A decorative graphic on the left side of the slide consisting of two overlapping parallelograms. The front one is blue and the back one is a light green color. They are positioned diagonally, with the blue one partially covering the green one.

# TIDAL User\_metadata analysis

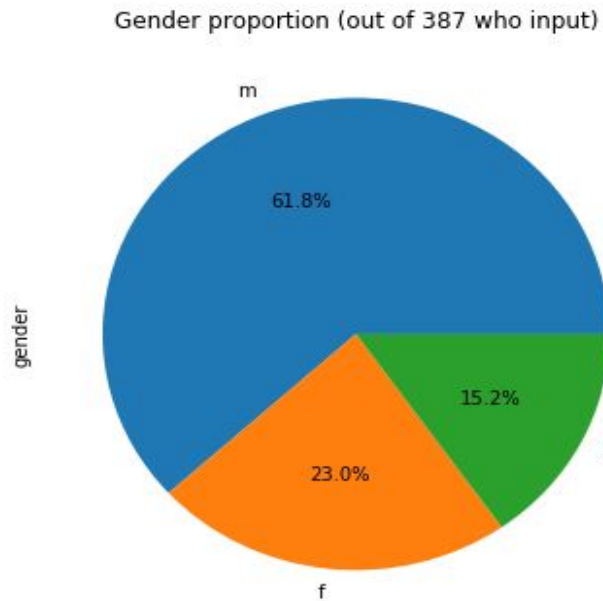
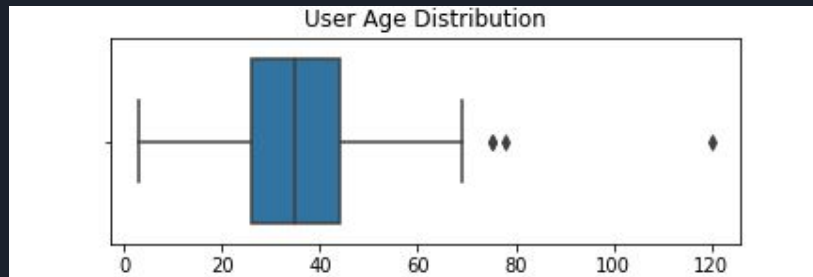
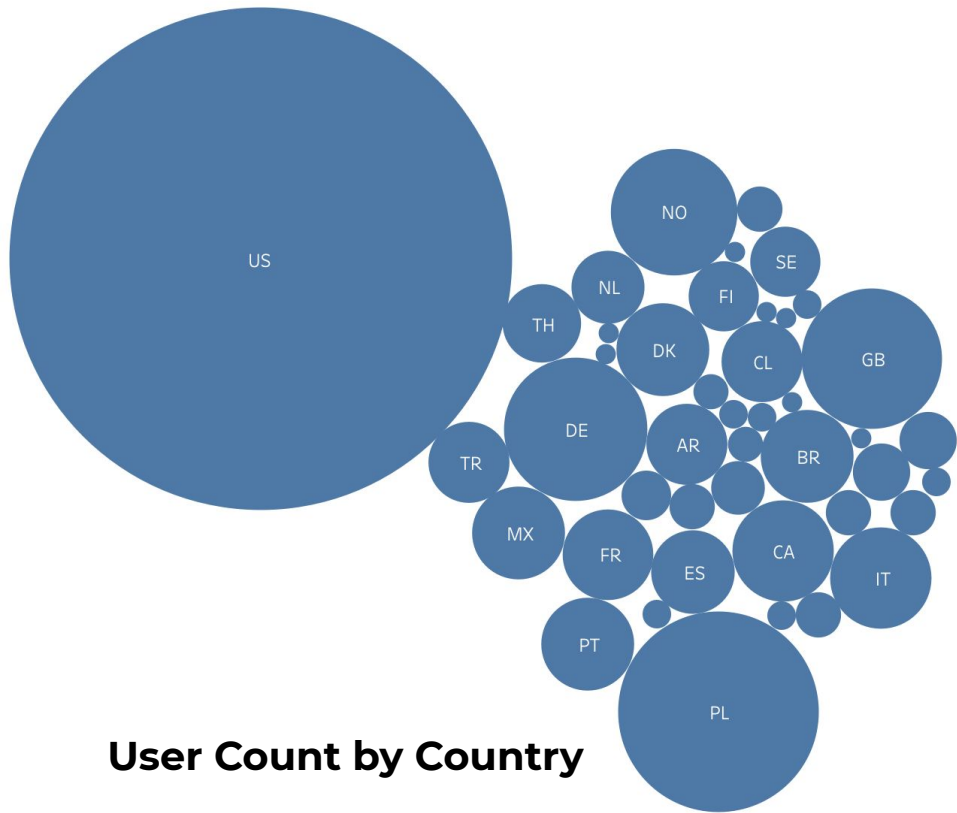
By Orin Conn

## Metrics Analyzed

	Slide
● User count by country	3, 4
● Gender proportion, age in user base	4
● User churn rate	5
● CTR by churn status	5
● Median time to click by churn status	5
● Churned user searches with zero results	6
● Top 10 users by play count	7

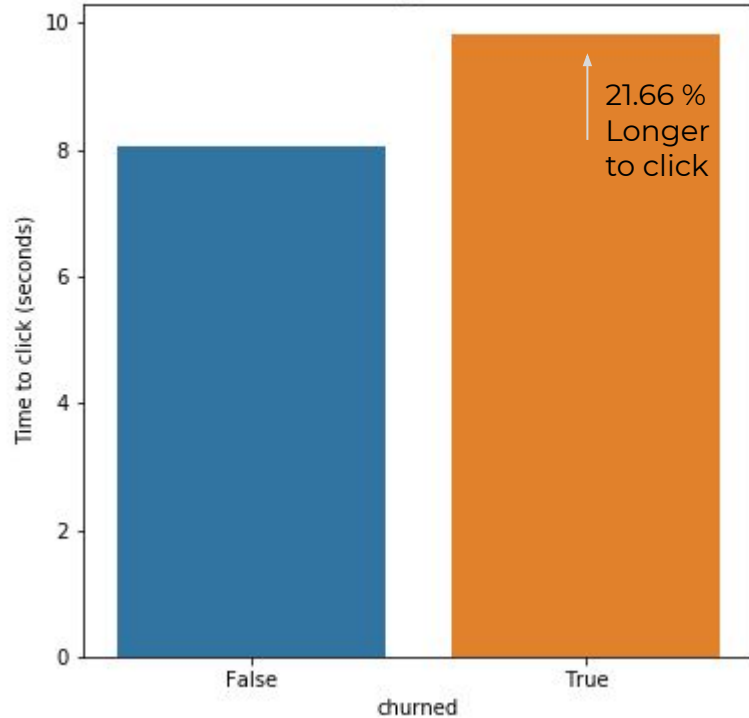


**Users by Country**

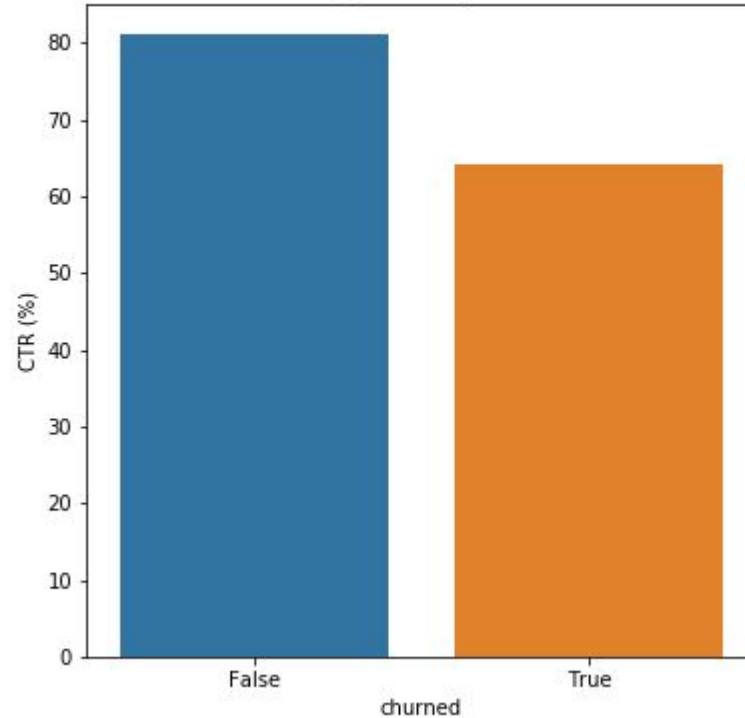


User Churn rate: **3.583% = 43 users**

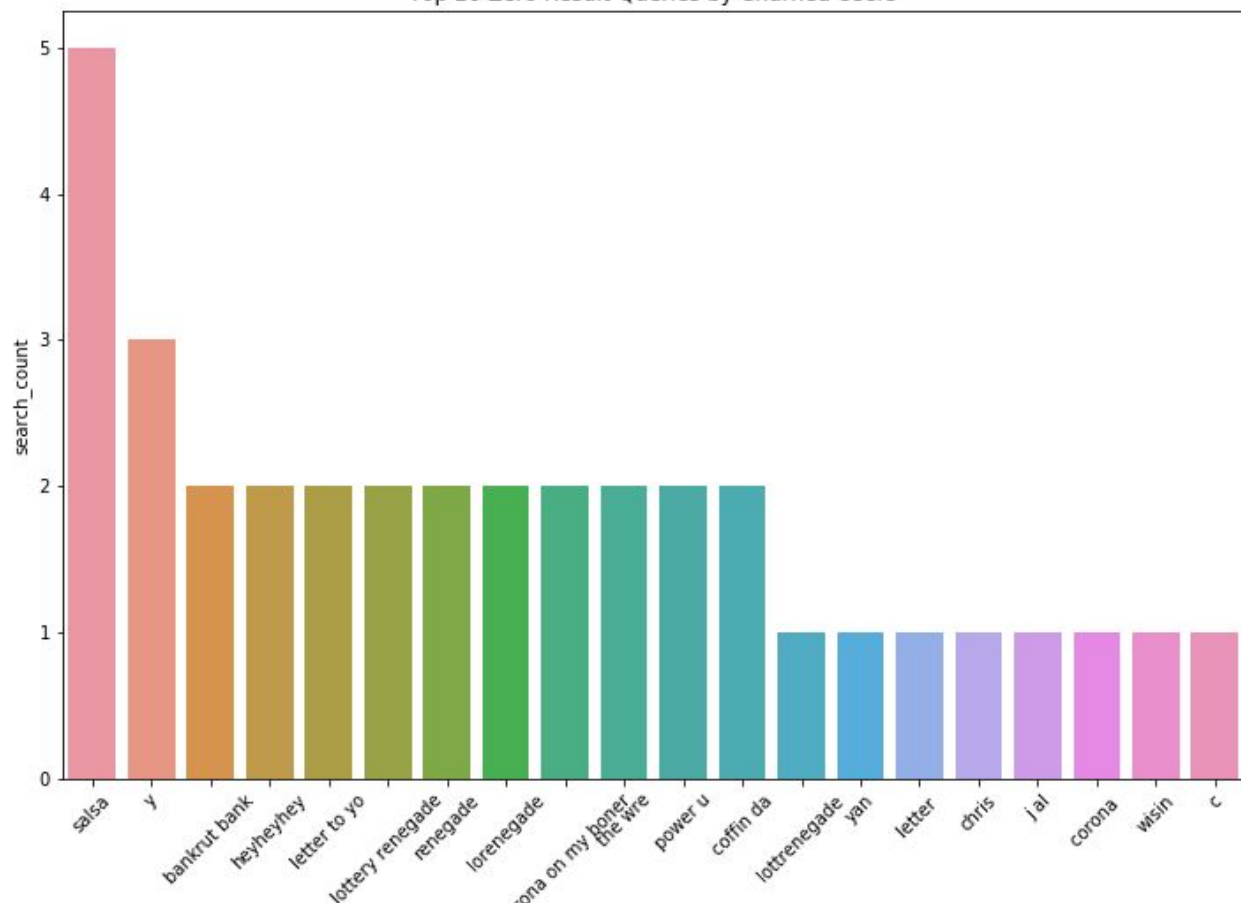
Median Time to Click by Churn Status (seconds)

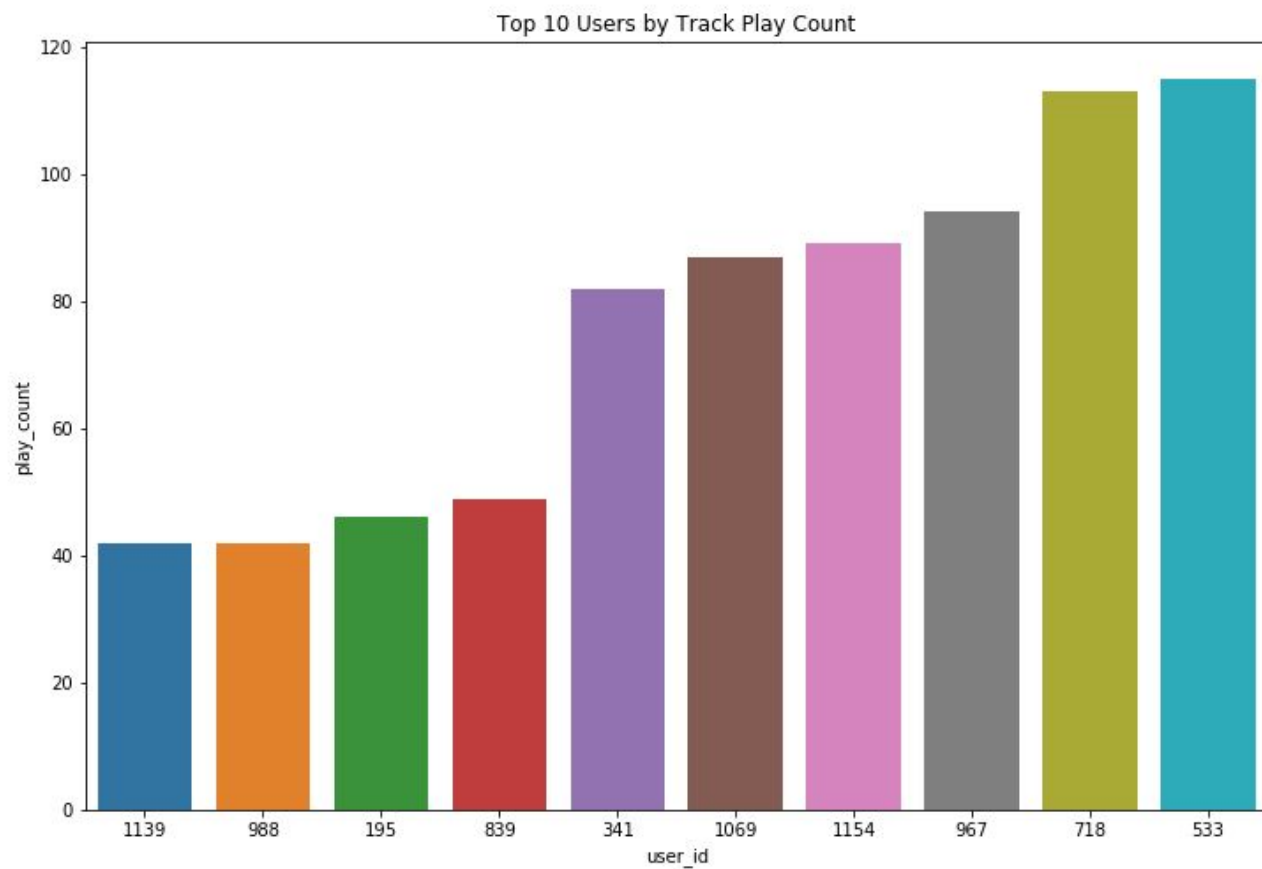


Click-Through-Rate by Churn Status



Top 20 Zero Result-Queries by Churned Users







## Further Recommendations

- Investigate why some searches turn 0 results, search relevancy issues
- Look at total activity per user over time
- Find ways to cater to gender equality in users
- Investigate activity by users in less represented countries, add more music from those countries?
- Further investigation into user churning/retention





Thank you!!