



Total users

142,823

↓ -0.4%

New users

124,969

↑ 2.3%

Sessions

163,914

↓ -1.5%

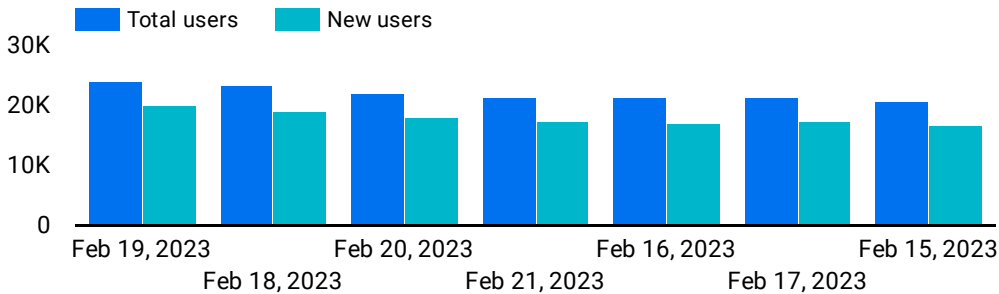
Pageviews

314,350

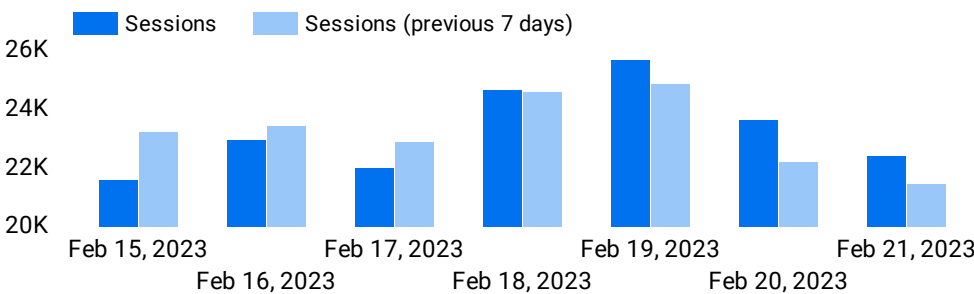
↑ 0.3%

Feb 15, 2023 - Feb 21, 2023

Total Users Vs. New Users

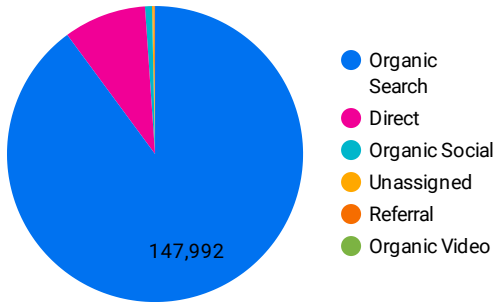


Sessions

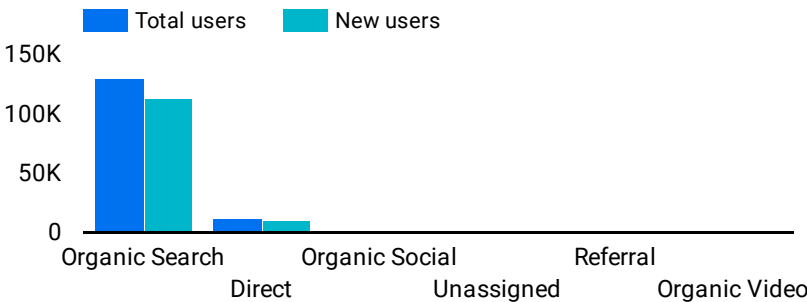


Date	Sessions	Sessions per user	Date	Total users	New users
Feb 19	25,628	1.11	Feb 21	21,338	17,300
Feb 18	24,620	1.1	Feb 20	22,163	17,886
Feb 20	23,631	1.12	Feb 19	23,960	19,870
Feb 16	22,920	1.12	Feb 18	23,275	18,972
Grand total	163,914	1.17	Grand total	142,823	124,969

Number of Session by Channels

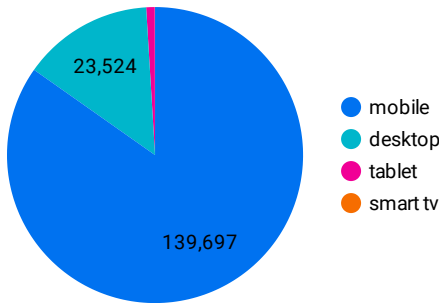


Number of Users by Channels

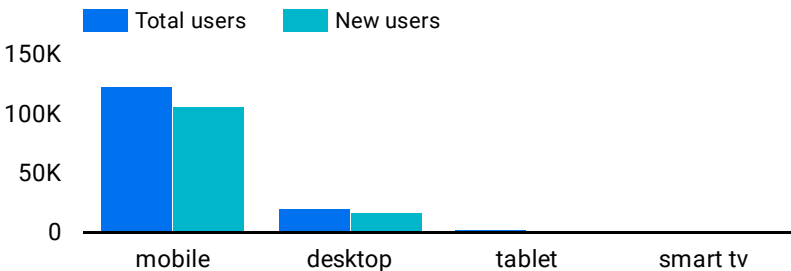


Session default channel grouping	Sessions	Total users	New users	Views
Organic Search	147,992	129,749	113,638	278,659
Direct	14,846	12,308	10,146	31,811
Organic Social	1,256	1,127	998	2,709
Unassigned	247	244	5	402
Grand total	163,914	142,823	124,969	314,468

Number of Session by Device Category



Number of Users by Devices Category



Device category	Sessions	Total users	New users	Views
mobile	139,697	122,653	106,922	257,035
desktop	23,524	19,799	16,813	54,734
tablet	1,522	1,350	1,189	2,523
smart tv	57	55	45	176
Grand total	163,914	142,823	124,969	314,468

Page path	Page title	Sessions	Total users	New users	Engaged sessions	Engagement rate	User engagement
/movies/bollywood-hindi-movies-list-of-2023-1	List of 2023 Bollywood Hindi Movies 2023 Movie Calendar	26,614	22,841	15,839	18,031	67.75%	350:57:43
/bollywood-box-office-collections-reports	Bollywood Box Office Collection 2023 Report & Verdict - BollywoodMDB	11,694	8,502	4,205	5,755	49.21%	159:11:44
/movies/bollywood-hindi-movies-list-of-2022-1	List of 2022 Bollywood Hindi Movies 2022 Movie Calendar	7,462	6,393	4,642	5,189	69.54%	120:55:14
/movies	Upcoming Bollywood Movies 2022-2023, Release Dates - BollywoodMDB	6,268	5,678	1,652	1,742	27.79%	70:11:31
/videos	Latest Bollywood Hindi Movie Trailers 2022 - BollywoodMDB	4,334	3,723	587	613	14.14%	16:04:35
/movies/shehzada/16834	Shehzada (2023) - BollywoodMDB	3,786	3,519	1,005	814	21.5%	14:31:32
/movies/new-releases	Newest Releases Bollywood Hindi Movies - BollywoodMDB	3,340	3,046	1,723	1,197	35.84%	28:04:51
/movies/pathan/16769	Pathaan (2023) - BollywoodMDB	2,649	2,478	766	666	25.14%	12:48:40
/movies/faraaz/16806	Faraaz (2023) - BollywoodMDB	2,226	2,136	699	532	23.9%	07:13:15
/videos/top-bollywood-video-songs-2017	2023 Best Bollywood Video Songs - BollywoodMDB	2,131	1,966	1,661	1,136	53.31%	13:04:35
Grand total		163,914	142,823	124,969	103,023	62.85%	1912:21:38



Total Install

1

-80.0%

Uninstall

0

First Visit

17,241

-3.7%

User Engagement

16,084

-4.2%

Scroll

1,319

-2.7%

Click

2,263

-1.7%

Calendar Trailer Click

70

-13.6%

Trending News Block

25

78.6%

Calendar Popup Trailer

18

-21.7%

Desktop Search

47

-11.3%

Screen Views

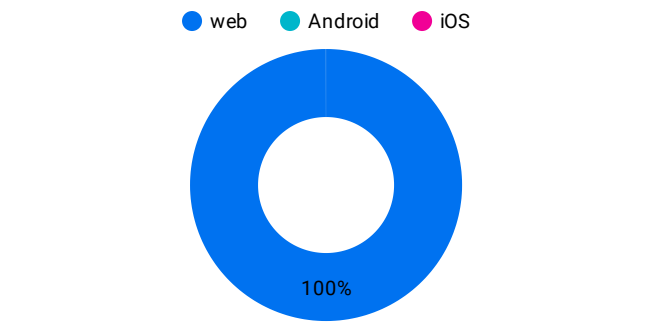
5

-44.4%

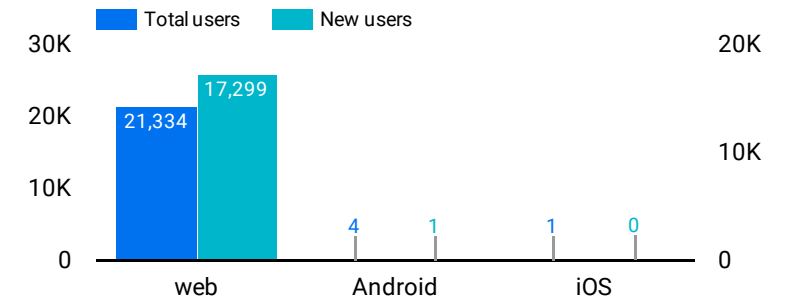
App Button Click

0

No of session by Platform



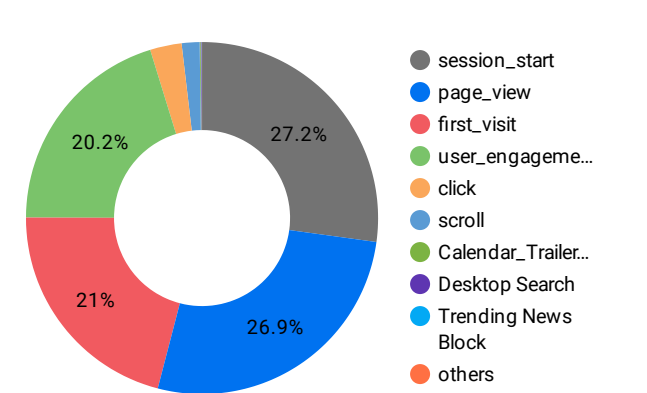
Number of Users by Platform



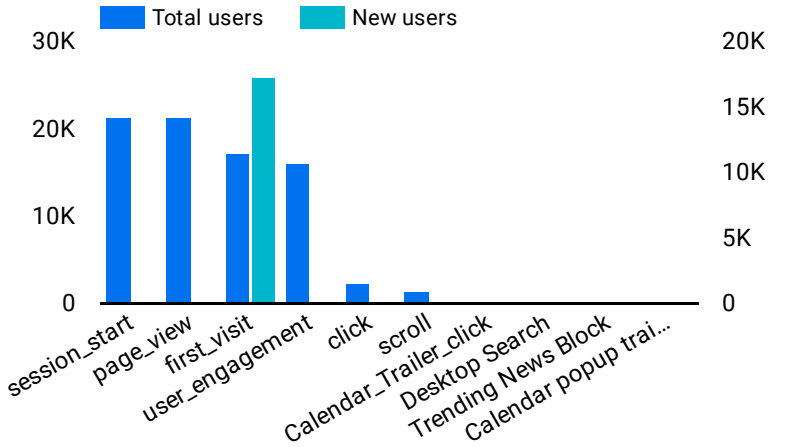
Platform	Sessions	Total users	New users	Views
web	22,405	21,334	17,299	44,003
Android	4	4	1	4
iOS	3	1	0	13

Grand total	22,405	21,338	17,300	44,020
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No of session by Events



Number of Users by Events



Event name	Sessions	Total users	New users	Event count	Event count per user
session_start	22,278	21,286	0	22,710	1.12
page_view	22,032	21,278	0	44,003	2.16
first_visit	17,218	17,241	17,299	17,299	1
user_engagement	16,553	16,084	0	34,405	2.15
click	2,377	2,263	0	13,398	5.92
scroll	1,347	1,319	0	1,580	1.2
Calendar_Trailer_click	70	70	0	107	1.53
Desktop Search	47	47	0	113	2.51
Trending News Block	25	25	0	107	4.28
Calendar popup trailer	18	18	0	107	5.94

Grand total	22,405	21,338	17,300	133,699	6.55
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Operating system	Sessions	Total users	New users	Views
Android	16,674	15,822	12,574	32,098
Windows	2,986	2,686	2,098	7,135
iOS	2,655	2,459	2,268	3,851
Macintosh	352	324	276	645
Grand total	22,405	21,338	17,300	44,020

Country	Sessions	Total users	New users	Views
India	15,966	15,211	12,269	30,129
Pakistan	1,977	1,841	1,358	4,938
United States	1,060	988	882	1,720
Grand total	22,405	21,338	17,300	44,020

Device brand	Sessions	Total users	New users	Views
Samsung	3,677	3,426	2,734	6,718
Xiaomi	3,502	3,336	2,647	6,936
Apple	3,011	2,782	2,544	4,496
Vivo	2,698	2,549	1,987	5,162
Grand total	22,405	21,338	17,300	44,020

App version	Sessions	Total users	New users	Views
(not set)	22,405	21,334	17,299	44,003
3.1	4	4	1	4
1.0.2	3	1	0	13
Grand total	22,405	21,338	17,300	44,020