

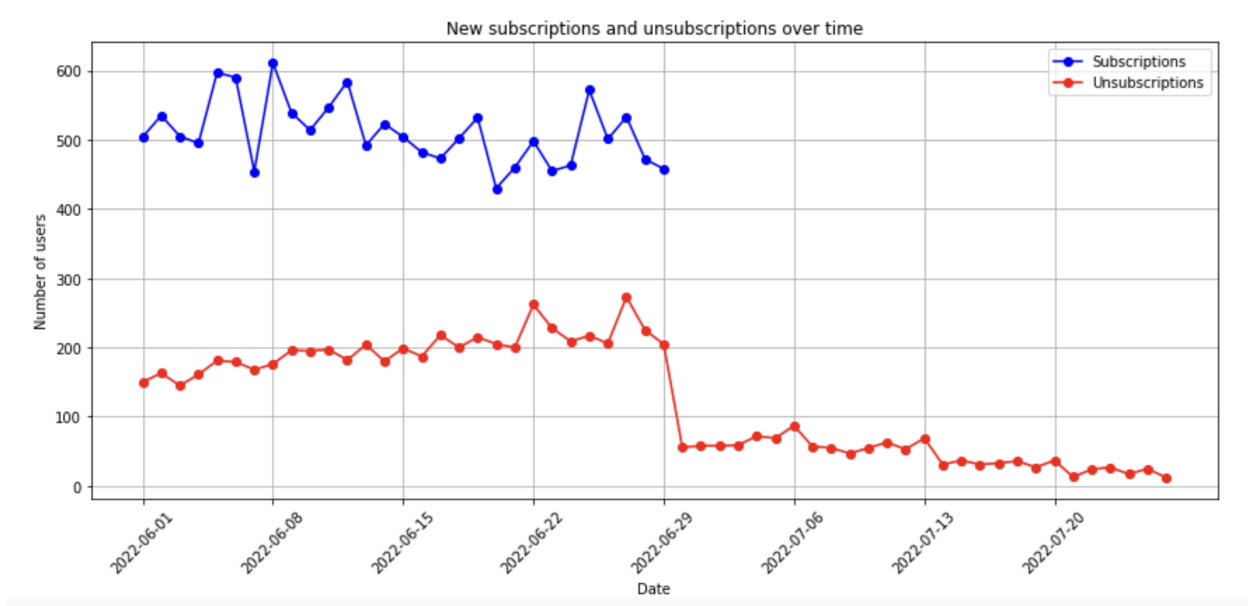
Analysis of subscriptions

Results summary

- The number of subscriptions in June (7,891) is higher than the total number of unsubscriptions (6,934) for these users.
- The average numbers of subscriptions and unsubscriptions for June are 511 and 193, respectively.
- The cumulative number of active (subscribed) users increased from the beginning of the month until the end, reaching up to 9,099 users.
- 50% of users (median) are subscribed for 6 minutes or less.
- The most used operating system is Android (72%), and the most popular service is 'ps' (38%).
- Affiliate 4 is the most profitable, delivering the most transactions, with phone operator C being slightly more frequently used.
- Most of the executed transactions failed (72%). The number of failed transactions increased, and the number of delivered transactions decreased over the given time period.
- The total revenue from delivered transactions is 75705.6.
- Phone operator C has a slightly smaller percentage of delivered transactions compared to others, other two operators have the same number of delivered and failed transactions each.
- A significant number of users (54%) did not have any successful payments at all, so it is important to focus on them to finalize their payment process.

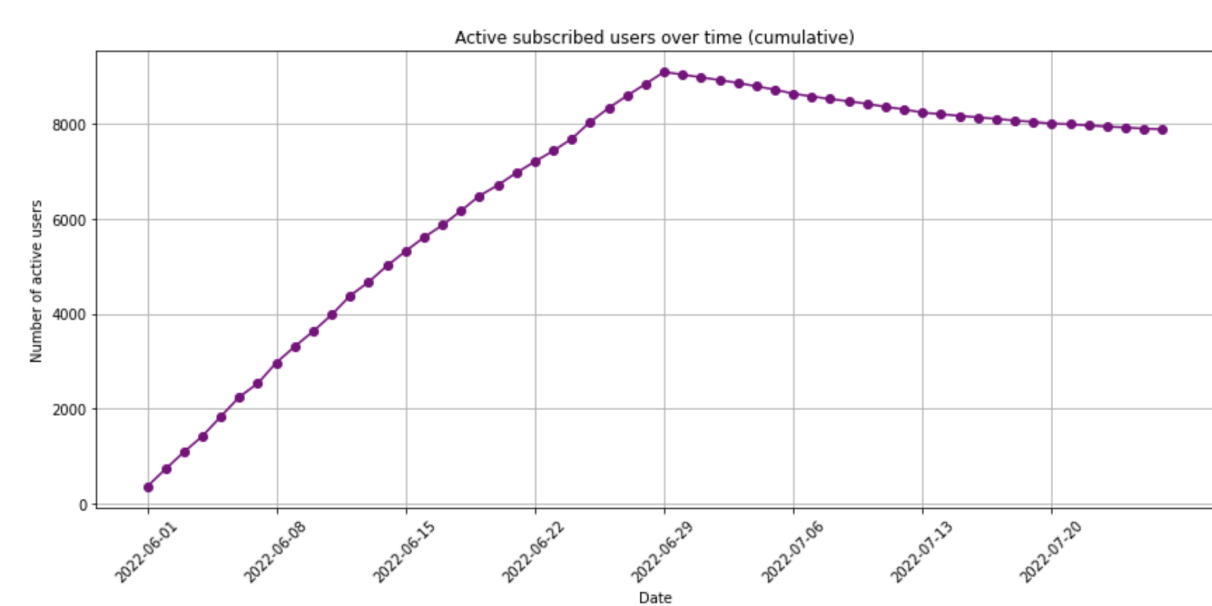
Analysis details

How many subscribed and unsubscribed users are in the given time range?



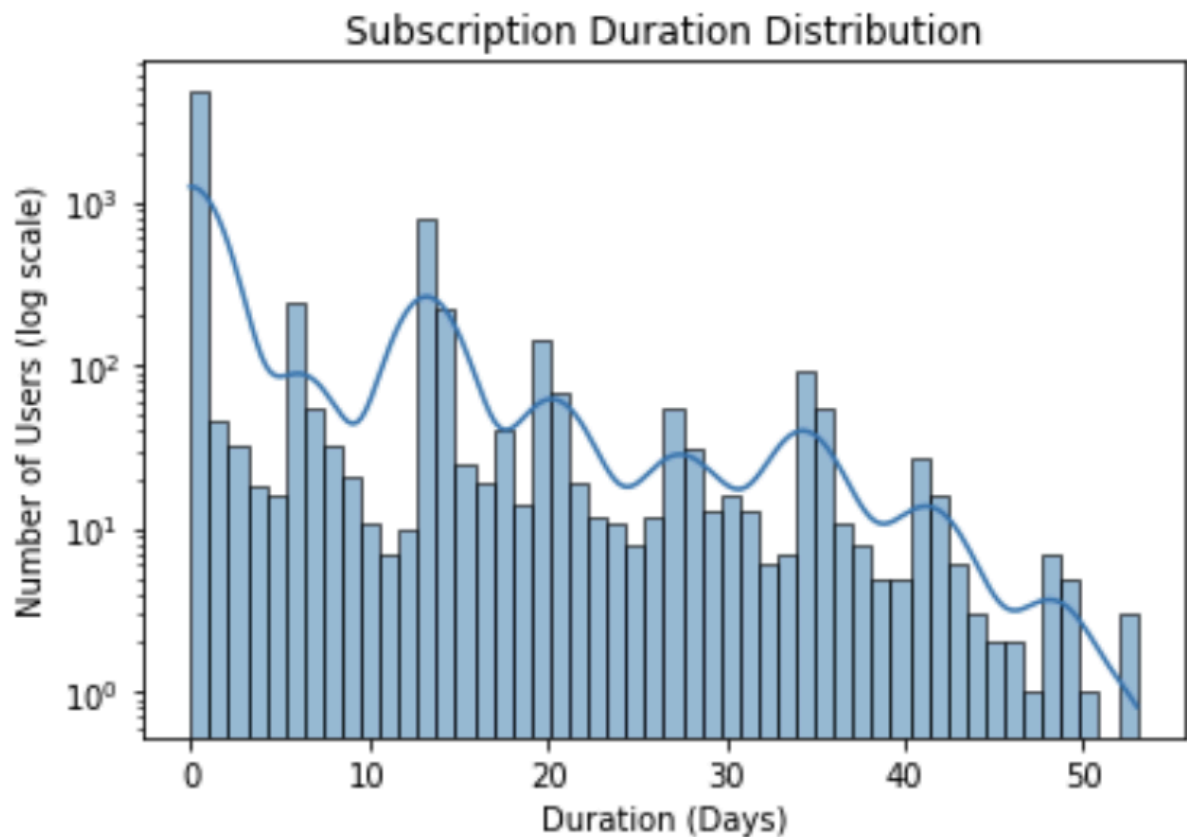
The number of daily subscriptions in June is higher than the daily number of unsubscriptions for these users. The average numbers of subscriptions and unsubscriptions for June are 511 and 193, respectively. Some users who subscribed in June canceled subscriptions in July.

How many active users (who are subscribed) are on a selected day?



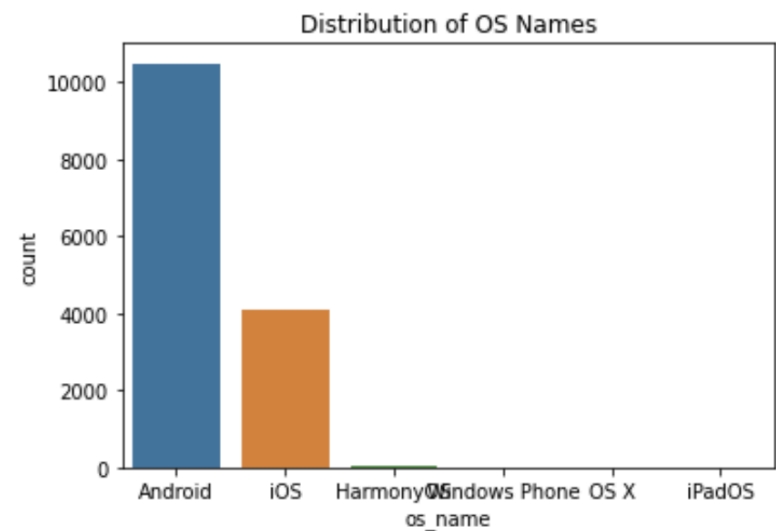
Till the end of June, the total number of active users reached 9099.

How much time does the subscription last?



Users tend to have rather short subscription time less then 1 day. 50% of users (median) are subscribed for 6 minutes or less.

What OS do users use?

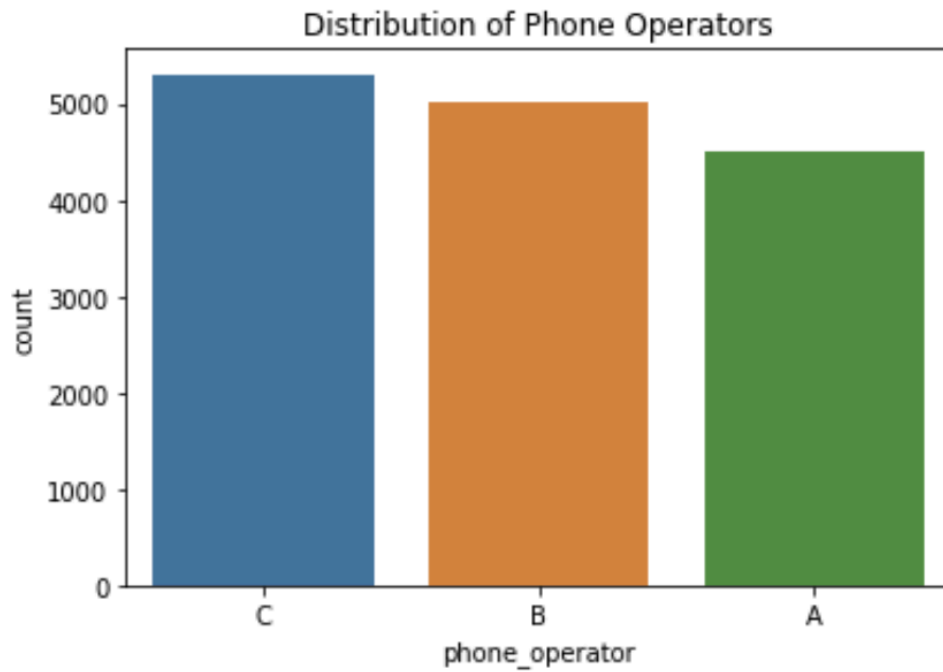


os_name	os_version	user_count
Android	11.0	3534
Android	10.0	3065
iOS	15.5	2597
Android	12.0	1685
Android	9.0	1109
iOS	15.4	568
Android	8.0	341
Android	8.1	277
iOS	14.8	203
iOS	12.5	137

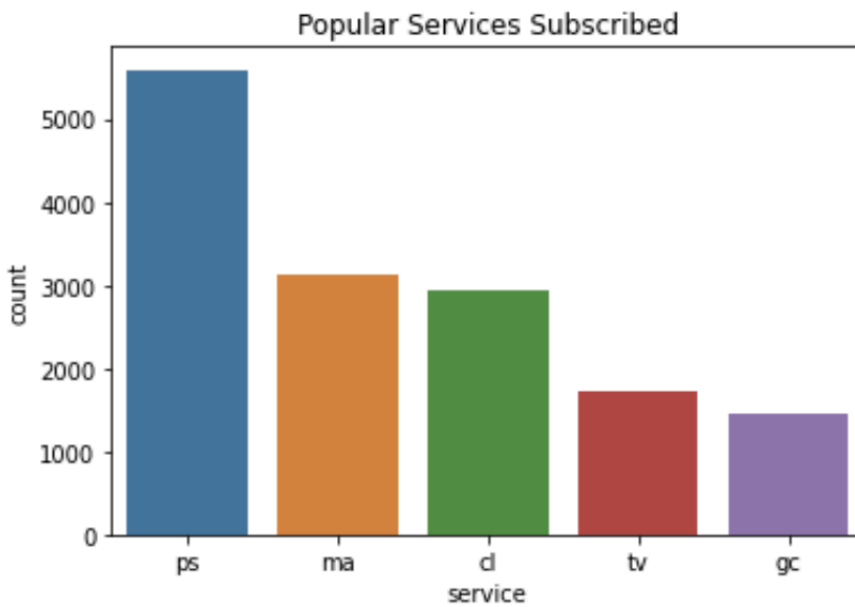
The most used operating system is Android (72%).

Top used Android versions are 11, 10, 12 (most recent at that time).

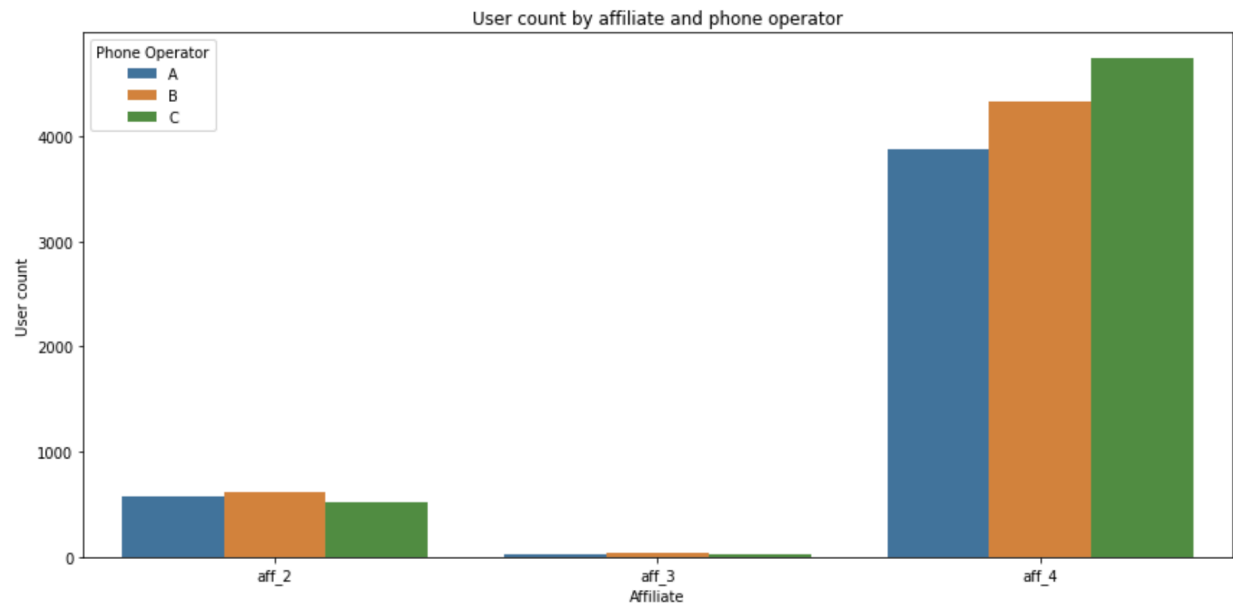
What is the most popular phone operator?



What is the most popular service?

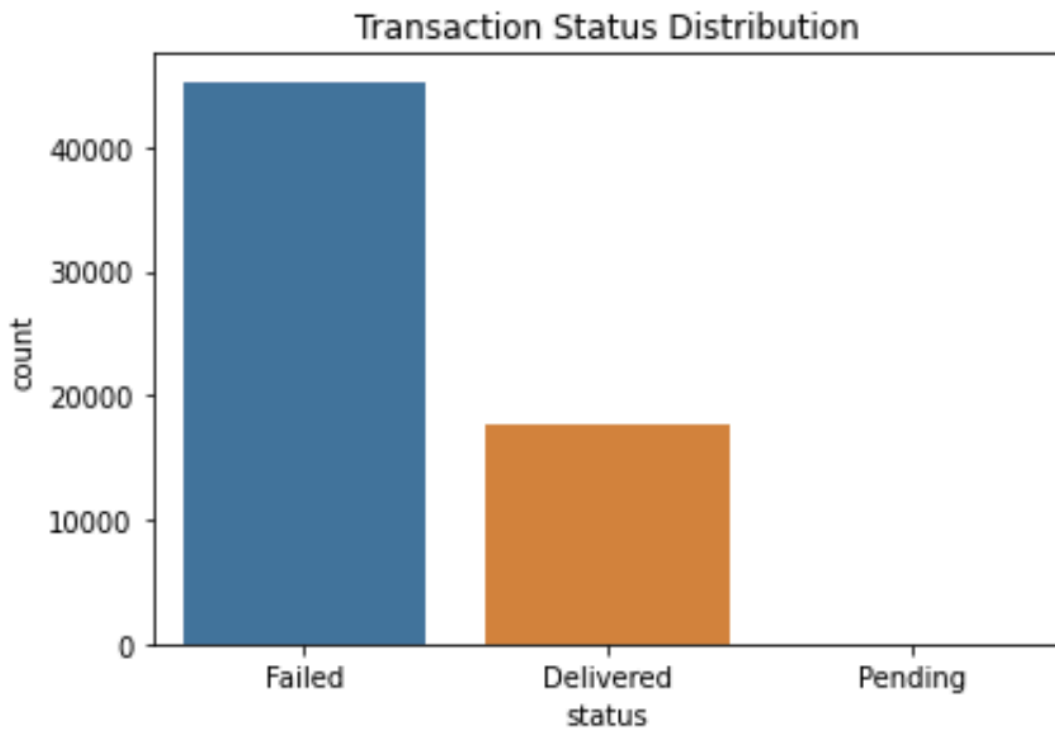


How many users are from each affiliate and phone operators did they use?



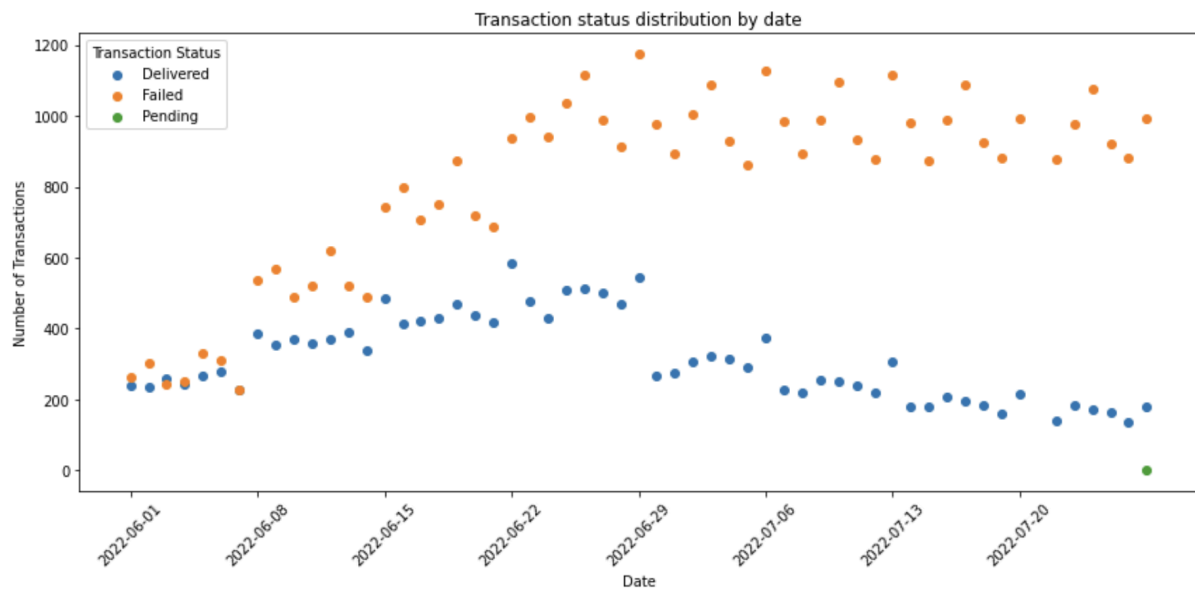
Affiliate 4 has the biggest number of users, with phone operator C being slightly more frequently used.

How many successful transactions were executed?



Failed 72%
Delivered 28%

How many transactions happened on each date and with what status?

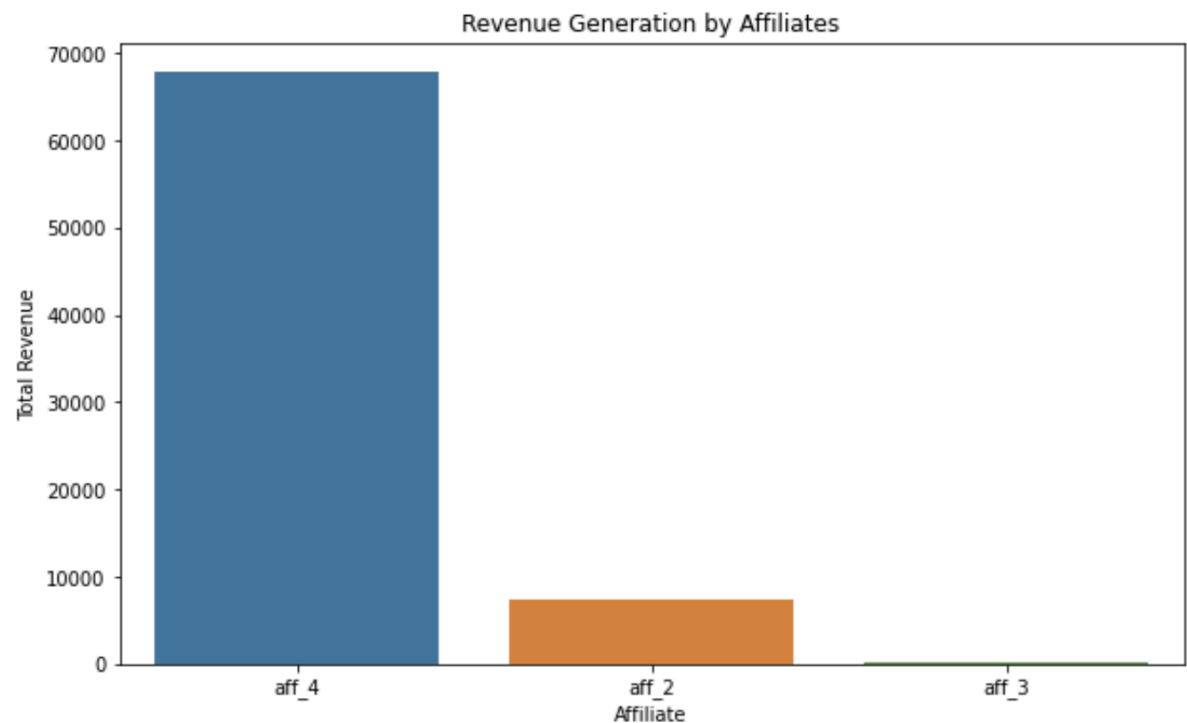


The number of failed transactions increased, and the number of delivered transactions decreased over the given time period.

What is the revenue from delivered transactions over the given period?

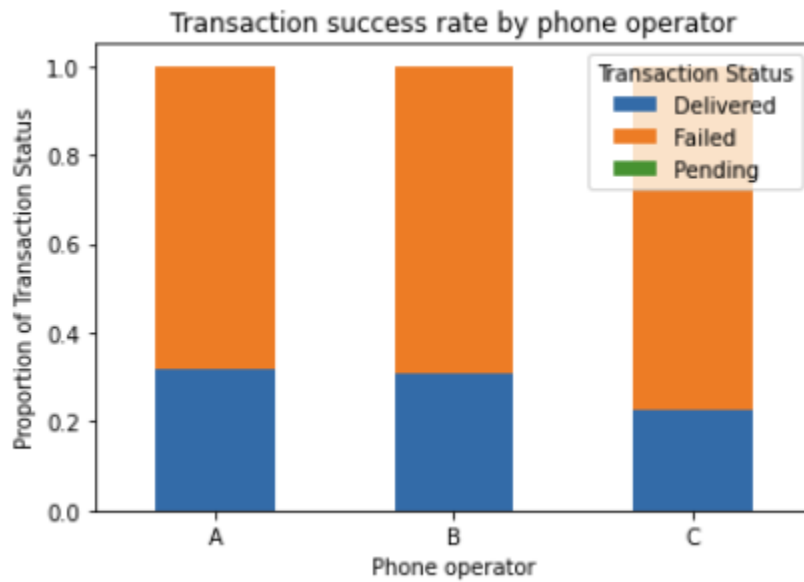
Amount is 75705.6

Which affiliates are leading to more successful transactions?



Aff 4 is the most profitable because it sends a lot of users, more compared to other affiliates.

Is there a correlation between phone operator and transaction success?



Phone operator C has a slightly smaller percentage of delivered transactions compared to others, other two operators have the same number of delivered and failed transactions each.

How many users did not have any successful transactions?

Number of users with at least one successful final transaction: 6832

Number of users with only failed transactions: 7993

Percent of users with only failed transactions: 54 %