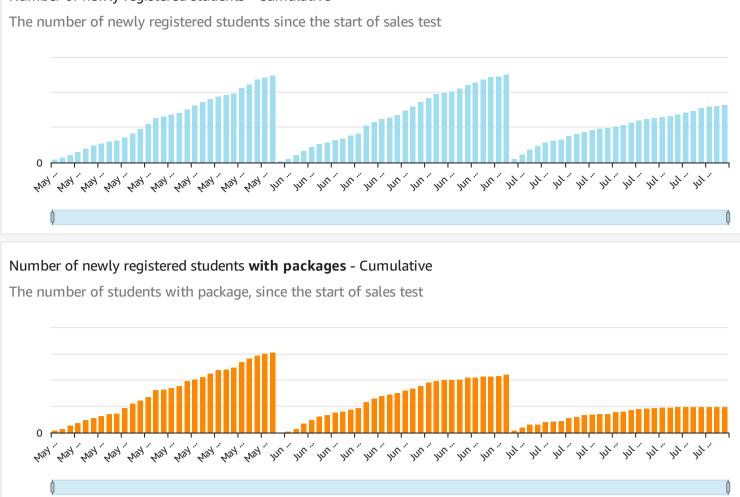
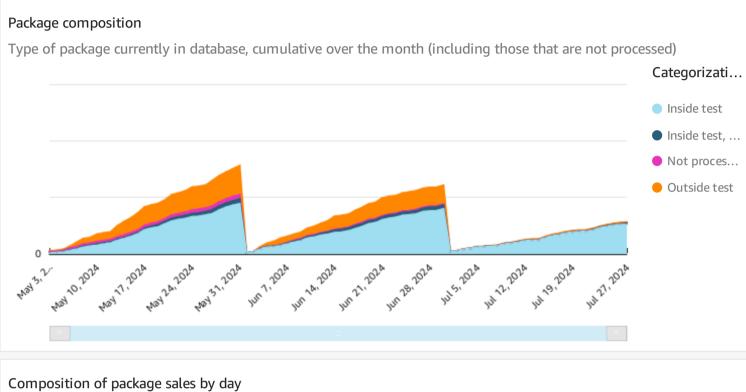
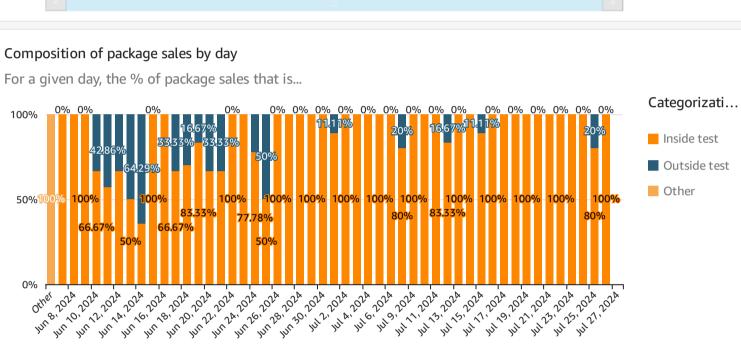
Package activation rate Number of newly registered students - Cumulative Up until the point in time, in the sales test, total # of students with packages /total # of new students. The number of newly registered students since the start of sales test Note: Date is taken at student's registration date. If a student later buys a package, the rate can increase. **Resets monthly** 0.3 0.28 0.25 0.23 0.2 Number of newly registered students with packages - Cumulative 0.15 The number of students with package, since the start of sales test 0.1 0.05



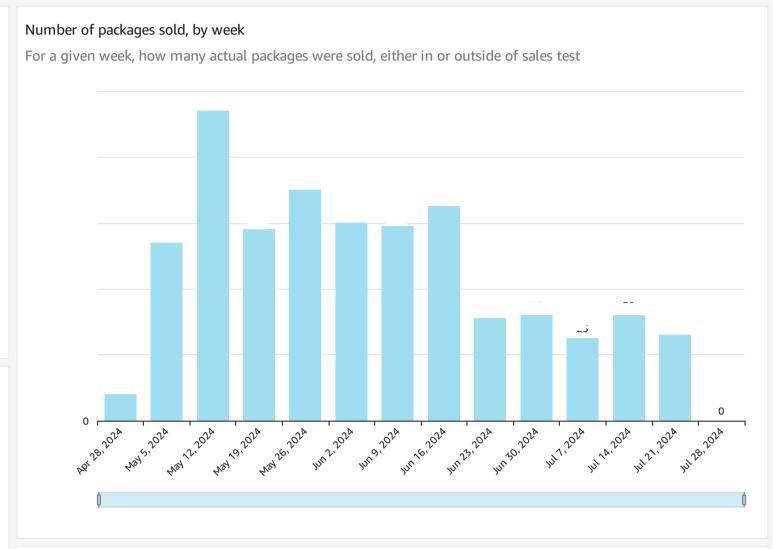
Number of packages

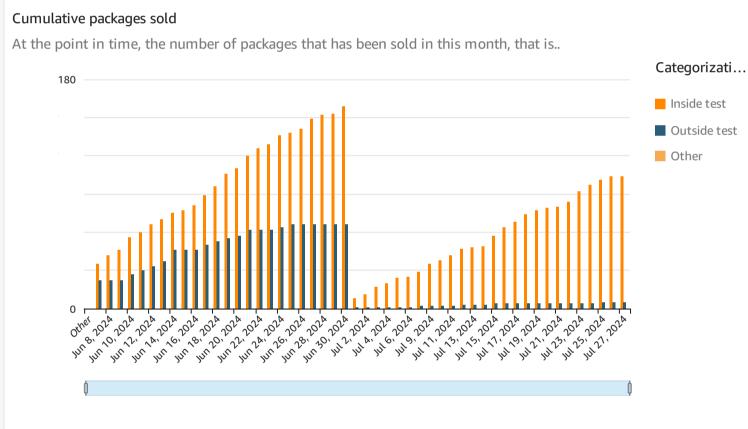
Students and activation rate



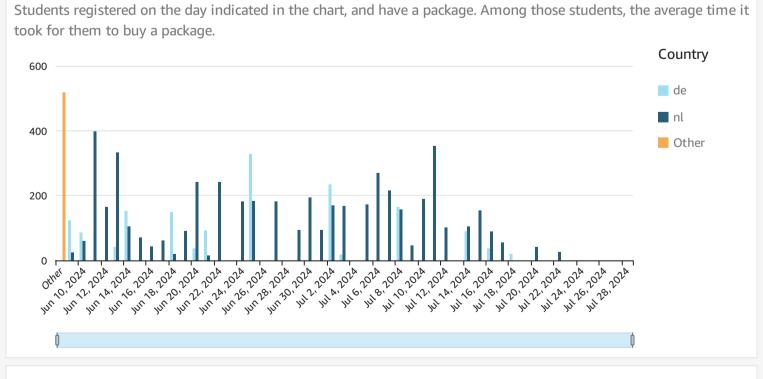


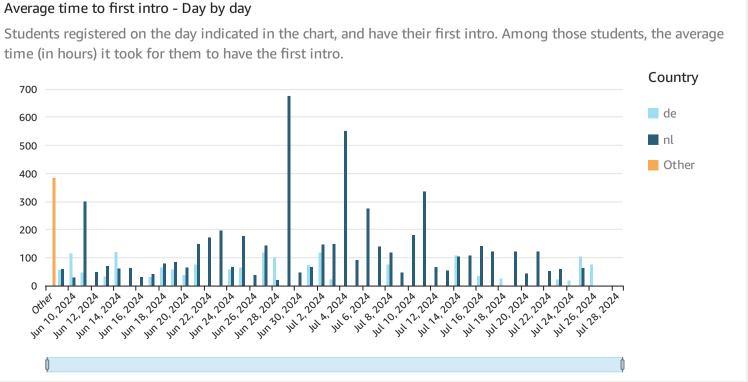






Student average timing (Intros and Packages)





Showing

All

Average time to register for a package - Running For all students in the sales test, up to the point in time, with a package, how long it took (on average) for them to register for a package (in hours). Resets monthly 181.8 174.16 171<mark>.77</mark> 150.24 146.15 146.1 146.22 137.64 135.29 133.14 100

Average time to register for a package - Day by day