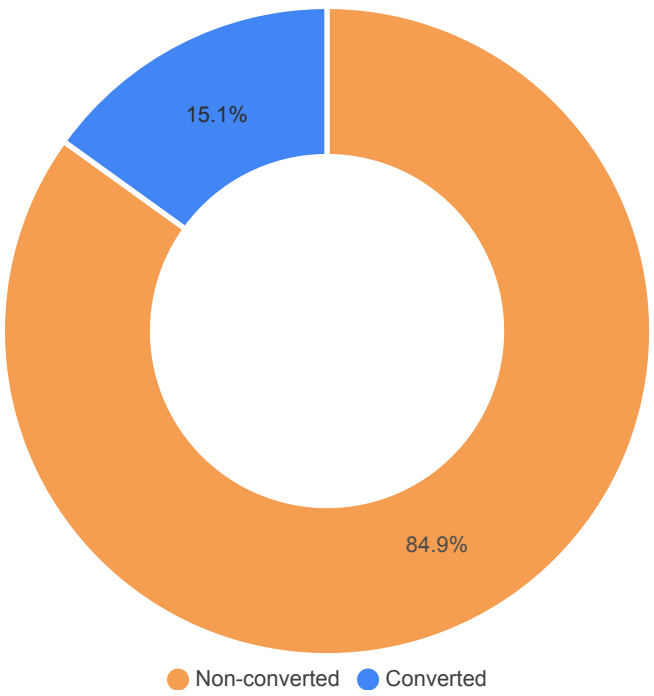
Overview

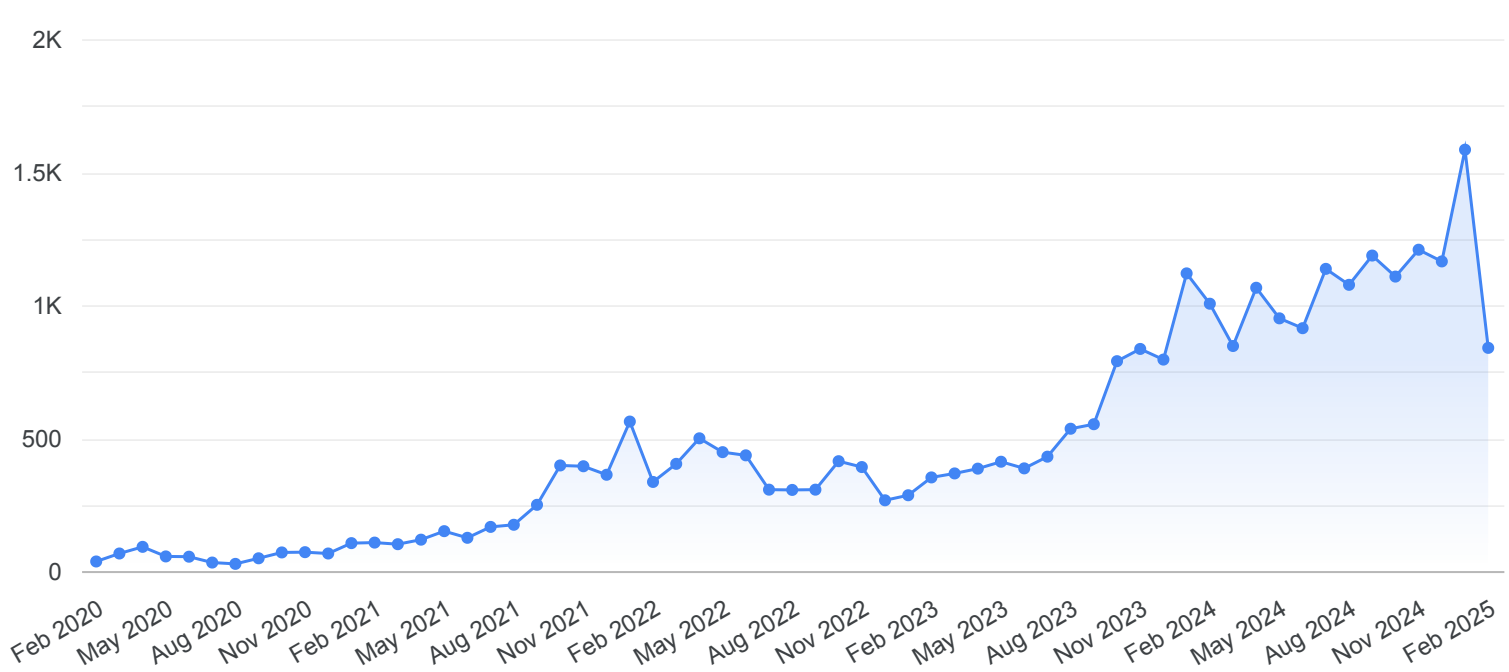
Select date range | Status | Channel | Profession

Total Users	Total Sessions	Conversion Rate	Avg. Days to Conversion	Total Max MRR	Avg. Max MRR
29.1K	555.0K	15.1%	112.1	90.9K €	20.8 €

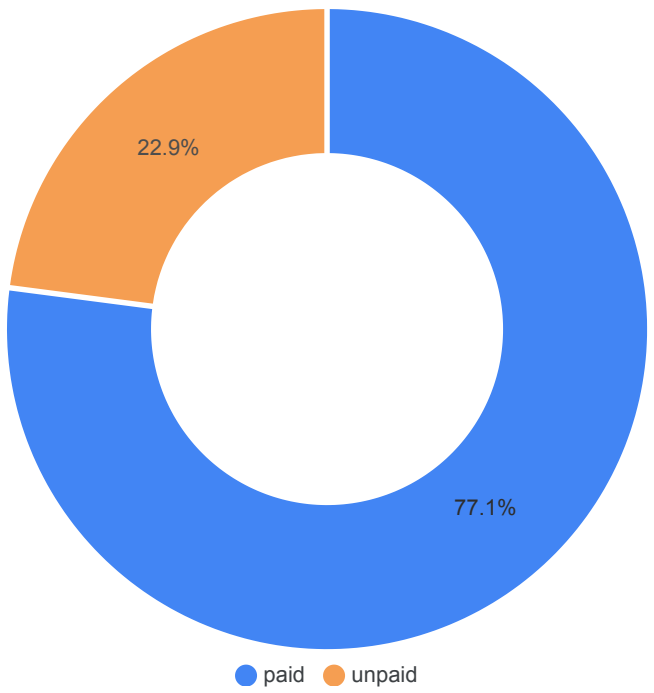
Conversion Status Distribution



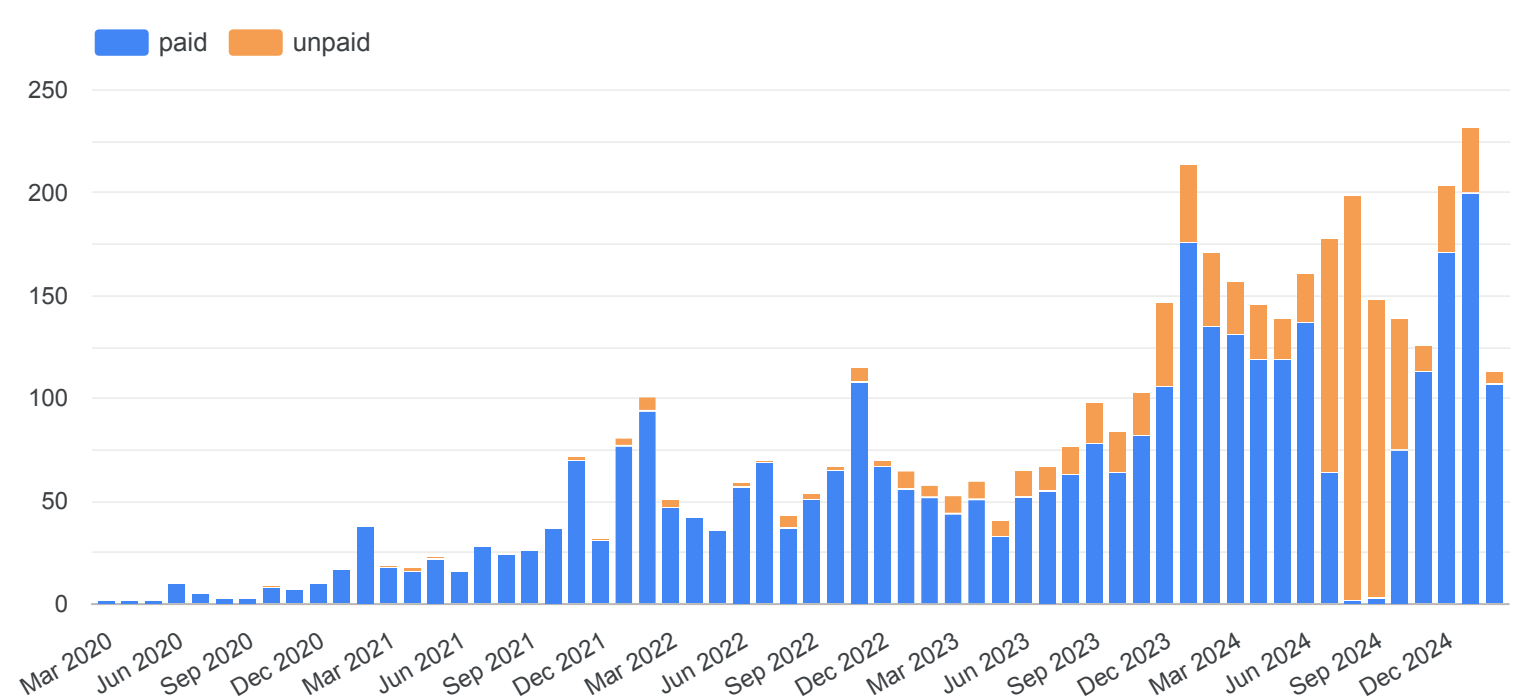
User Account Creation Timeline



Paid vs. Non-Paid Conversion



Monthly New Subscribers



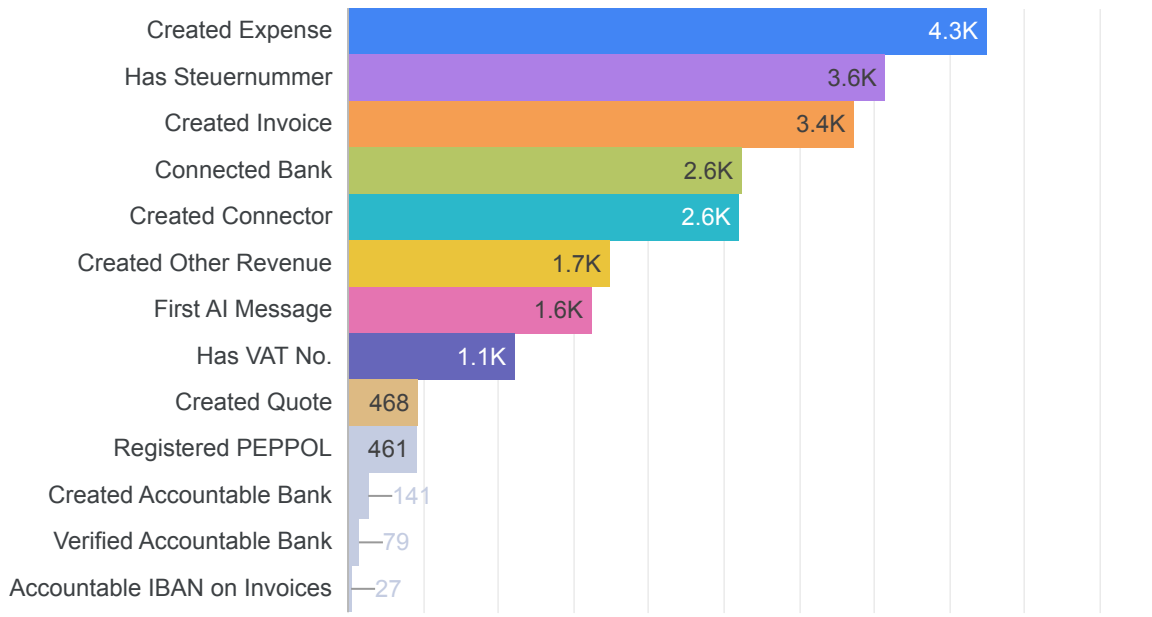
User Behavior Analysis

Select date range | Conversion Type | Platform

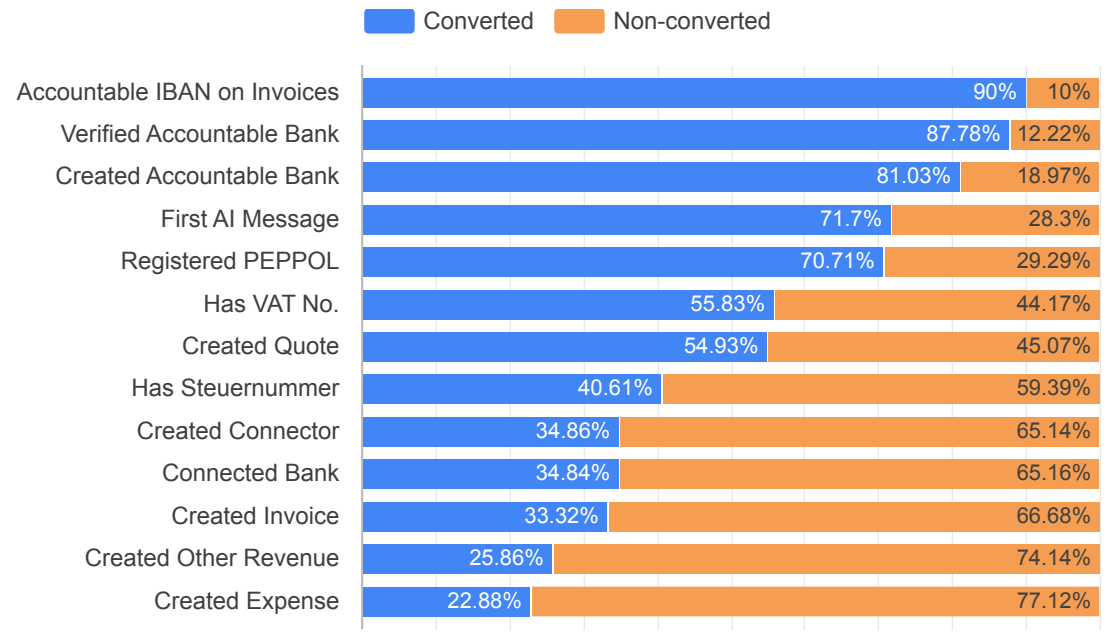
Engagement Metrics: Converted vs. Non-Converted

Conversion Status	Avg. Session	Avg. Minutes Spent	Avg. Minutes Spent on First Day	Avg. Days Used
Converted	97	3.9	16.7	0.84
Non-converted	5.3	2.6	14.6	1.06

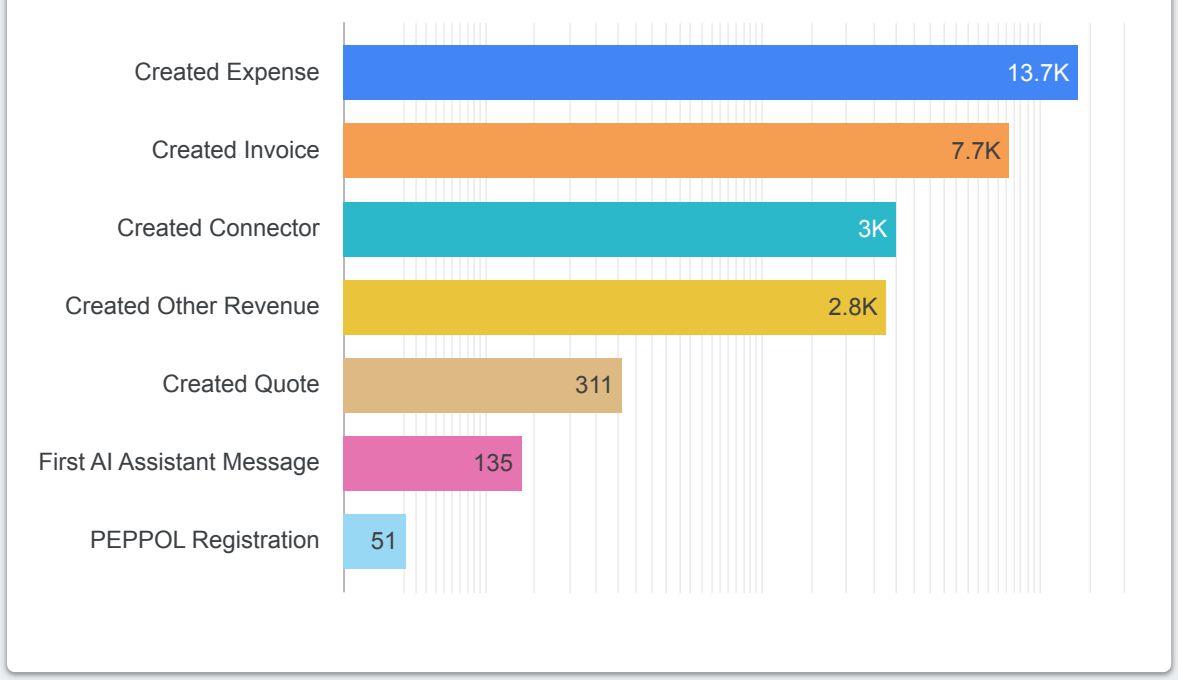
Feature Usage Funnel



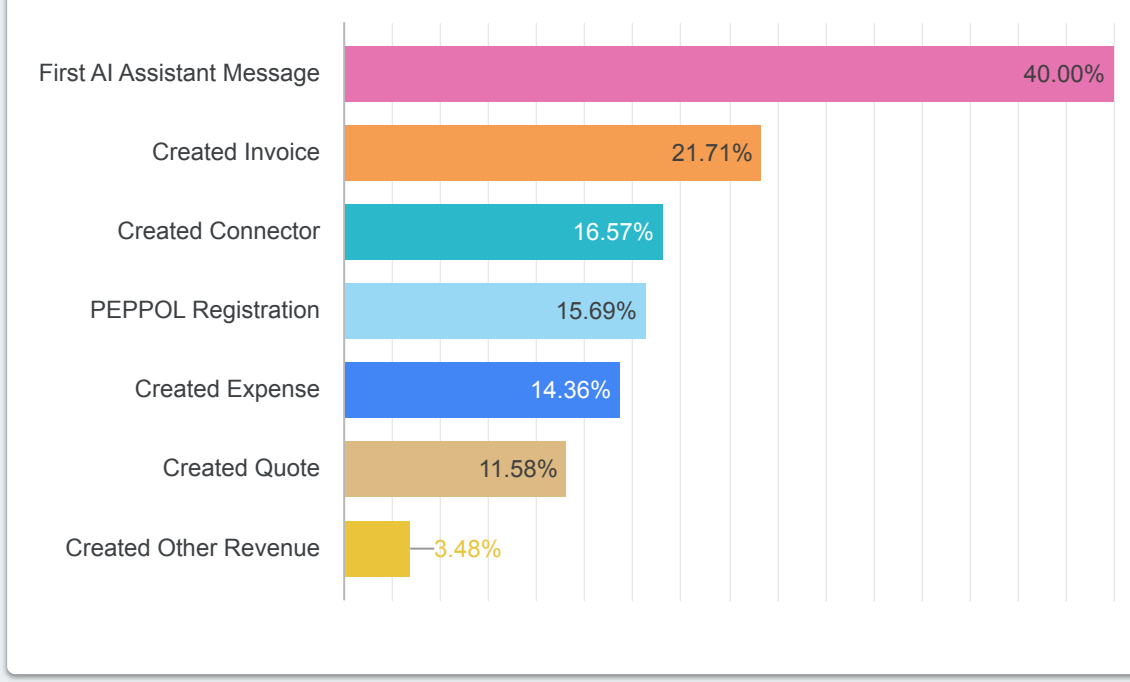
Conversion Rate by Feature Used



User Distribution by First Feature Used



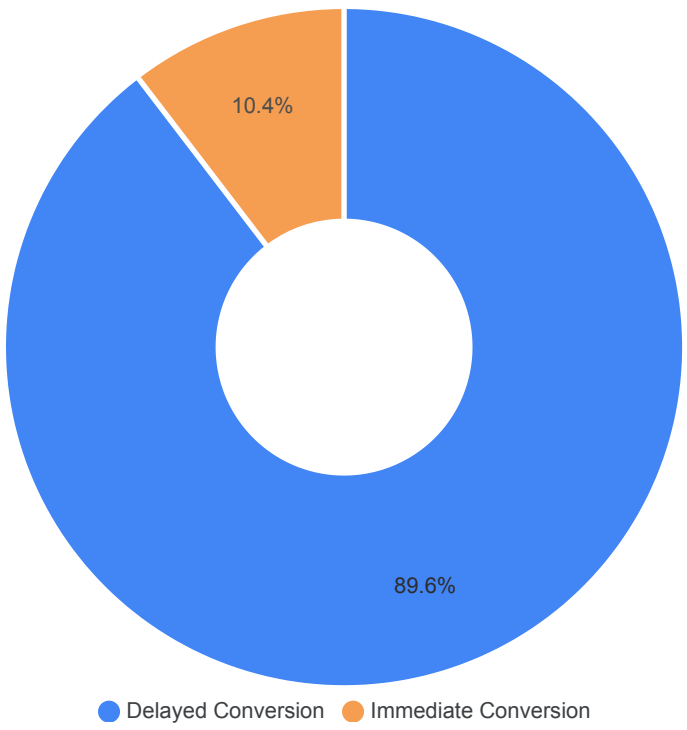
Conversion Rate by First Feature Used



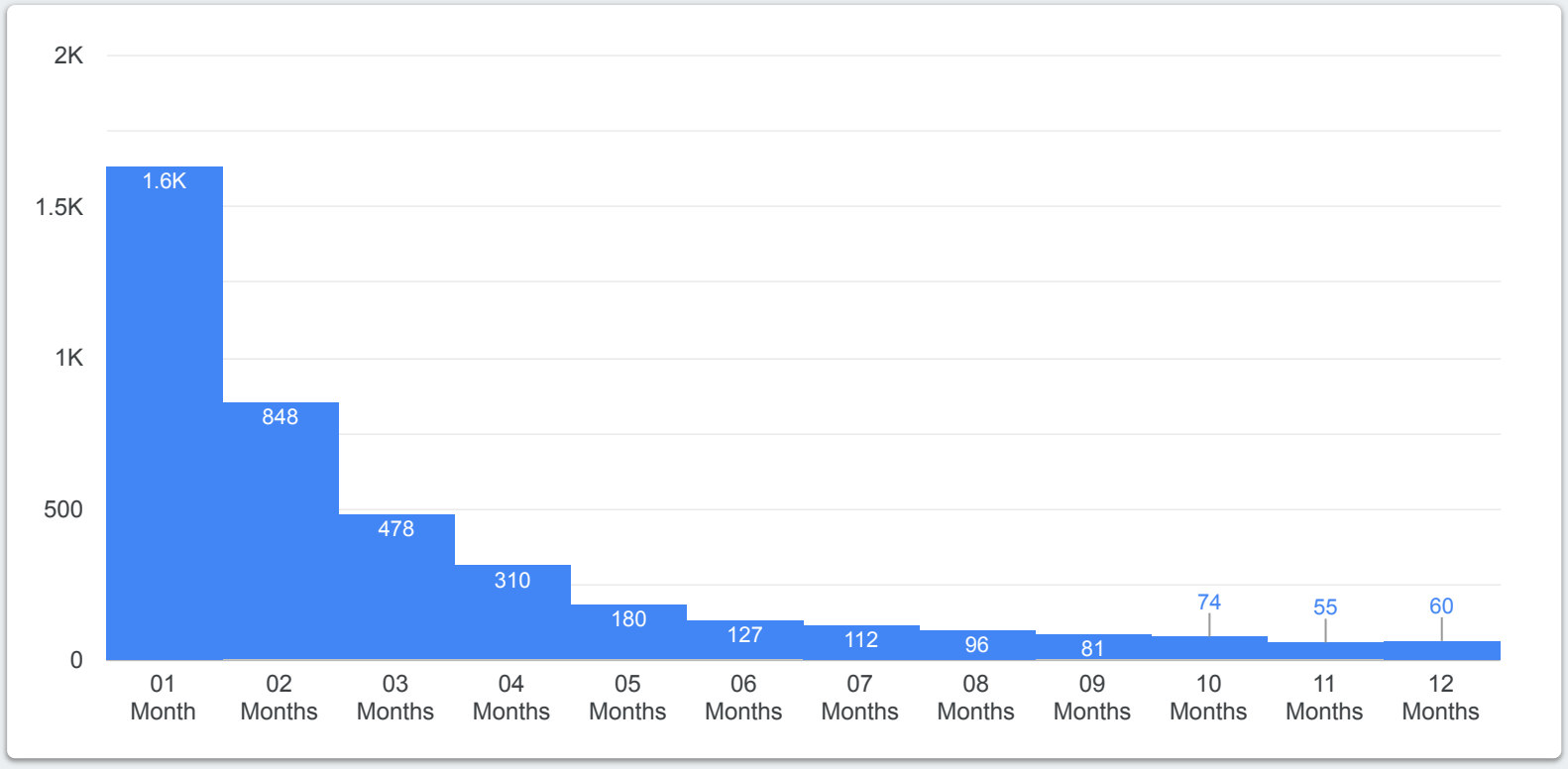
Marketing Performance

Select date range | Channel | Campaign

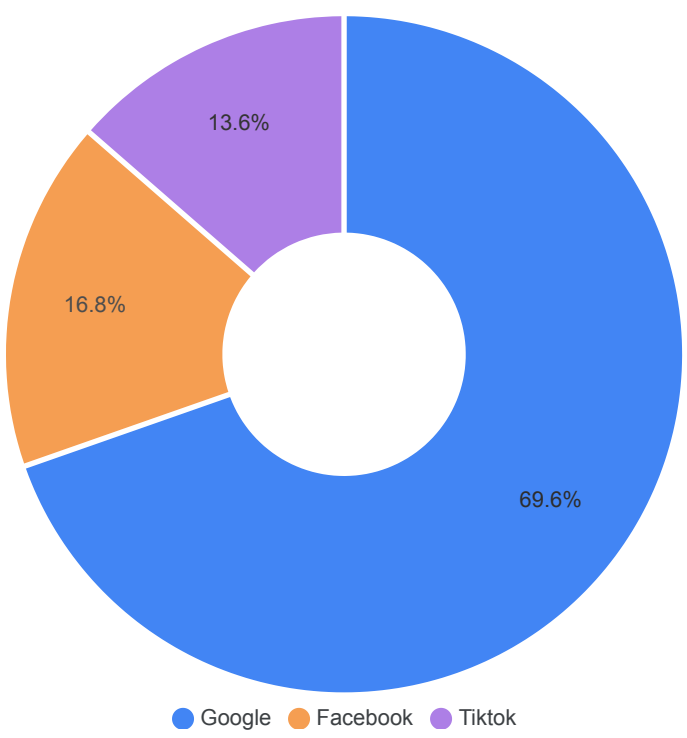
Conversion Speed Breakdown



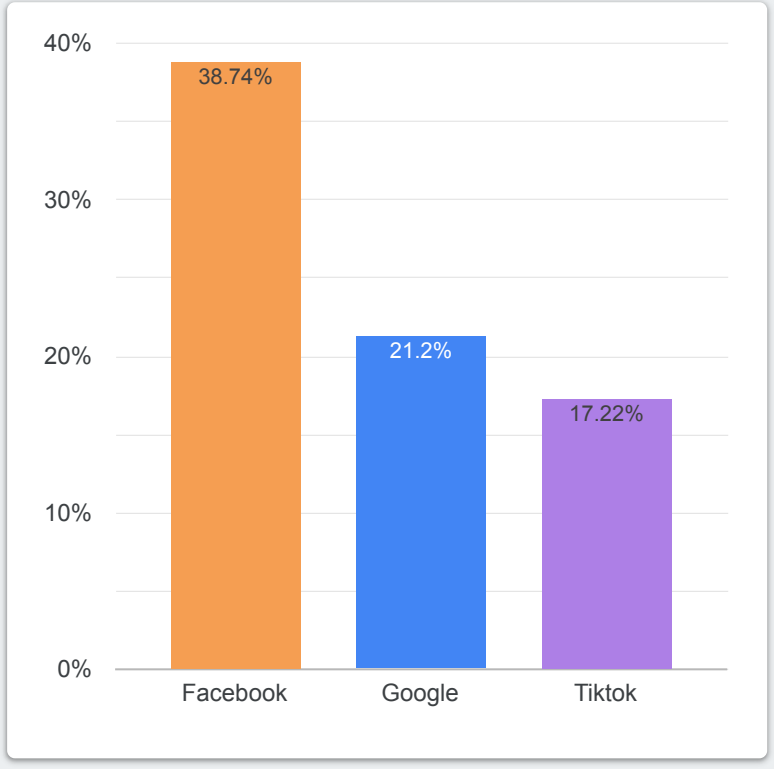
Distribution of Time to Pay



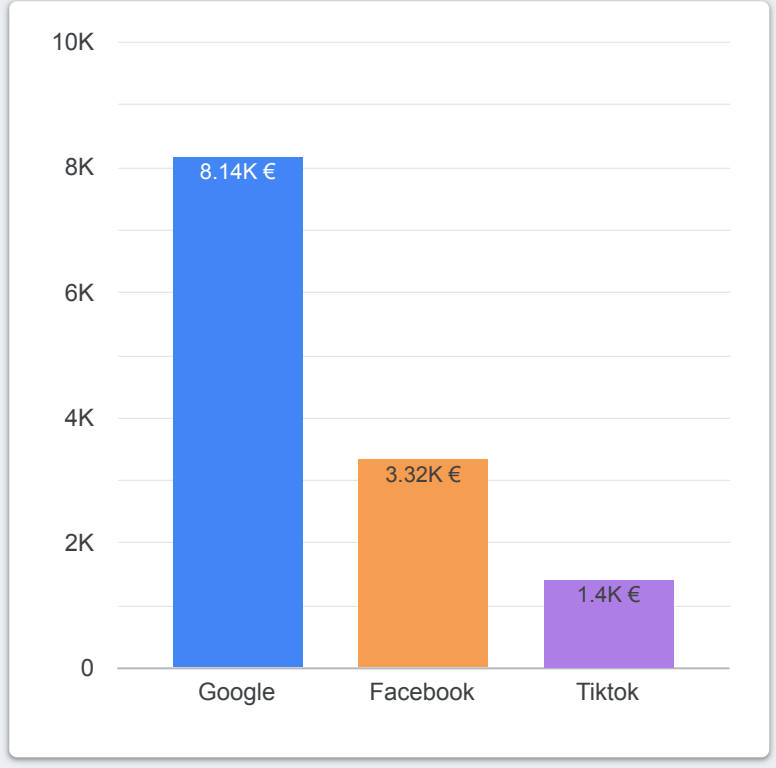
User Acquisition Volume by Channel



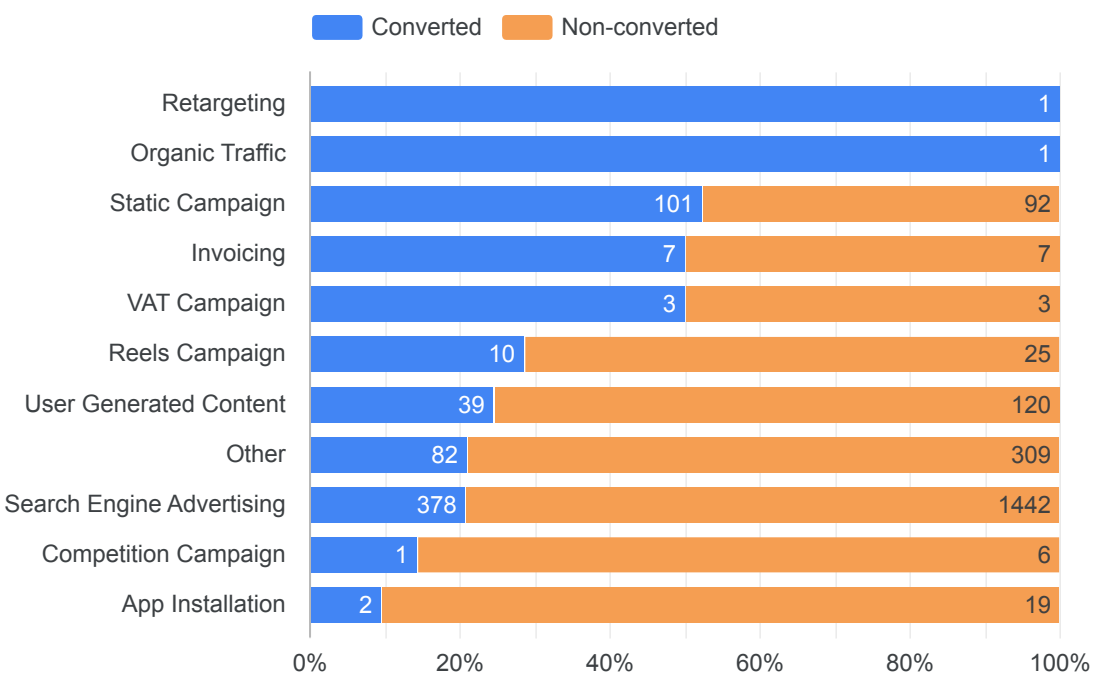
Conversion Rate by Marketing Channel



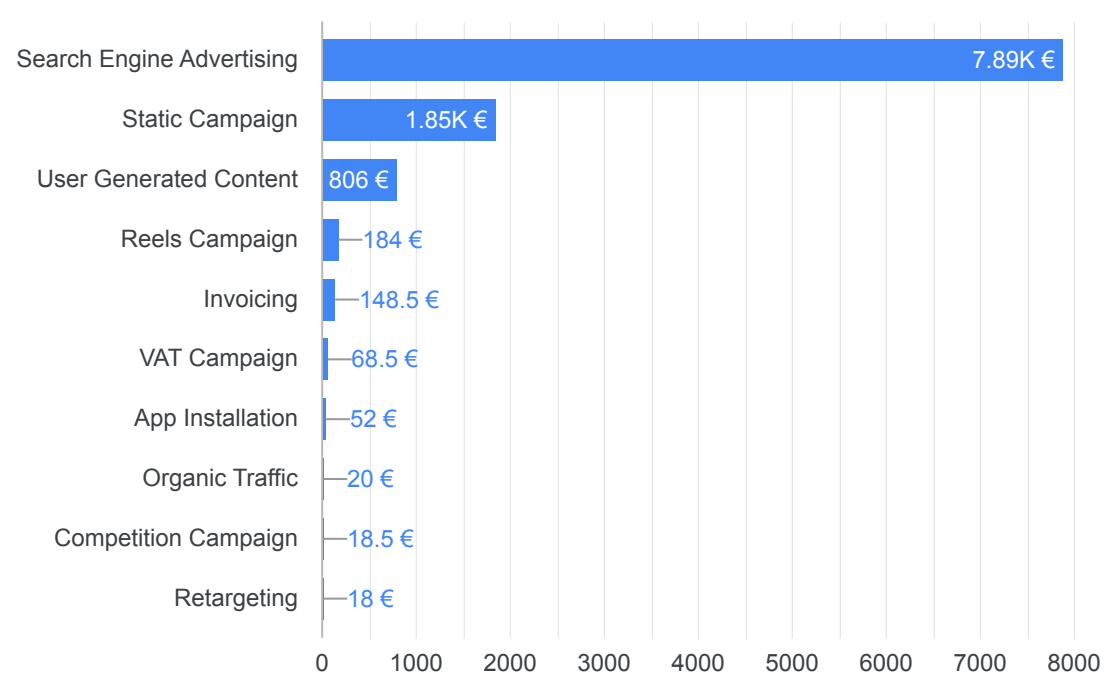
Max MRR by Marketing Channel



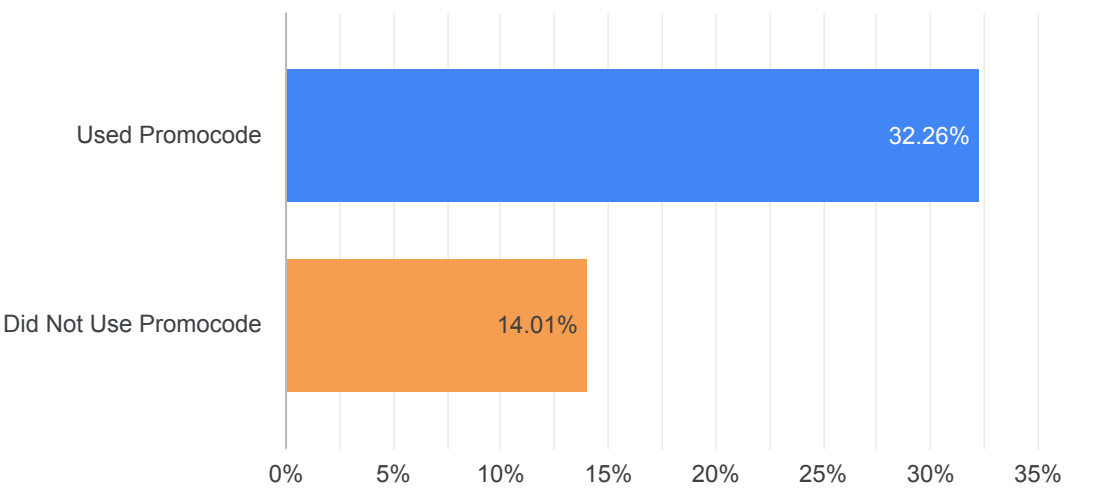
Conversion Distribution by Campaign



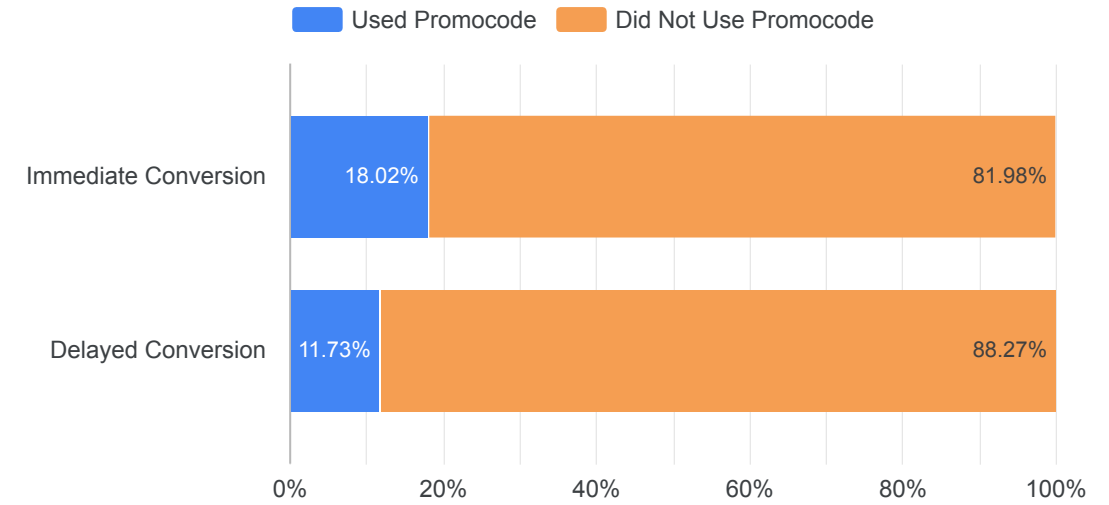
Max MRR by Campaign



Conversion Rate by Promocode Usage



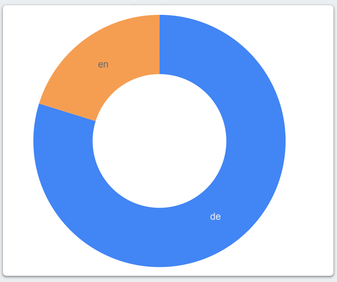
Promocode Impact on Conversion Speed



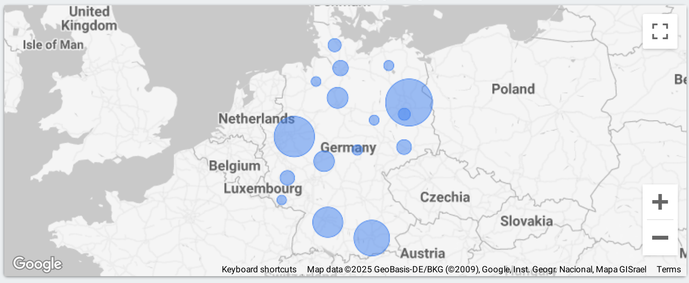
User Segmentation & Targeting

Select date rai | Status | Channel | Profession

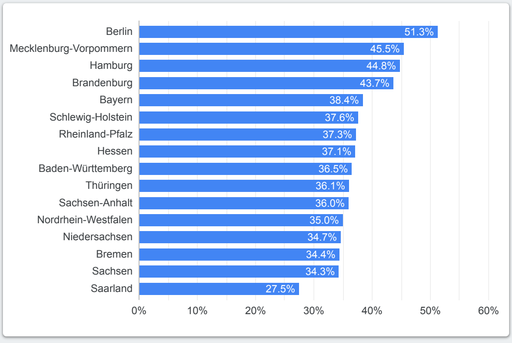
App Language Distribution



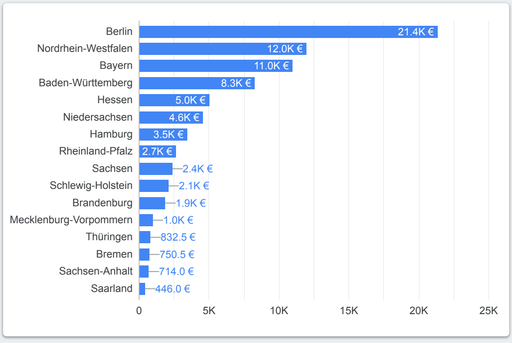
User Distribution by Region



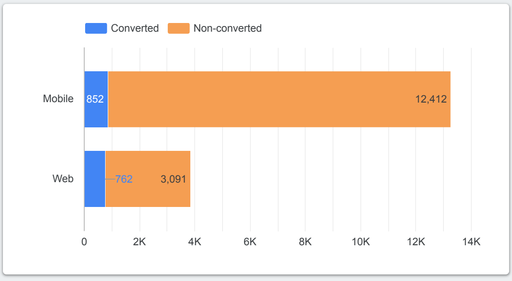
Conversion Rate by Region



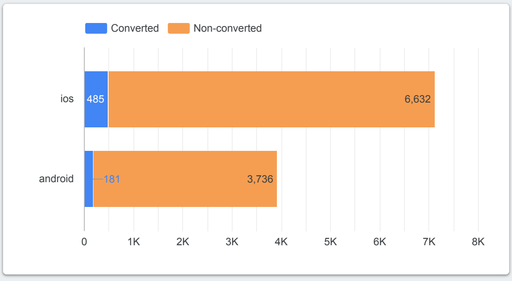
Max MRR by Region



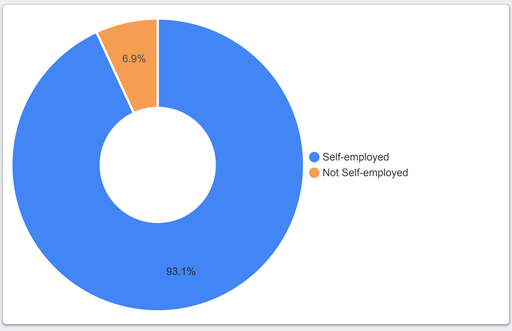
Platform Usage Distribution



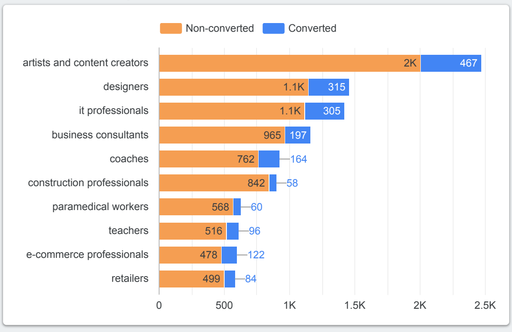
OS Usage Distribution



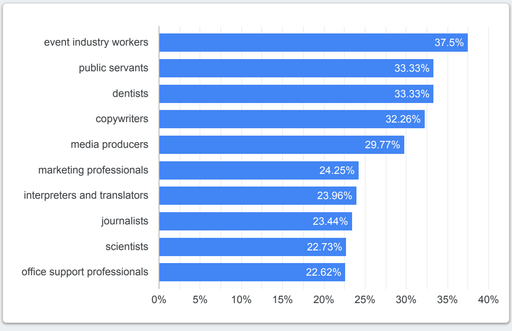
Users by Self-employment Status



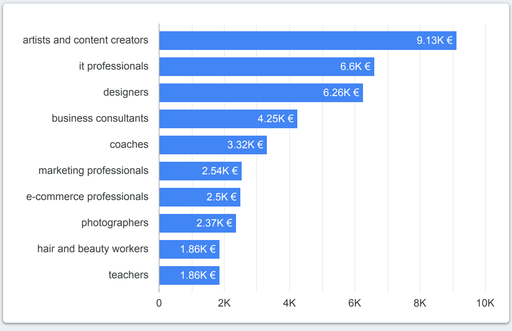
Top 10 Professions with the Most Users



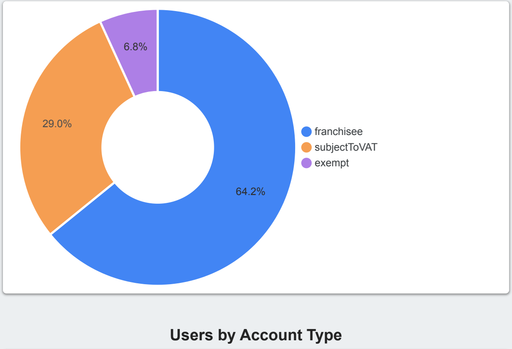
Top 10 Professions by Conversion Rate



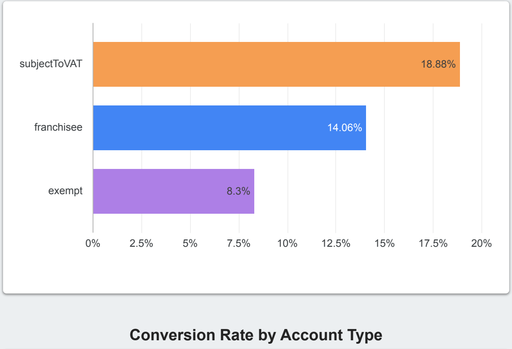
Top 10 Professions by Max MRR



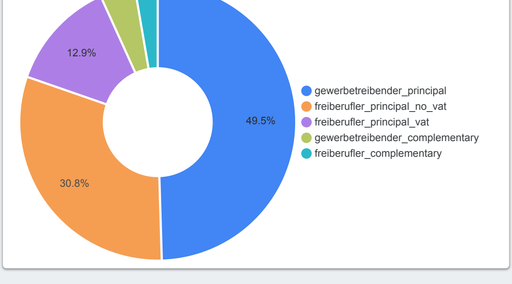
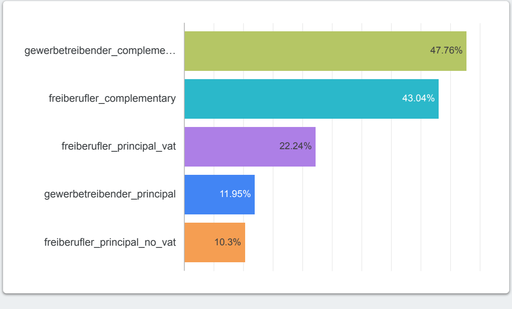
Users by VAT Type



Conversion Rate by VAT Type



Users by Account Type



Conversion Rate by Account Type