A. User Growth & Activity

Observation:

- Germany and India contribute the highest number of users.
- Android dominates device usage, but iOS users show slightly higher engagement scores.
- Weekly sessions indicate moderate fluctuation, suggesting periods of high and low activity.

Recommendation:

- Focus marketing campaigns in India and Germany to maximize user acquisition.
- Optimize the iOS experience since engagement is comparatively higher.
- Introduce weekly engagement campaigns or notifications to maintain activity during low weeks.

B. Campaign Performance & Behavior

Observation:

- Only ~43% of campaigns are published; the rest are draft or deleted.
- Users with referral codes have slightly higher engagement but fewer campaigns published.
- Higher credits usage correlates with higher published campaigns.

Recommendation:

- Encourage users to complete and publish campaigns via reminders or incentives.
- Introduce referral rewards to boost both user acquisition and campaign engagement.
- Monitor credit allocation to maximize campaign publishing rates.

C. Experience Type & Engagement

Observation:

- Certain experience types (e.g., Prism Interactive, Spatial Alpha) drive higher engagement.
- Engagement varies across countries and devices; some combinations underperform.

Recommendation:

- Prioritize top-performing experience types for promotion.
- Customize campaigns by region and device for better adoption.
- Test and iterate on low-performing experience types to improve engagement metrics.