

Sessions Sessions per user Date Session 1266 1.77 9/1/2023 🗎 10/23/2023 🗂 analysis Rage click percentage Quickback percentage Inactive session Page views per session Dead click percentage 2.32 526 18.6% 0.7% 19.51 Session duration groups (in minutes) Active and Inactive sessions Active Inactive 49.8% <1 1-5 23.4% 526 (41.55%) Total 1K 20.5% 5-20 740 (58.45%) >20 6.4% 0% 10% 20% 30% 40% 50% Daily consumption time (in minutes) Daily session count 308.8 300 200 130.6 29.9 Oct 08 Sep 10 Sep 24 Sep 10 Sep 24 Oct 08 Oct 22 Relationship among clicks, duration and page count (in logarithmic scale) ●Sum of Session clicks ●Sum of Session duration in minutes ●Sum of Page count 1000 100 10 Sep 24 Oct 08 Oct 22 Sep 10 Date Count of clicks by sessions Count of pages by sessions Count of sessions Count of sessions 400 400 200 10 14 15 Count of pages Count of clicks Sessions by weekday 261 246 200 181 174 143 136 125 100 Thursday Monday Tuesday Wednesday Friday Saturday Sunday Weekday Sessions by hour ranges 90 88 76 75 27 26

9 - 10 10 - 11 11 - 12 12 - 13 13 - 14 14 - 15 15 - 16 16 - 17 17 - 18 18 - 19 19 - 20 20 - 21 21 - 22 22 - 23 23 - 24

Hour Range

18