

苍蝇小子上线数据0802-0809

1.小结

- a. 内容兑换整体偏低，与内容题材有关 (同为需要30能量兑换的课程，与文言文鬼怪对比低出6.22个点)
- b. 新用户占比较低，说明内容更吸引老用户
- c. 完成率均高于大盘平均值
- d. 跳过率均高于大盘，说明course内容不够吸引用户或过长
 - i. 选择题平均跳过率低于大盘(↓3.38%)
- e. 留存情况表现较好，内容能够吸引用户再次返回观看
- f. 年级分布主要为1-4年级
- g. 选择题正确率较高，但有个别选择题的正确率较低：
 - 1. 第一集选择题1
 - 2. 第二集选择题1
 - 3. 第五集选择题1
 - 4. 第六集选择题1，2
 - i. 其中，1年级正确率整体偏低

2.兑换内容漏斗

- 一起学整体内容兑换：7.44%
- 苍蝇小子(30能量)首周内容兑换率↓：2.55%
 - a. 首周兑换人数：1163
- 文言文鬼怪（30能量）首周内容兑换率：8.77%
 - b. 首周兑换人数：18,575
- 语文万事屋（150能量）首周内容兑换率：1.22%
 - c. 首周兑换人数：2885
- 笑笑没烦恼3（100能量）首周内容兑换率：1.72%
 - d. 首周兑换人数：4839

3.course留存情况

- 对比其他课程，苍蝇小子的留存情况表现均很好

- 次日留存: 30.69%
- 7日留存: 12.78%
- 对比文言文鬼怪:
 - 次日留存: 30.47%
 - 7日留存: 8.97%
- 对比每日一句2:
 - 次日留存: 21.75%
 - 7日留存: 8.09%

4.新用户数vs.老用户数

1. 苍蝇小子

- a. 总兑换用户数: 23824
- b. 新用户数: 1578
 - i. 占比: 6.62%
- c. 老用户数: 22351

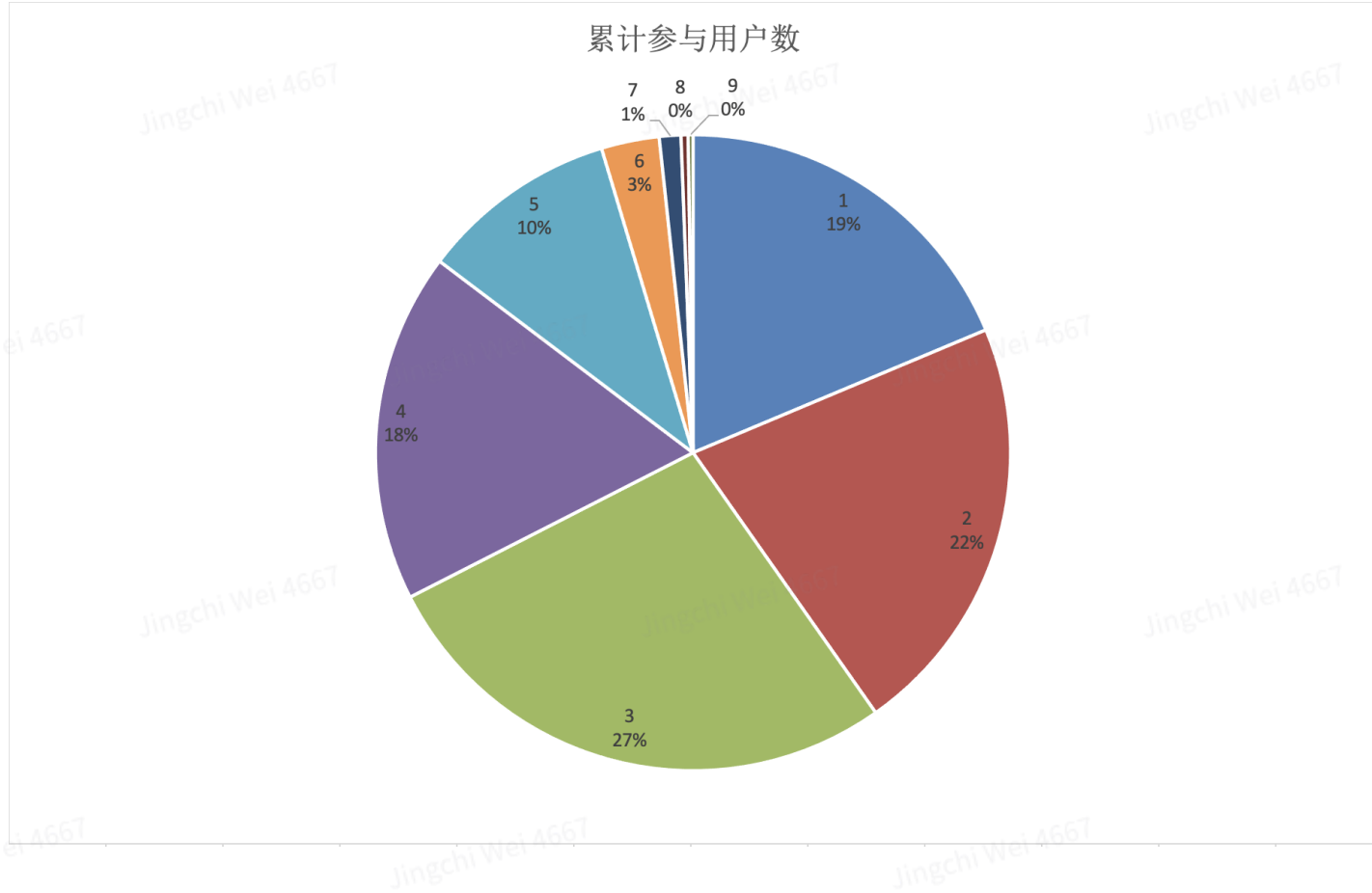
5.完成率vs.大盘

- a. 苍蝇小子完成率_实播: 93.46%
- b. 大盘完成率_实播: 68.85%
- c. 苍蝇小子完成率_订阅: 66.50%
- d. 大盘完成率_订阅: 56.62%

6.年级分布

- 年级分布主要为1-4年级

	A	B	C
1	grade	累计参与用户数	聚合(累计参与用户数)的总额百分比
2	1	4892	18.69%
3	2	5643	21.56%
4	3	7135	27.25%
5	4	4658	17.79%
6	5	2633	10.06%
7	6	772	2.95%
8	7	288	1.10%
9	8	94	0.36%
10	9	64	0.24%



7.各lesson情况

1. 各lesson完播，完成，题目跳过率

- a. 苍蝇小子题目跳过率基本上均高于大盘平均跳过率
- b. 题目跳过率分布很平均，没有出现越到后面跳过率越高的情况。

	A	B	C	D	E
1	大盘平均值		82.85%	71.20%	5.05%
2	lesson_name	lesson顺序	完播率_实播口径	完成率_实播口径	题目跳过率
3	01集-Hello, Fly Guy!	1	99.50%	87.22%	5.30%
4	02集-Can flies be pets?	2	99.49%	92.75%	5.41%
5	03集-Hooray! Buzz	3	99.41%	94.35%	5.31%
6	04集-We won!	4	99.53%	96.60%	5.32%
7	05集-Fly high!	5	99.49%	96.54%	5.60%
8	06集-Super fly eye!	6	99.66%	97.08%	5.93%
9	07集-Super Fly Guy 1	7	99.64%	97.25%	5.77%
10	08集-Super Fly Guy 2	8	99.64%	89.06%	4.99%

2. 各activity完成率，跳过率，正确率

a. 整体对比

- i. 大盘选择题平均跳过率：8.19%
- ii. 苍蝇小子选择题平均跳过率↓：4.81%

b. 各activity明细

- i. 第一集选择题1，第二集选择题1，第五集选择题1，第六集选择题1，2的正确率均偏低

	A	B	C	D	E	F
1	大盘平均值					75.77%
2	lesson_name	题目顺序	题型	答题完成率	答题跳过率	正确率
3	平均值			98.24%	4.81%	86.17%
4	01集-Hello, Fly Guy!	2	选择题	97.42%	3.67%	80.97%
5	01集-Hello, Fly Guy!	3	选择题	95.78%	3.63%	90.99%
6	02集-Can flies be pets?	2	选择题	98.34%	5.36%	82.40%
7	02集-Can flies be pets?	3	选择题	98.85%	5.84%	89.61%
8	03集-Hooray! Buzz	2	选择题	98.40%	4.56%	90.11%
9	03集-Hooray! Buzz	3	选择题	98.39%	5.46%	91.04%
10	04集-We won!	2	选择题	98.53%	4.29%	89.67%
11	04集-We won!	3	选择题	98.53%	5.07%	88.93%
12	05集-Fly high!	2	选择题	98.56%	4.28%	67.75%
13	05集-Fly high!	3	选择题	98.60%	5.97%	91.59%
14	06集-Super fly eye!	2	选择题	97.66%	5.57%	84.58%
15	06集-Super fly eye!	3	选择题	98.47%	4.91%	79.96%
16	07集-Super Fly Guy 1	2	选择题	98.70%	4.06%	89.89%
17	07集-Super Fly Guy 1	3	选择题	98.40%	5.68%	85.28%
18	08集-Super Fly Guy 2	2	选择题	98.62%	3.32%	87.03%
19	08集-Super Fly Guy 2	3	选择题	98.58%	5.22%	88.91%

C. 各年级选择题详情

- 一年级正确率均比其他年级稍微低一些
 - 其中第5集的第一道选择题1年级的正确率比其他年级都高

	A	B	C	D	E
1	lesson_name	题目顺序	grade	答题跳过率	正确率
2	01集-Hello, Fly Guy!	2	1	3.22%	78.47%
3			2	3.78%	82.35%
4			3	3.96%	82.06%
5			4	4.69%	81.91%
6			5	4.70%	82.33%
7			6	6.32%	80.46%
8			7	4.93%	80.62%
9		3	1	3.34%	89.48%
10			2	3.56%	91.08%
11			3	4.02%	91.18%

11			3	4.05%	91.16%
12		3	4	4.32%	91.25%
13			5	4.61%	90.50%
14			6	6.27%	90.74%
15			7	5.48%	90.45%
16			1	4.13%	81.34%
17			2	5.27%	82.77%
18			3	5.97%	83.58%
19		2	4	6.64%	83.20%
20			5	7.24%	83.03%
21			6	8.29%	81.39%
22			7	7.23%	81.06%
23	02集-Can flies be pets?		1	4.31%	88.35%
24			2	5.54%	89.80%
25			3	6.41%	89.62%
26		3	4	7.03%	89.25%
27			5	7.64%	89.14%
28			6	9.06%	87.31%
29			7	7.84%	89.15%
30			1	3.06%	89.37%
31			2	4.42%	90.87%
32			3	4.68%	89.71%
33		2	4	6.00%	90.30%
34			5	5.68%	88.27%
35			6	8.01%	88.57%
36			7	5.02%	88.20%
37	03集-Hooray! Buzz		1	4.17%	87.60%
38			2	5.37%	90.97%
39			3	5.92%	92.02%
40		3	4	6.68%	92.32%
41			5	7.10%	91.41%
42			6	8.57%	89.75%
43			7	6.31%	89.84%
44			1	2.68%	89.21%
45			2	4.00%	90.04%

46	04集-We won!	2	3	4.48%	89.30%
47			4	4.94%	88.11%
48			5	6.68%	87.45%
49			6	7.91%	88.20%
50			7	4.41%	88.38%
51		3	1	3.50%	86.09%
52			2	5.22%	88.61%
53			3	5.29%	89.53%
54			4	5.64%	90.00%
55			5	7.49%	90.29%
56			6	8.94%	88.99%
57			7	4.83%	89.52%
58	05集-Fly high!	2	1	2.97%	73.27%
59			2	4.45%	69.87%
60			3	4.52%	66.43%
61			4	5.40%	64.47%
62			5	6.24%	62.88%
63			6	6.51%	65.51%
64			7	4.21%	60.50%
65		3	1	4.13%	90.39%
66			2	5.68%	92.25%
67			3	6.31%	91.83%
68			4	8.27%	90.45%
69			5	8.22%	90.44%
70			6	9.71%	88.86%
71			7	5.70%	92.38%
72	06集-Super fly eye!	2	1	4.03%	78.67%
73			2	5.37%	84.19%
74			3	5.93%	86.02%
75			4	6.93%	86.15%
76			5	7.78%	84.95%
77			6	7.00%	83.00%
78			7	6.63%	83.22%
79			1	3.75%	76.52%
80			2	5.01%	80.41%

81		3	3	5.01%	80.96%
82			4	6.16%	82.27%
83			5	6.62%	81.52%
84			6	6.99%	80.84%
85			7	7.14%	78.64%
86	07集-Super Fly Guy 1	2	1	2.77%	88.74%
87			2	3.82%	89.80%
88			3	4.00%	89.10%
89			4	5.17%	89.03%
90			5	5.86%	87.69%
91			6	8.15%	85.86%
92			7	6.55%	86.52%
93		3	1	3.63%	82.29%
94			2	5.64%	85.16%
95			3	5.68%	86.44%
96			4	7.43%	85.36%
97			5	8.36%	84.98%
98			6	8.92%	82.12%
99			7	7.65%	80.65%
100	08集-Super Fly Guy 2	2	1	2.66%	85.72%
101			2	2.99%	86.28%
102			3	3.50%	86.04%
103			4	4.54%	86.46%
104			5	4.66%	85.94%
105			6	5.83%	85.34%
106			7	2.48%	88.42%
107		3	1	2.73%	87.26%
108			2	4.62%	89.12%
109			3	5.77%	88.71%
110			4	7.02%	88.52%
111			5	7.80%	86.84%
112			6	7.73%	83.79%
113			7	5.52%	86.08%