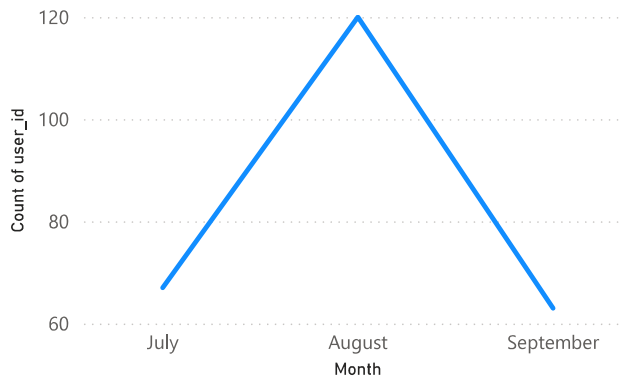
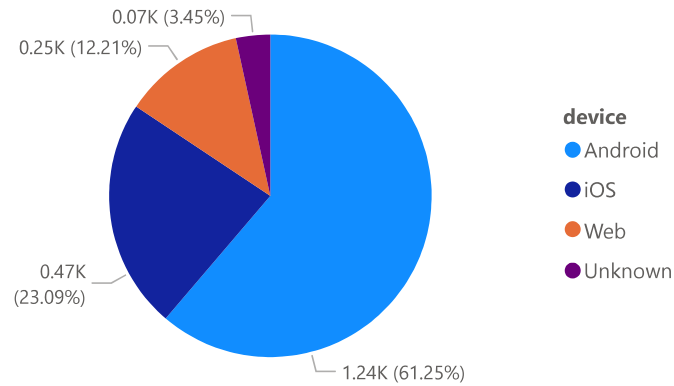


Section A : Exploratory Analysis

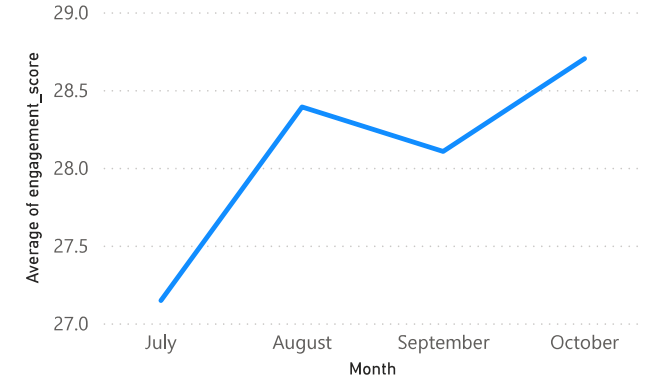
Total Users Over Time



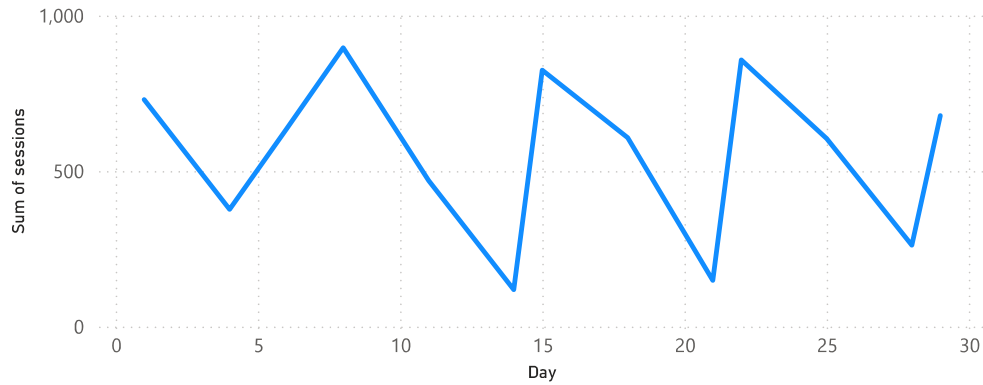
Users by Device



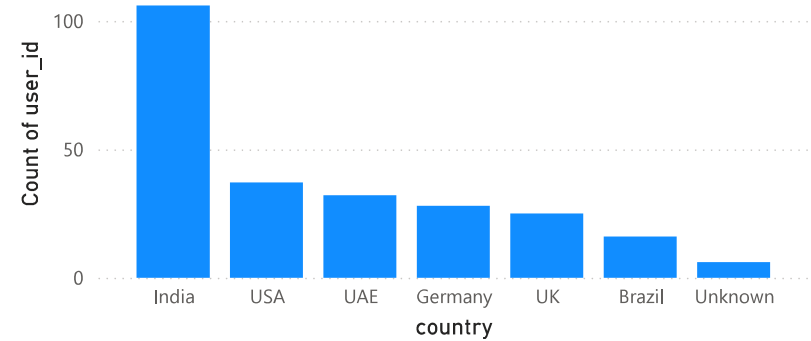
Monthly Engagement Score



Weekly Sessions Over Time

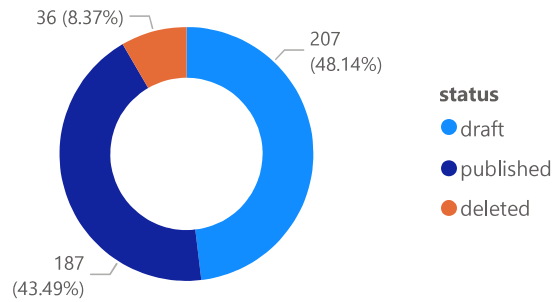


Users by Country

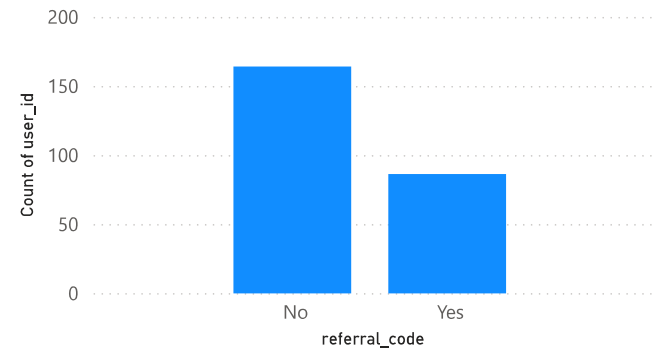


Section B – Behavioral Insights

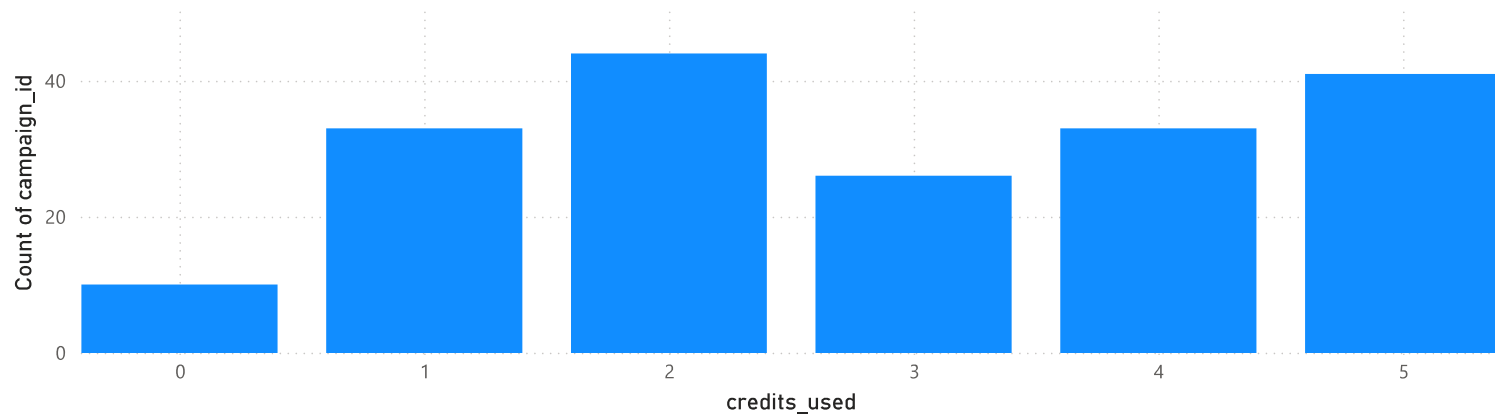
Campaign Status Distribution



Referral vs Direct Users

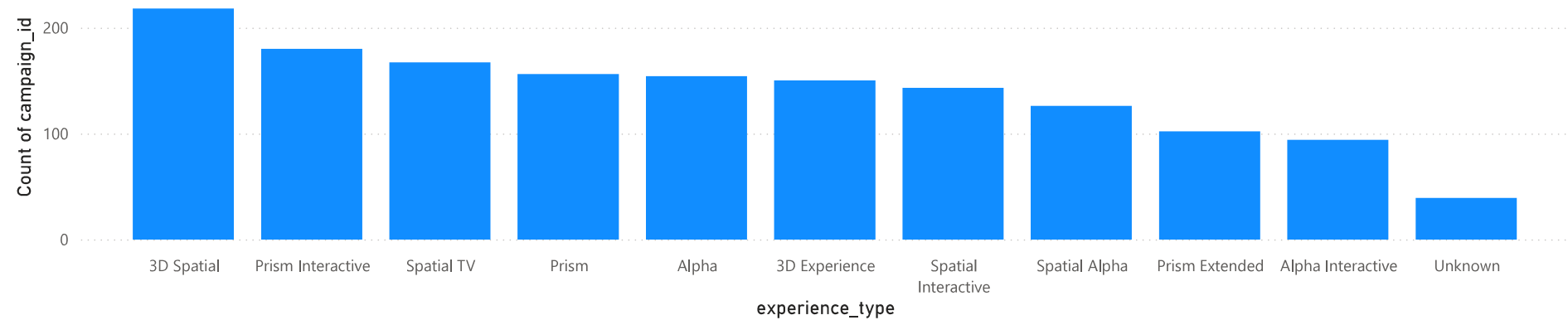


Credits Used vs Published Campaigns

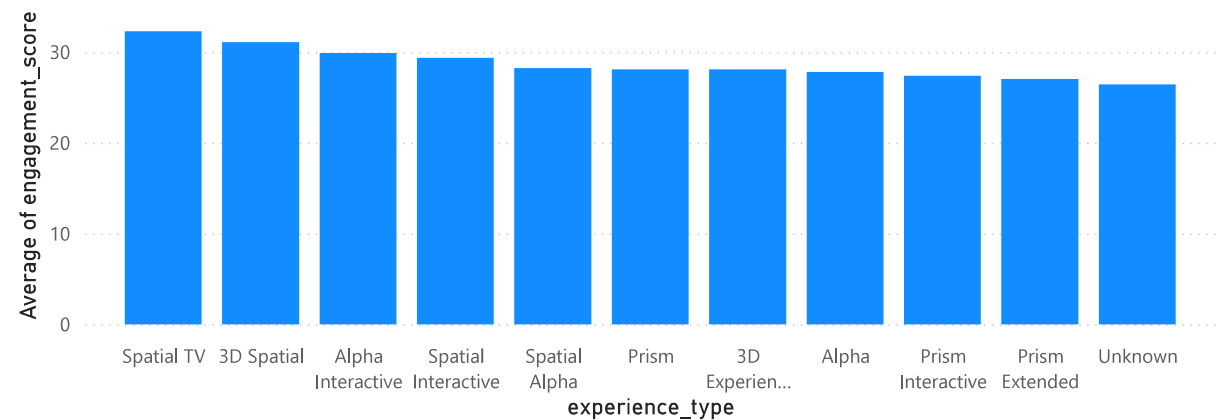


Section C : Experience & Performance Patterns

Published Campaigns by Experience Type



Engagement by Experience Type



Engagement by Country & Device

country	Android	iOS	Unknown	Web	Total
Brazil	28.27	30.60	19.22	20.46	26.83
Germany	30.31	26.36	29.89	10.67	27.98
India	29.25	30.62	26.98	31.14	29.68
UAE	24.48	26.70		19.69	24.83
UK	25.29	31.05		24.39	26.61
Unknown	21.84	14.65		25.01	20.71
USA	28.86	28.29	37.92	30.92	29.46
Total	27.93	28.44	28.61	28.66	28.16

Section D : Visualization & Storytelling

Total Users

250

Published Campaigns

187

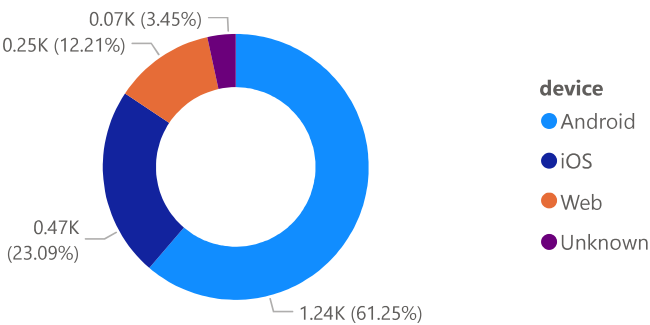
Average Engagement Score

28.16

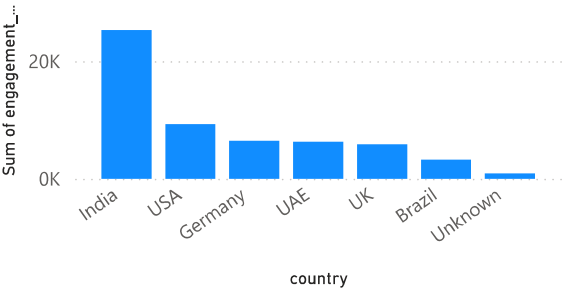
Average Session Time

7.98

Count of user_id by device



Country vs Engagement



Average engagement by country and device

country	Android	iOS	Unknown	Web	Total
Brazil	28.27	30.60	19.22	20.46	26.83
Germany	30.31	26.36	29.89	10.67	27.98
India	29.25	30.62	26.98	31.14	29.68
UAE	24.48	26.70		19.69	24.83
UK	25.29	31.05		24.39	26.61
Unknown	21.84	14.65		25.01	20.71
USA	28.86	28.29	37.92	30.92	29.46
Total	27.93	28.44	28.61	28.66	28.16