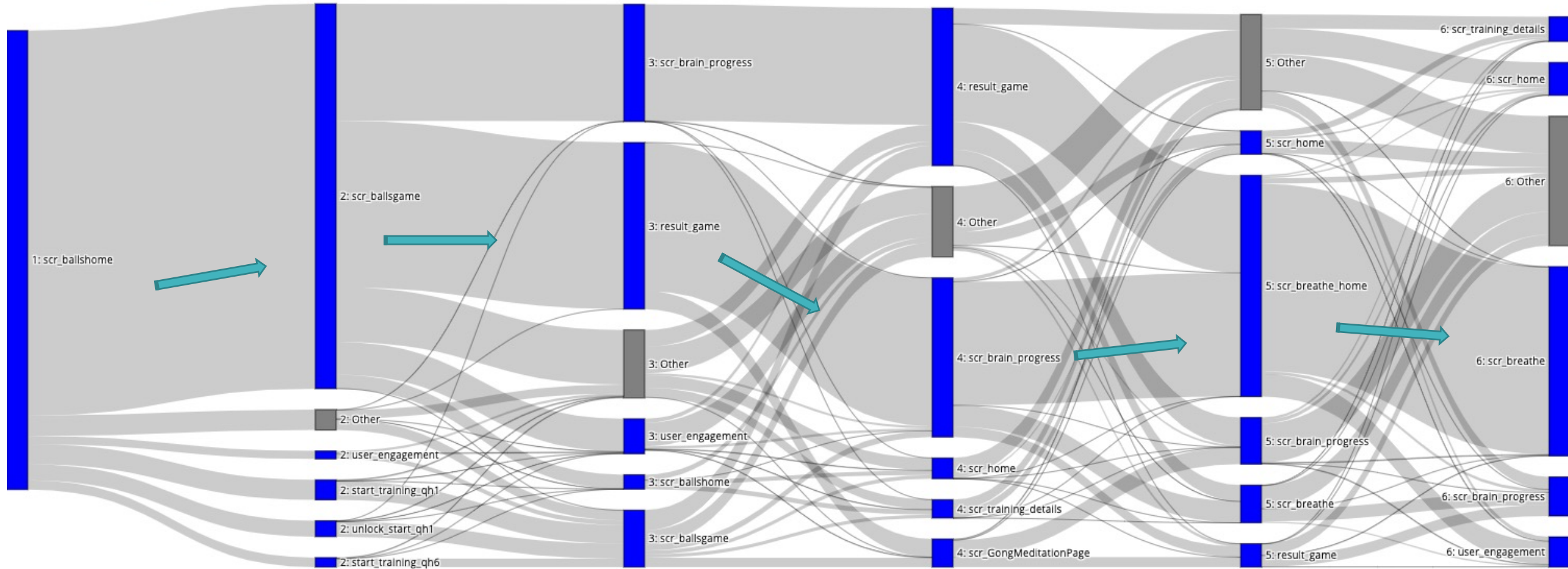
From ballgame home to results



- For the meditation training, there are 56.614k home screen sessions, **56%** of these went through to complete the training
- For ballgame, there are 194.087k home screen sessions, **45%** of these went through and complete the games.

User journey from ballgame home screen

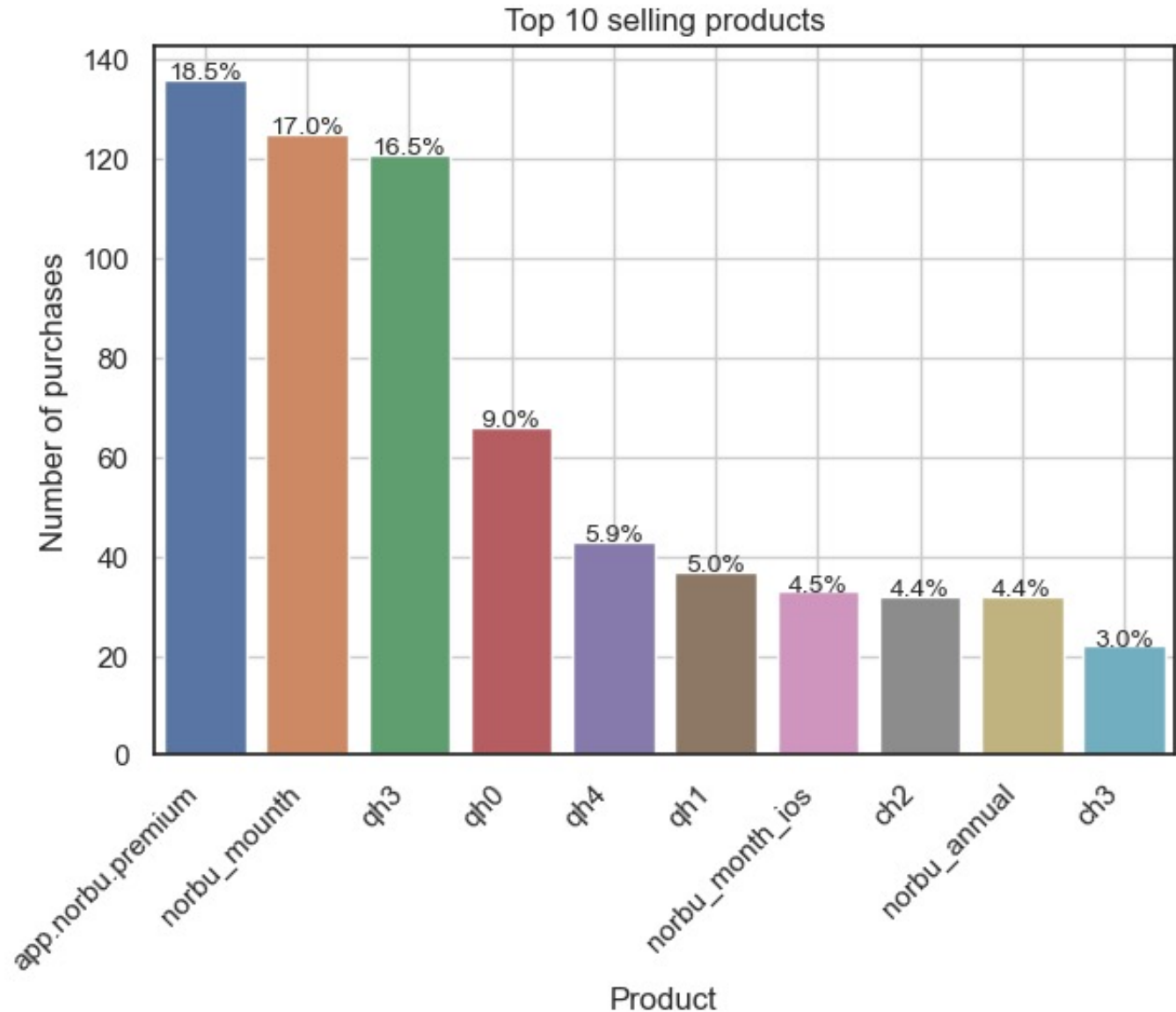
From ball game homescreen



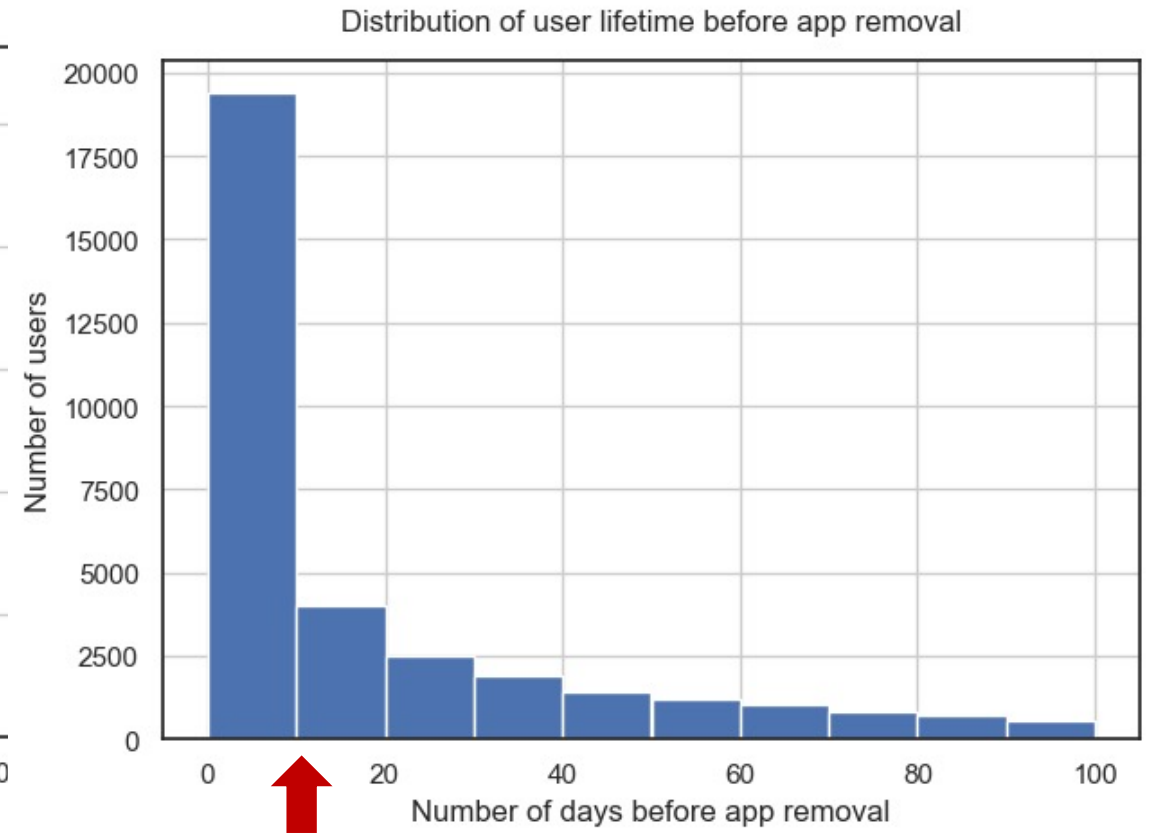
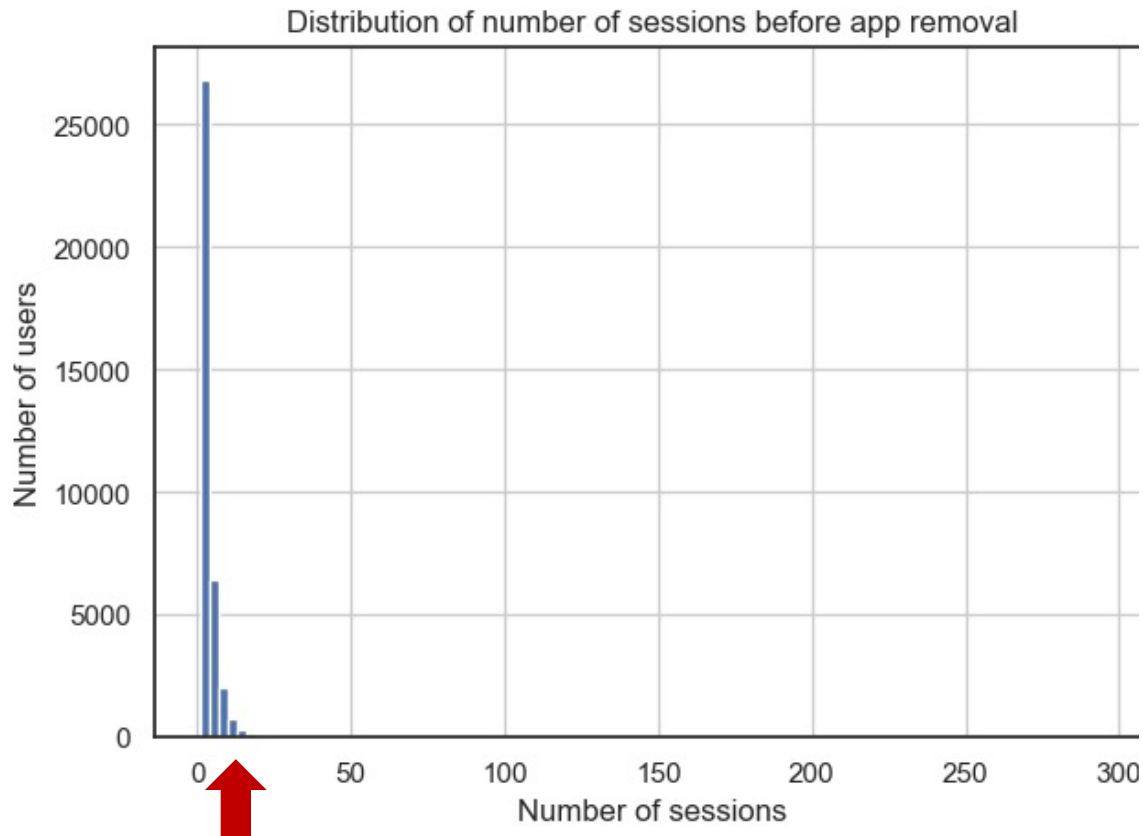


In app purchase

- A total of 734 purchases during the data period (in_app_purchase)
- 35.7% of premium home screen visits result in actual purchase (2487 out of 6091)
- 75% of the purchases occurred during or before users' **5th** session
- Norbu premium is the most popular product, followed by Norbu_month.



App removal



- Approximately 48% of the users in the data removed the app
- 75% of users remove the app during or before their **4th** session
- More than half of the users removed the app within 10 days, 75% removed within 50 days.



Reflection on analysis and app use

- Difficulty to distinguish users: add interface to collect user age and gender, and possibly 'how can we help you'
- Both user purchase and app removal occur in their first few sessions (5 or below) ➡ we either get them or you lose them!
- Users don't follow clear patterns of journey: possible difficulty in navigation?
- User experience interview to find out specific navigation challenges 🎤
- Challenge to navigate the app: personalized training programs? 🧑🏻🔧
- Large volume of downloads but also removal: how to form a habit 🌙
- User training plan and a calendar function? 📅 17