

App Metrics Weekly Report

(3 April - 9 April)

Spinny & Scouto

Average app usage

Avg App usage of previous week

| Project | Spinny | | | | | | Scouto | | | |
|-----------------------------|---------|------|------------|-------|---------|------|--------------|-------|---------|------|
| Users in | Pilot | | Paid Pilot | | CUG | | Market Place | | CUG | |
| OS | Android | IOS | Android | IOS | Android | IOS | Android | IOS | Android | IOS |
| Average App usage (7 Days) | 62.2 | 36.1 | 115.6 | 118.0 | 32.8 | 4.5 | 405.4 | 105.6 | 101.7 | 19.2 |
| Average App usage (30 Days) | 24.2 | 14.7 | 93.3 | 60.4 | 48.2 | 30.3 | 105.7 | 41.6 | 47.9 | 10.1 |

Avg App Usage Present week (3-9 april)

| Project | Spinny | | | | | | Scouto | | | |
|-----------------------------|---------|------|------------|------|---------|-----|--------------|------|---------|------|
| Users in | Pilot | | Paid Pilot | | CUG | | Market Place | | CUG | |
| OS | Android | IOS | Android | IOS | Android | IOS | Android | IOS | Android | IOS |
| Average App usage (7 Days) | 51.8 | 45.2 | 82.7 | 79.2 | 43.4 | 7.7 | 18.4 | 28 | 107.5 | 34.2 |
| Average App usage (30 Days) | 24.8 | 16.5 | 81.9 | 62.6 | 36.5 | 8.6 | 106.6 | 31.6 | 52.4 | 16.0 |

Difference in previous week's avg app usage vs This week avg app usage

Spinny Paid Pilot

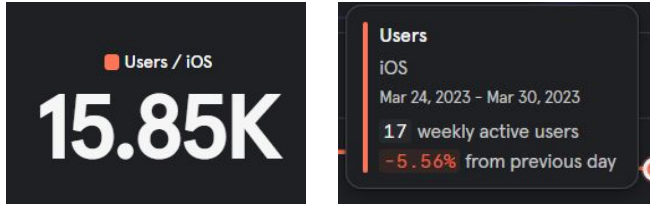
We can clearly see that average app usage for this week has dropped down if compared with previous week
Let's find out the reason why avg app usage has dripped down this week.

| Spinny | |
|------------|-------|
| Paid Pilot | |
| Android | IOS |
| 115.6 | 118.0 |
| 93.3 | 60.4 |

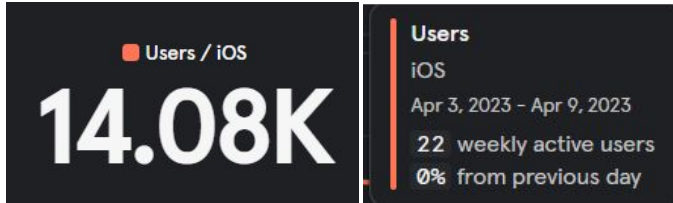
pp Usage Present w

| Spinny | |
|------------|------|
| Paid Pilot | |
| Android | IOS |
| 82.7 | 79.2 |

Previous week's session length and WAU



This week's session length & WAU



Total session length = 14080s

Weekly Active users = 22 (unique)

Average app usage(s) = $14080/22/7 = 78.5$

The Reason for downfall in average app usage depends upon WAU & Session length,

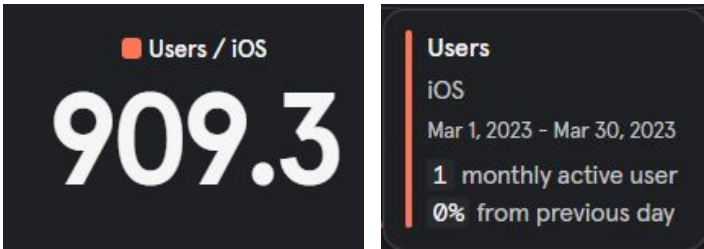
Average app usage = total session length/WAU/7

This week the number of WAU were more than previous week and session length was lesser than previous week

Difference in previous week's avg app usage(30days) vs This week avg app usage(30days)

| CUG | |
|---------|------|
| Android | iOS |
| 32.8 | 4.5 |
| 48.2 | 30.3 |

Previous week's session length(30 days) and MAU

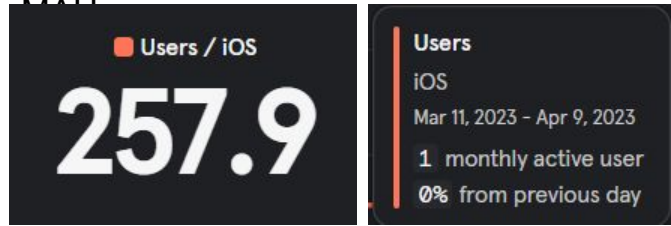


Session length (30 days) = 909s
Active unique user = 1
Avg app usage = 909/1/30 = 30.3

week (3-9 april)

| CUG | |
|---------|-----|
| Android | iOS |
| 43.4 | 7.7 |
| 36.5 | 8.6 |

This week's session length(30days) and MAU



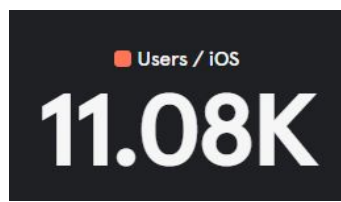
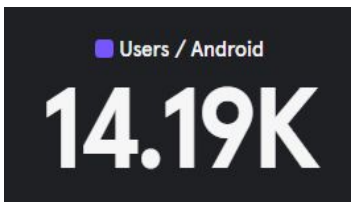
Session length (30 days) = 257s
Active unique user = 1
Avg app usage = 257/1/30 = 8.5s

Here the total number of active user was the same i.e 1 MAU but the session length of this week (30 days) has dropped down compared with previous week's session length

Difference in previous week,s avg app usage(7days) vs This week avg app usage(7days)

Previous week

| Score | |
|--------------|-------|
| Market Place | |
| Android | IOS |
| 405.4 | 105.6 |
| 105.7 | 41.6 |

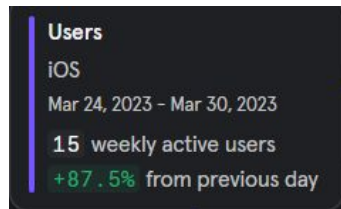
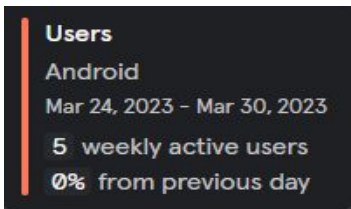


Android

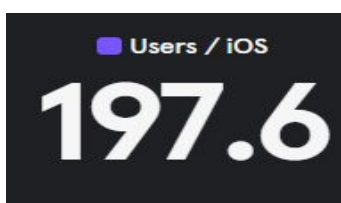
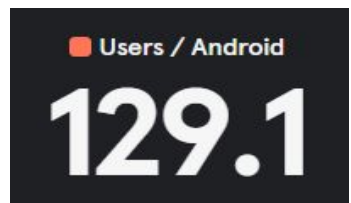
Session length = 14190
WAU = 5
Avg app usage = $14190/5/7$
= **405.5**

IOS

Session length = 11080
WAU = 15
Avg app usage = $11080/15/7$
= **105.4**



| Score | |
|--------------|------|
| Market Place | |
| Android | IOS |
| 18.4 | 28 |
| 106.6 | 31.6 |

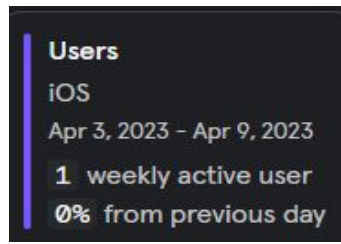
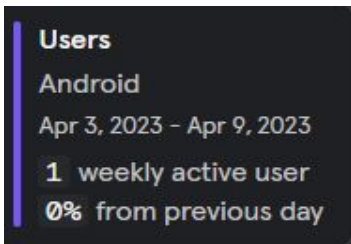


Android

Session length = 197
WAU = 1
Avg app usage = $129/1/7$
= **18.5**

IOS

Session length = 197.1
WAU = 1
Avg app usage = $197/1/7$
= **28.1**



The weekly users dropped down from 5 to 1 for android (previous week to this week) and for IOS the user dropped from 15 to 1 and the session length produced by 1 user of IOS and Android is also very low if compared to avg app usage / user of previous week.

Fluctuation in daily app usage

| | Daily App usage day wise | | | | | | | | | |
|----------|--------------------------|-------|------------|--------|---------|-------|------------|-------|---------|-------|
| Project | Spinny | | | | | | Scouto | | | |
| Users in | Pilot | | Paid Pilot | | CUG | | Paid pilot | | CUG | |
| Date | Android | IOS | Android | IOS | Android | IOS | Android | IOS | Android | IOS |
| Apr-4 | 99.9 | 109.3 | 112.01 | 149.13 | 103.67 | 0.00 | 0.0 | 0.0 | 69.8 | 146.6 |
| Apr-5 | 81.0 | 161.3 | 146.94 | 264.44 | 124.15 | 0.00 | 0.0 | 0.0 | 276.6 | 70.7 |
| Apr-6 | 160.6 | 117.9 | 227.41 | 266.41 | 244.10 | 0.00 | 0.0 | 0.0 | 327.3 | 65.8 |
| Apr-7 | 175.2 | 208.5 | 272.05 | 198.85 | 0.00 | 0.00 | 0.0 | 0.0 | 182.6 | 238.3 |
| Apr-8 | 113.7 | 97.3 | 188.91 | 111.02 | 23.00 | 53.90 | 0.0 | 12.2 | 92.6 | 75.5 |
| Apr-9 | 143.9 | 107.8 | 227.25 | 425.67 | 39.30 | 0.00 | 0.0 | 185.4 | 164.4 | 17.0 |
| Apr-10 | 52.2 | 98.1 | 71.55 | 121.20 | 0.00 | 0.00 | 0.0 | 0.0 | 92.9 | 75.7 |

Spinny -> Pilot -> Android

| OS 2 ▾ | Average | Apr 3 | Apr 4 | Apr 5 | Apr 6 | Apr 7 | Apr 8 | Apr 9 | Apr 10 |
|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------|
| Android | 4,913.2 | 4,652.6 | 3,995.5 | 4,294 | 8,192.9 | 6,305.5 | 5,457.7 | 5,900.1 | 507.5 |
| iOS | 2,246.0 | 4,440.6 | 1,858.4 | 3,226.2 | 1,886.3 | 2,919.3 | 1,459.9 | 1,509 | 668.4 |

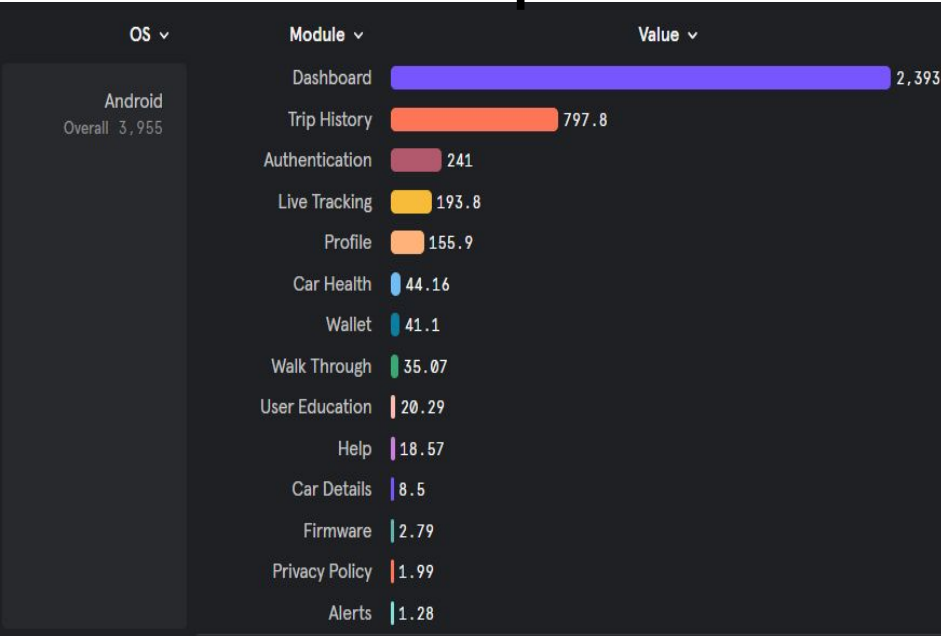
| OS 2 ▾ | Average | Apr 3 | Apr 4 | Apr 5 | Apr 6 | Apr 7 | Apr 8 | Apr 9 | Apr 10 |
|---------|---------|-------|-------|-------|-------|-------|-------|-------|--------|
| Android | 40.4 | 44 | 40 | 53 | 51 | 36 | 48 | 41 | 10 |
| iOS | 15.5 | 21 | 17 | 20 | 16 | 14 | 15 | 14 | 7 |

| Date | Android | iOS |
|--------|---------|-------|
| Apr-4 | 99.9 | 109.3 |
| Apr-5 | 81.0 | 161.3 |
| Apr-6 | 160.6 | 117.9 |
| Apr-7 | 175.2 | 208.5 |
| Apr-8 | 113.7 | 97.3 |
| Apr-9 | 143.9 | 107.8 |
| Apr-10 | 52.2 | 98.1 |

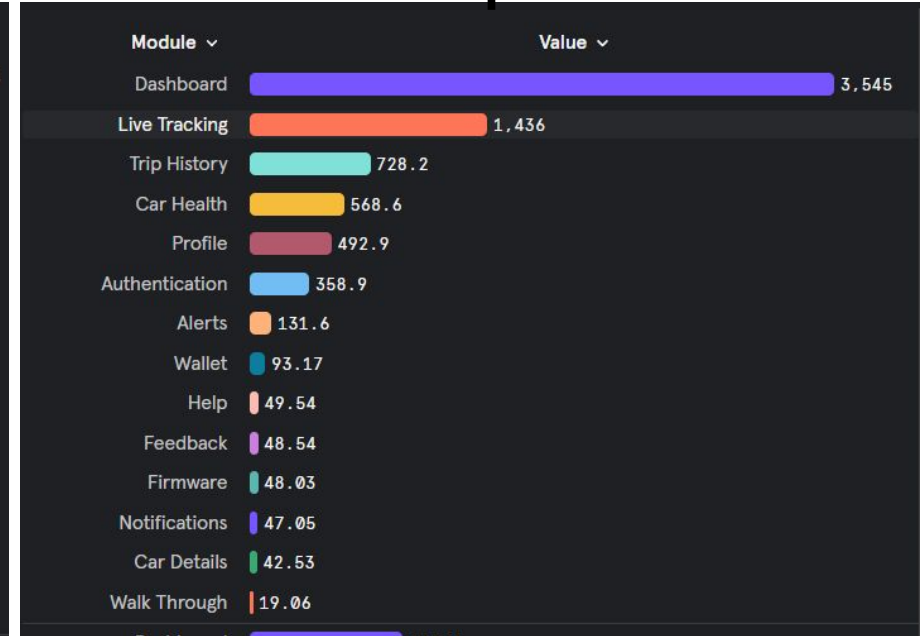
The difference between average of both dates is almost double.
If we see the session length for both the dates it's clearly visible that session length has increased about 95% while the daily active users remains almost the same with small difference.

Now let's find out which module was most used in 5th april and compare with 4th april's module usage.

5th April



6th April



Dashboard, Live tracking , car health and profile among all the modules has increased in their duration

Spinny-> Paid Pilot-> IOS

| OS 2 | Average | Apr 3 | Apr 4 | Apr 5 | Apr 6 | Apr 7 | Apr 8 | Apr 9 | Apr 10 |
|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------|
| Android | 1,998.4 | 1,506.1 | 1,232.1 | 1,616.3 | 1,819.3 | 3,636.3 | 2,833.7 | 3,181.5 | 161.9 |
| iOS | 1,817.1 | 651.4 | 894.8 | 1,322.2 | 2,930.5 | 2,585 | 1,443.3 | 4,256.7 | 453.2 |

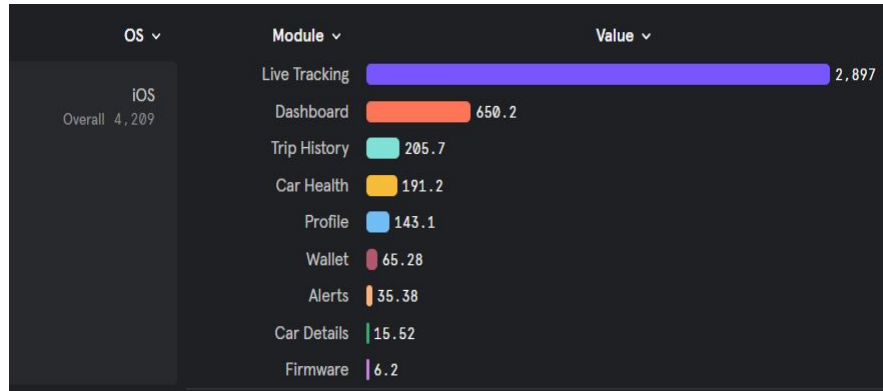
| OS 2 | Average | Apr 3 | Apr 4 | Apr 5 | Apr 6 | Apr 7 | Apr 8 | Apr 9 | Apr 10 |
|---------|---------|-------|-------|-------|-------|-------|-------|-------|--------|
| Android | 10.6 | 9 | 11 | 11 | 8 | 14 | 15 | 14 | 3 |
| iOS | 8.6 | 7 | 6 | 5 | 11 | 13 | 13 | 10 | 4 |

| Users in | Paid Pilot | |
|----------|------------|--------|
| Date | Android | iOS |
| Apr-4 | 112.01 | 149.13 |
| Apr-5 | 146.94 | 264.44 |
| Apr-6 | 227.41 | 266.41 |
| Apr-7 | 272.05 | 198.85 |
| Apr-8 | 188.91 | 111.02 |
| Apr-9 | 227.25 | 425.67 |
| Apr-10 | 71.55 | 121.20 |

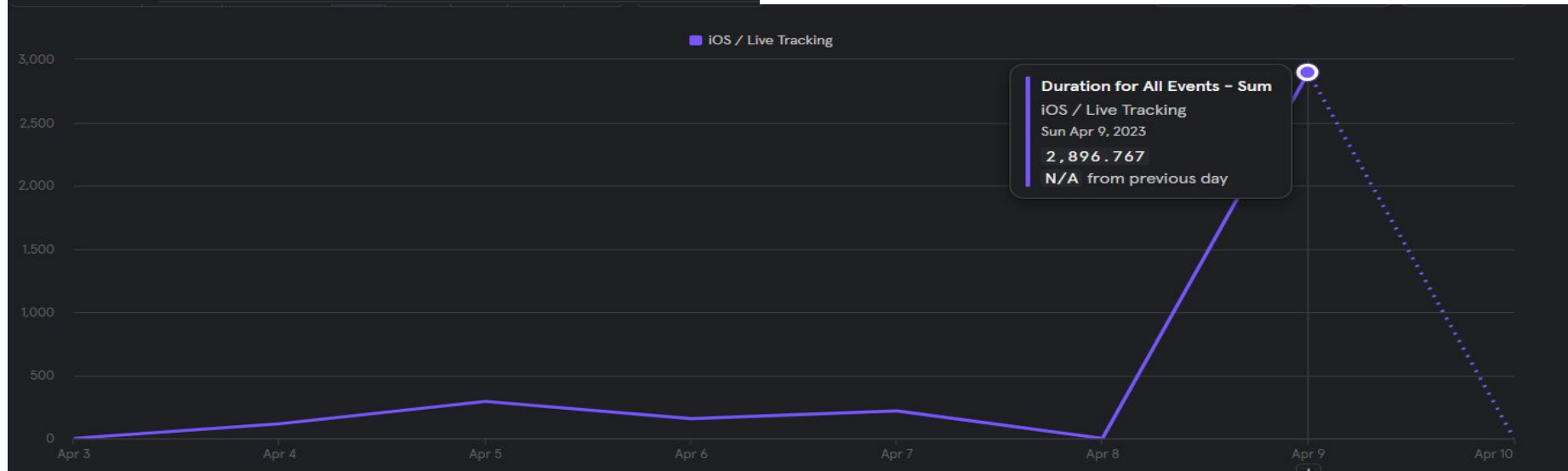
On 9th april we saw hike in avg app usage than usual as there was higher total session length than other days with 10 active users only

App usage = total session length / DAU = 4257/10 = **425.7s / user**

Which modules were most used in 9th april of IOS



On 9th april the session length of live tracking for IOS had increased drastically which also increased the total session length (sum of all modules) and thus this when calculated with DAU gives a huge app usage on that day ie = **425s**



Spinny-> CUG-> Android

Total Session length / day

| Ev... 1 ▾ | <input checked="" type="checkbox"/> OS 2 ▾ | Average | Apr 3 | Apr 4 | Apr 5 | Apr 6 | Apr 7 | Apr 8 | Apr 9 | Apr 10 |
|-------------|---|---------|-------|-------|-------|-------|-------|-------|-------|--------|
| Session ... | <input checked="" type="checkbox"/> Android | 156.8 | 121.5 | 311 | 248.3 | 488.2 | 0 | 46 | 39.3 | 0 |
| | <input checked="" type="checkbox"/> iOS | 6.7 | 0 | 0 | 0 | 0 | 0 | 53.9 | 0 | 0 |

Daily Active users

| <input checked="" type="checkbox"/> OS 2 ▾ | Average | Apr 3 | Apr 4 | Apr 5 | Apr 6 | Apr 7 | Apr 8 | Apr 9 | Apr 10 |
|---|---------|-------|-------|-------|-------|-------|-------|-------|--------|
| <input checked="" type="checkbox"/> Android | 1.5 | 2 | 3 | 2 | 2 | 0 | 2 | 1 | 0 |
| <input checked="" type="checkbox"/> iOS | 0.1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |

Since no or very less session length was generated between 7th april and 9th april so that directly affects the app usage of that day.