m10 Analysis Report

Average Time Spent

9.49

minutes

Total Unique Sessions
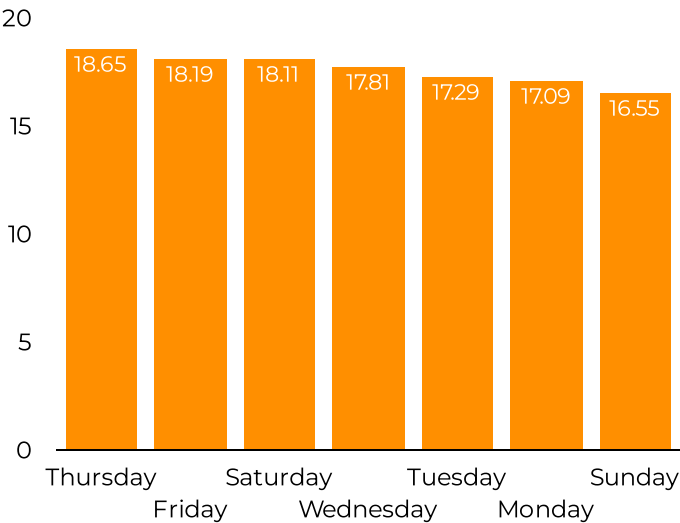
569,952

Total Unique Users

64,043

Activity of Unique Users by Hour
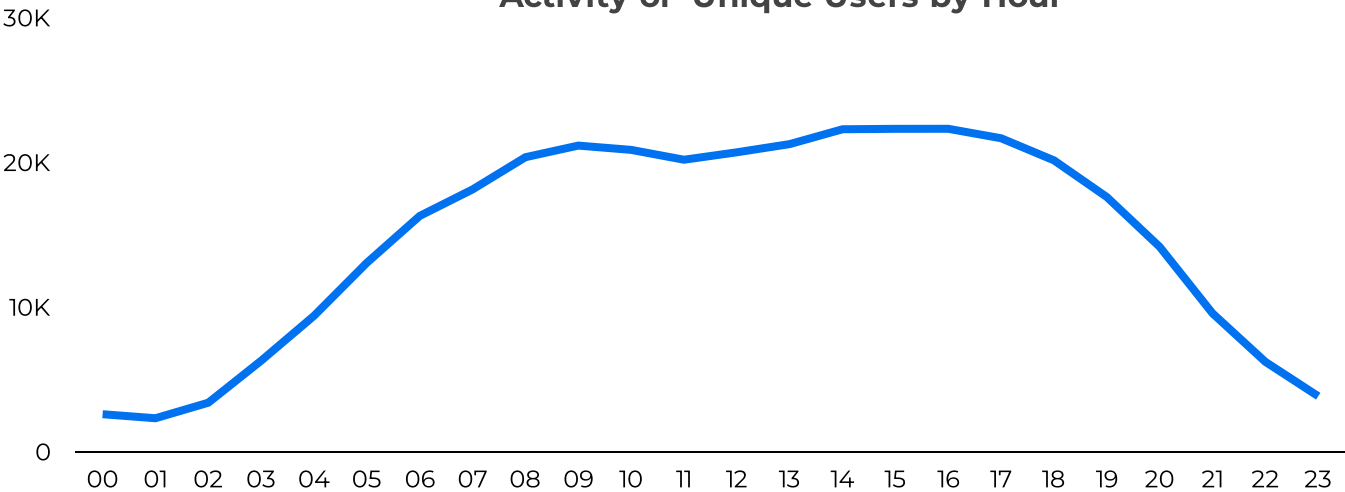
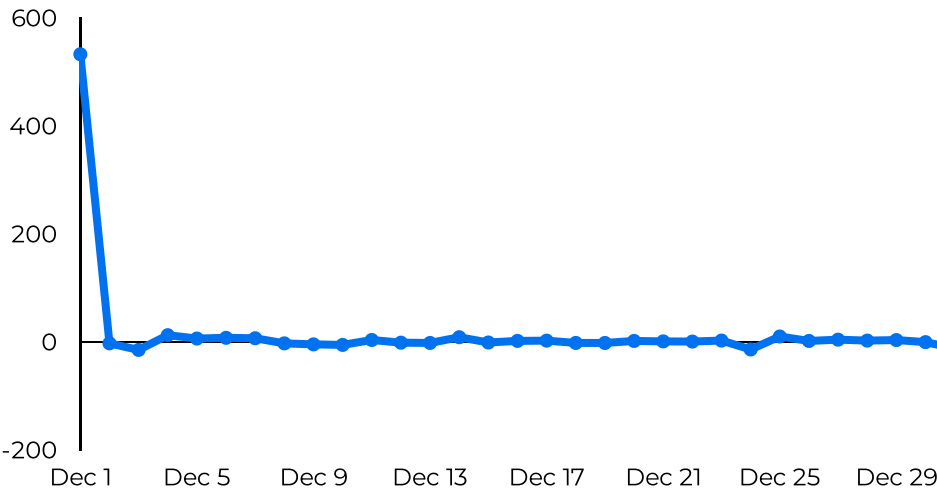## User Activity Heatmap

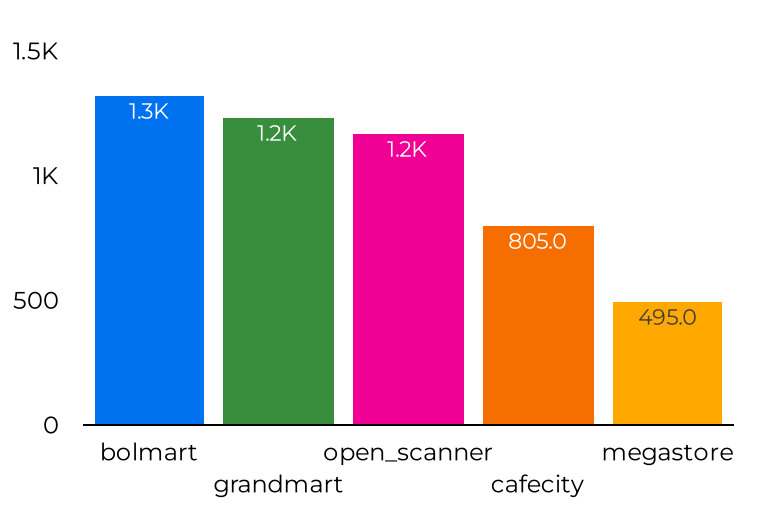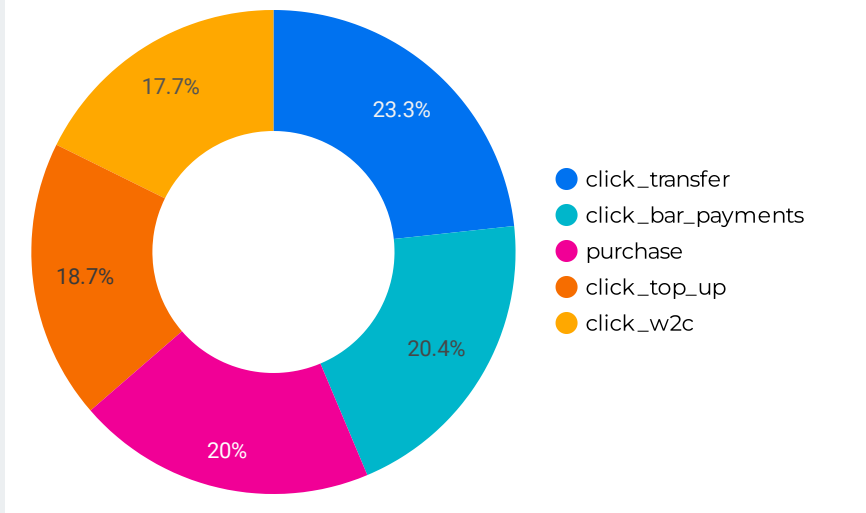| Top 14 - Ho...	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
23	663	757	790	924	1K	1.1K	730
22	1.1K	1.2K	1.3K	1.6K	1.7K	1.9K	1.1K
21	1.9K	1.9K	2.1K	2.7K	2.8K	2.6K	1.9K
20	3.1K	3K	3.1K	4K	4K	4K	3K
19	3.7K	3.9K	4.1K	4.2K	5.2K	4.8K	4.3K
18	4.5K	4.6K	4.6K	5K	6K	5.6K	5K
17	5K	5K	5.1K	5.5K	6.7K	6.1K	5.3K
16	5.2K	5.3K	5.4K	5.8K	6.9K	6.4K	5.7K
15	5.4K	5.4K	5.6K	5.9K	6.8K	6.3K	5.9K
14	5.2K	5.3K	5.4K	6.2K	6.7K	6.5K	5.8K
13	5K	4.8K	5.1K	5.5K	6.3K	6.2K	5.9K
12	4.9K	4.6K	5K	5K	6.1K	6.1K	5.7K
11	4.6K	4.5K	4.7K	4.8K	5.7K	6.1K	5.7K
10	4.7K	4.6K	4.7K	4.9K	6K	6.6K	5.9K

User Stickiness over Weekdays
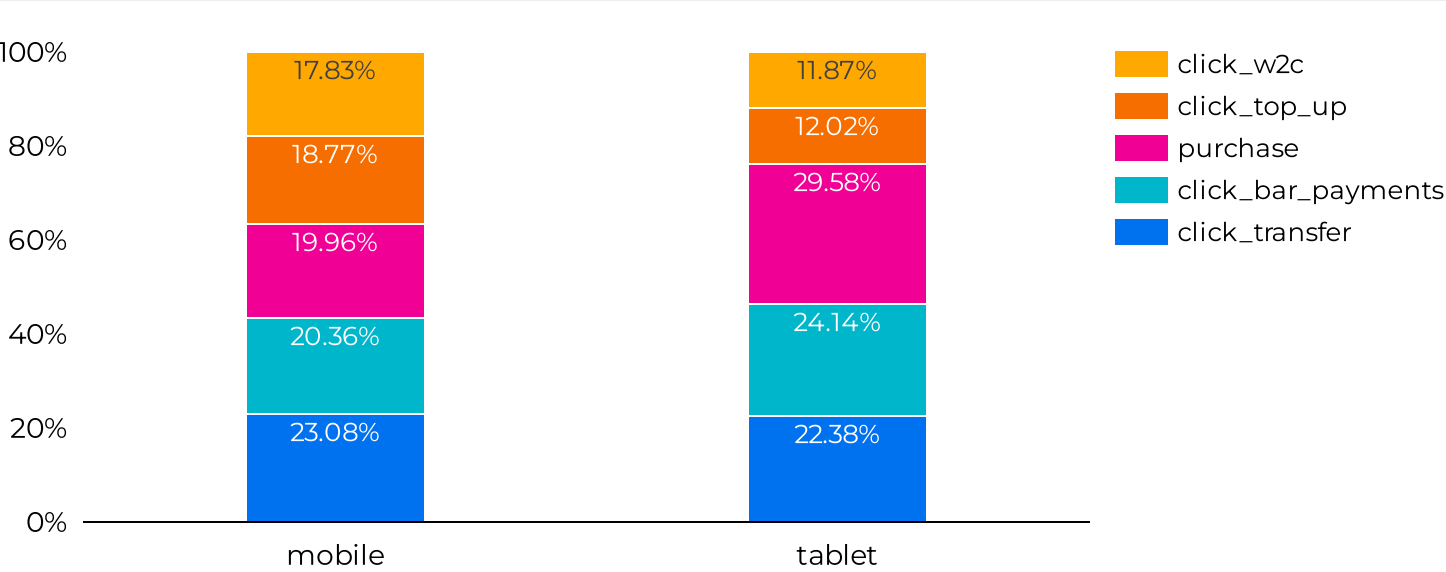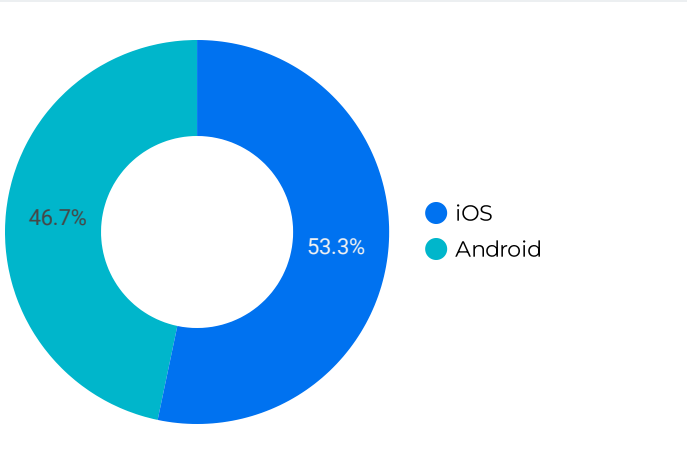

User Retention over Days

Top 5 Most Used Benefits

Bar chart:
- bolmart: 1.3K
- grandmart: 1.2K
- open_scanner: 1.2K
- cafecity: 805.0
- megastore: 495.0

Top 5 Most Used Future

Donut chart:
- click_transfer: 23.3%
- click_bar_payments: 20.4%
- purchase: 20%
- click_top_up: 18.7%
- click_w2c: 17.7%

Top 5 Operating Systems for Categories

Stacked bar chart:

mobile:
- click_w2c: 17.83%
- click_top_up: 18.77%
- purchase: 19.96%
- click_bar_payments: 20.36%
- click_transfer: 23.08%

tablet:
- click_w2c: 11.87%
- click_top_up: 12.02%
- purchase: 29.58%
- click_bar_payments: 24.14%
- click_transfer: 22.38%

Cash Transaction Preferences by Operating System

Donut chart:
- iOS: 53.3%
- Android: 46.7%

Top 5 Operating Systems for Antifraud

Bar chart:
- Android 6: 33%
- Android 11: 31%
- Android 7: 31%
- Android 12: 31%
- Android 8: 30%
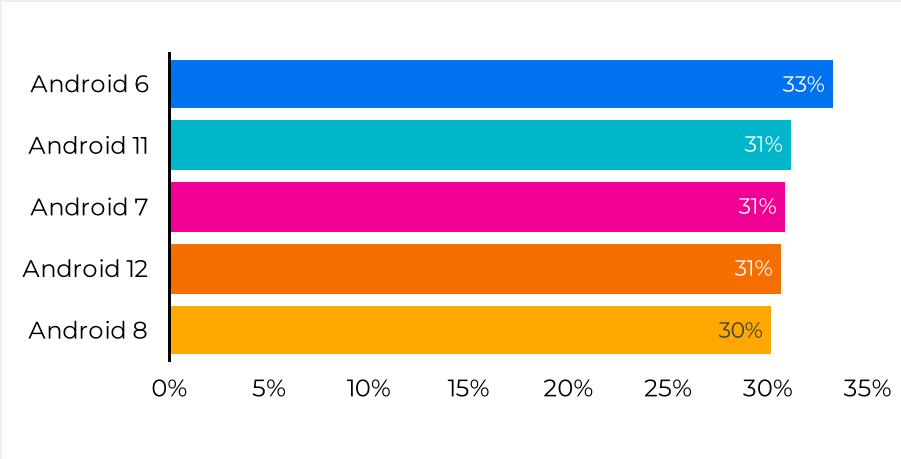
International Transaction Preferences by OS

Donut chart:
- iOS: 61.7%
- Android: 38.3%
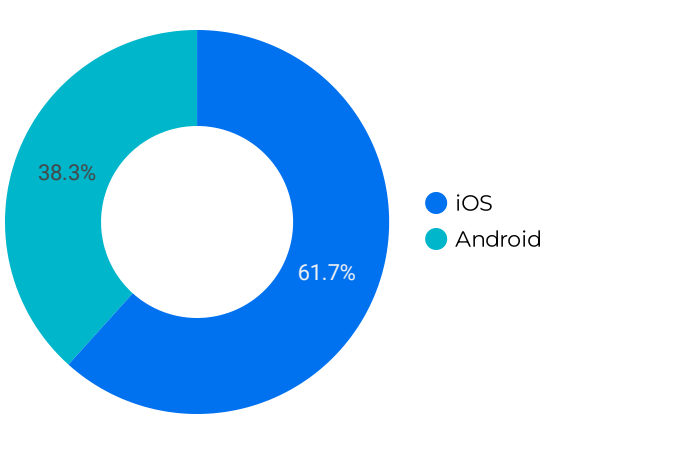
Top 5 Operating Systems for Feedback

Bar chart:
- Android 6: 7%
- iOS 13: 5%
- Android 10: 5%
- Android 11: 5%
- Android 5: 4%