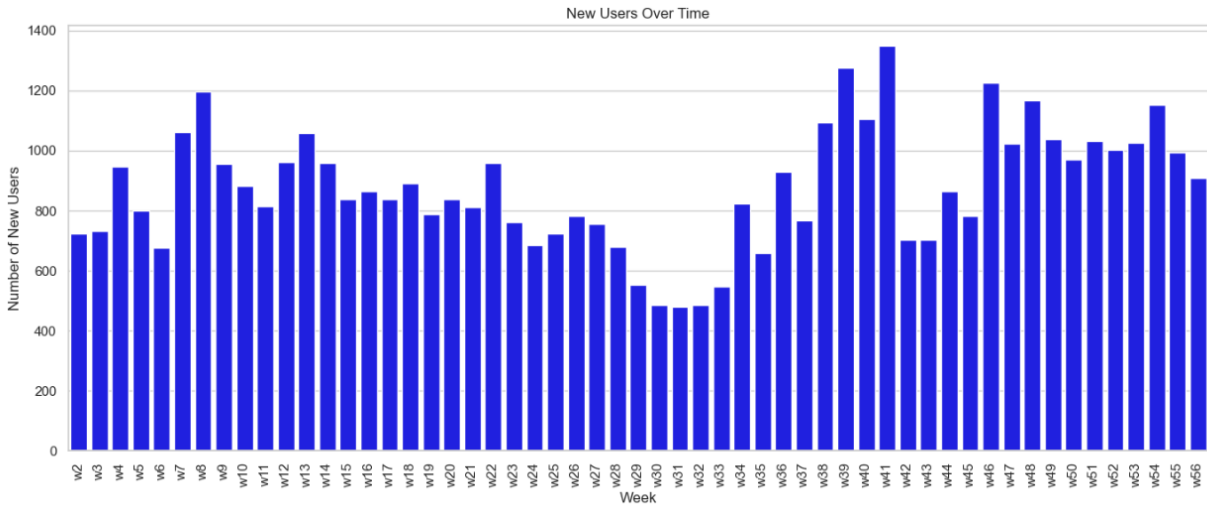
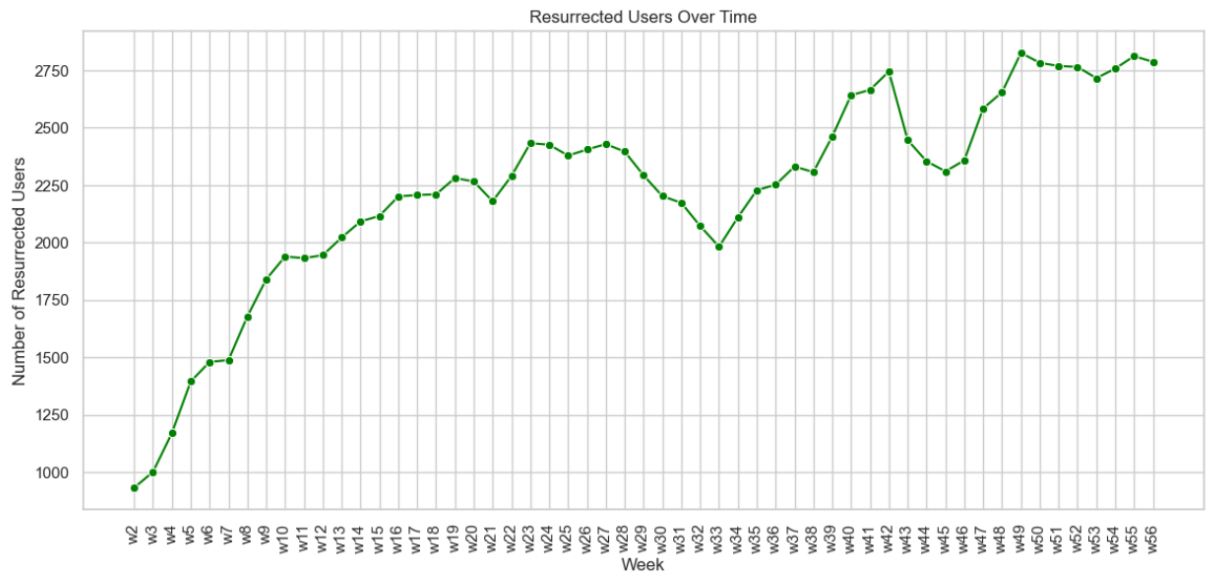


Weekly Analysis

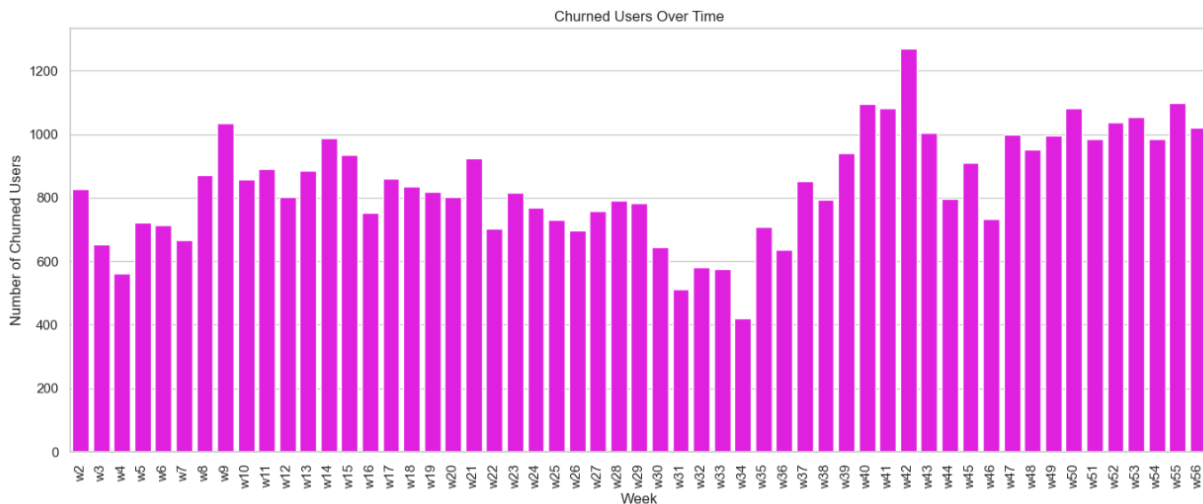


- New Users Trend:
 - Fluctuations and Trends: Significant spikes in new users in weeks 39 (1276) and 41 (1349) indicate effective periods, while weeks 29 (553) and 30 (484) show lower acquisitions, suggesting variable marketing impact.
 - Sustained Growth Periods: Weeks 34 to 41 show a general upward trend, peaking in weeks 39 and 41, indicating successful growth strategies that can be analyzed and replicated.
 - **Insight:** These peaks might correlate with marketing campaigns, product launches, or other promotional activities that successfully attracted new users.

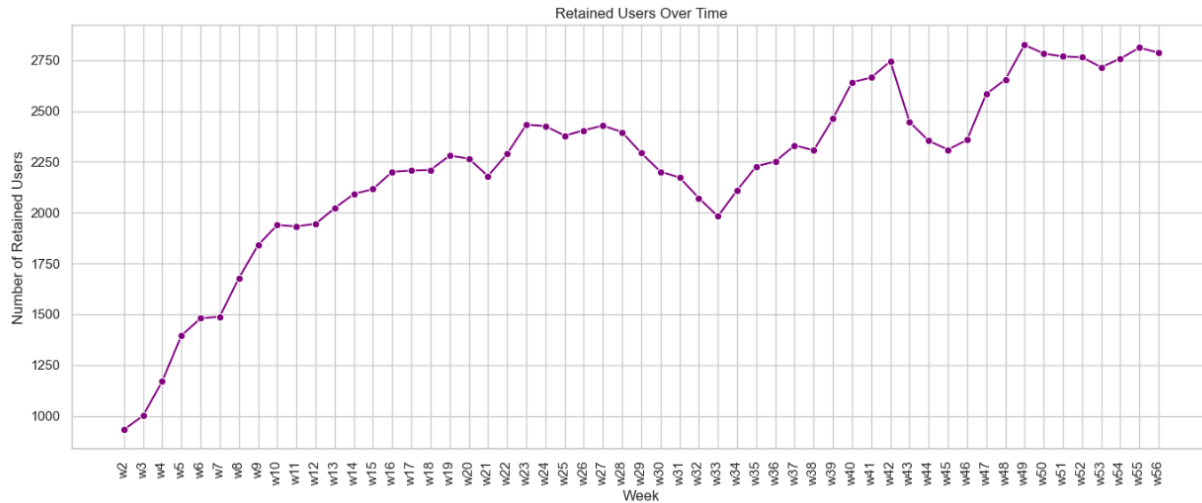


- Resurrected Users Trend:

- **Increasing Trend:** There is a noticeable upward trend in resurrected users from weeks 2 (932) to 56 (2787), indicating growing user re-engagement over time. This suggests successful re-engagement strategies and increasing user retention efforts.
- **Significant Spikes:** Weeks 39 (2462) and 41 (2665) show significant spikes in resurrected users, like the new user trend, highlighting periods of effective reactivation campaigns or feature updates that attracted previous users back to the platform.
- **Insight:** This trend indicates effective user re-engagement strategies, such as targeted email campaigns, feature updates, or other reactivation techniques.

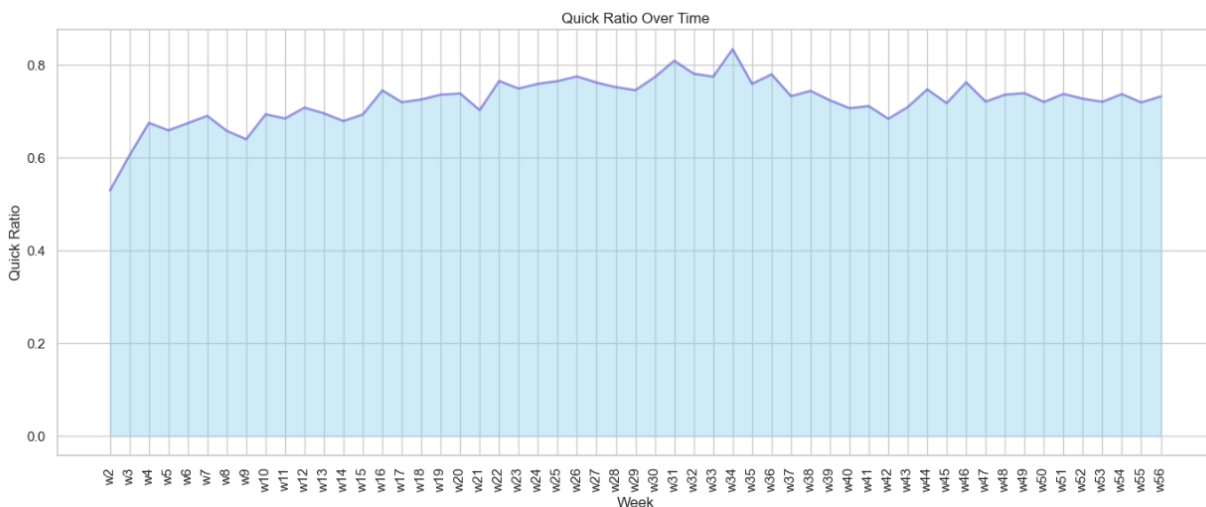


- **Churned Users Trend:**
 - **Volatility and Peaks:** Churned users show significant volatility with peaks in weeks 42 (1269) and 40 (1096). These spikes suggest periods where user dissatisfaction or external factors led to higher dropout rates. Identifying and addressing these issues can help in reducing churn.
 - **Lower Churn Periods:** Weeks 30 (644) and 34 (420) represent some of the lowest churn rates, indicating periods of strong user retention. Analyzing what was effective during these weeks can provide insights for strategies to sustain lower churn rates.
 - **Insight:** These spikes suggest periods where user dissatisfaction or external factors led to higher dropout rates, warranting further investigation to understand and mitigate the causes of churn.



- Retained Users Trend:

- Consistent Growth: There is a consistent growth trend in retained users from week 2 (932) to week 56 (2787), indicating that a substantial number of users remain engaged with the product over time. This suggests effective retention strategies and a strong product-market fit.
- Peak Retention Periods: Weeks 40 (2642), 41 (2665), and 49 (2826) exhibit the highest retention numbers, highlighting periods of strong user satisfaction and engagement. Understanding the factors contributing to this peak can help replicate successful retention strategies in the future.
- Insight:** Effective retention strategies keep users engaged and satisfied with the product, leading to steady growth in retained users.



- Quick Ratio Analysis:

- Stability and Variation: The quick ratio fluctuates over time with values ranging from approximately 0.53 (week 2) to 0.83 (week 34). This variation indicates changes in the balance

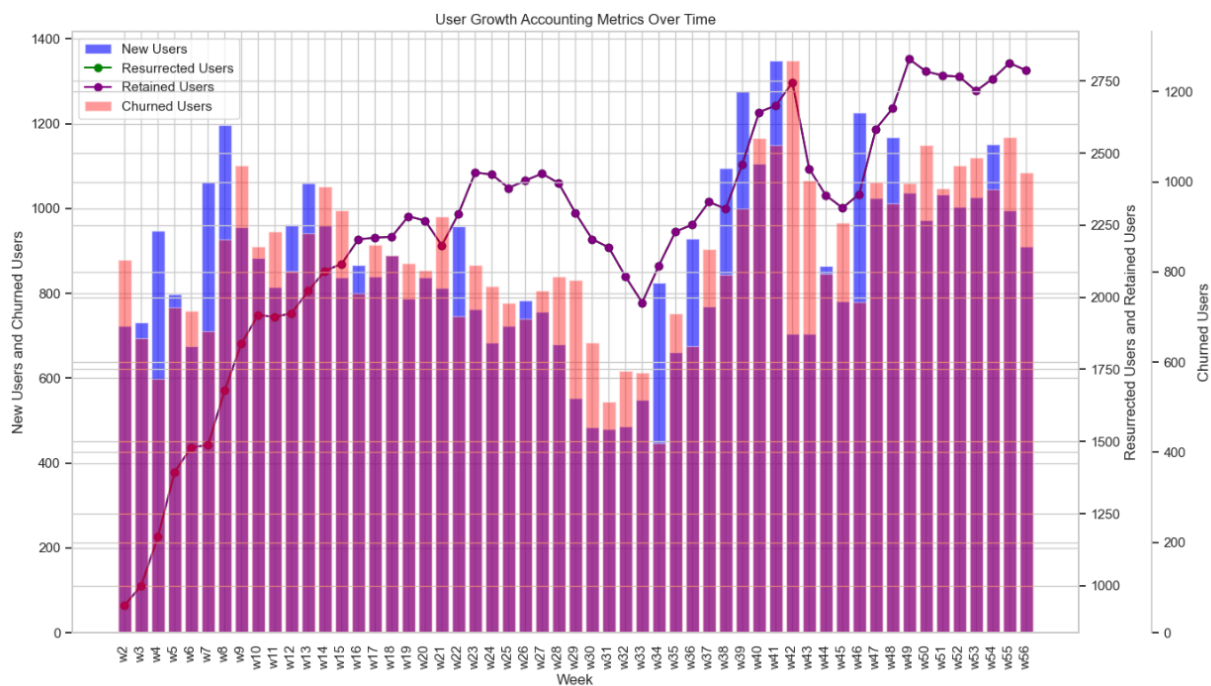
between new/resurrected users and churned users from week to week. Weeks with higher quick ratios (e.g., weeks 34 with 0.83 and week 31 with 0.81) suggest periods where the number of new and resurrected users exceeded churned users significantly, reflecting healthy growth phases.

- Average and Trends: On average, the quick ratio hovers around 0.70, indicating that for every user lost (churned), approximately 70% are replaced by new or resurrected users. This metric is crucial for assessing the sustainability and health of user growth. There are occasional dips in the quick ratio (e.g., week 9 with 0.64 and week 3 with 0.60), suggesting periods where churned users may have outnumbered new or resurrected users, warranting attention to retention strategies.
- **Insight:** Maintaining a quick ratio above 1 would be ideal, as it indicates that new and resurrected users are more than compensating for the churned users. Monitoring and improving this metric can help ensure sustainable growth.

Insights

- Effective Strategies: Peaks in new and resurrected users indicate effective marketing and re-engagement strategies.
- Churn Attention: Periods with higher churn rates need to be analyzed to identify and address potential causes of user dissatisfaction.
- Sustained Growth: Consistent increase in retained users and a stable quick ratio around 0.70 reflect a healthy growth trajectory.

This is the Overall Graph of all the metrics that we calculated.



	Week	New Users	Resurrected Users	Churned Users	Retained Users	Quick Ratio
0	w2	723	932	828	932	0.529545
1	w3	732	1001	654	1001	0.604834
2	w4	947	1170	563	1170	0.675130
3	w5	799	1395	722	1395	0.658951
4	w6	676	1480	714	1480	0.674567
5	w7	1062	1488	668	1488	0.690167
6	w8	1198	1678	872	1678	0.658039
7	w9	956	1840	1036	1840	0.639777
8	w10	883	1939	857	1939	0.693491
9	w11	815	1932	890	1932	0.684621
10	w12	962	1945	802	1945	0.708045
11	w13	1059	2022	885	2022	0.695562
12	w14	960	2092	989	2092	0.679000
13	w15	838	2116	936	2116	0.693316
14	w16	866	2201	753	2201	0.745091
15	w17	839	2207	860	2207	0.719596
16	w18	890	2210	836	2210	0.725542