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 in front of the green one.

TIDAL User_metadata analysis

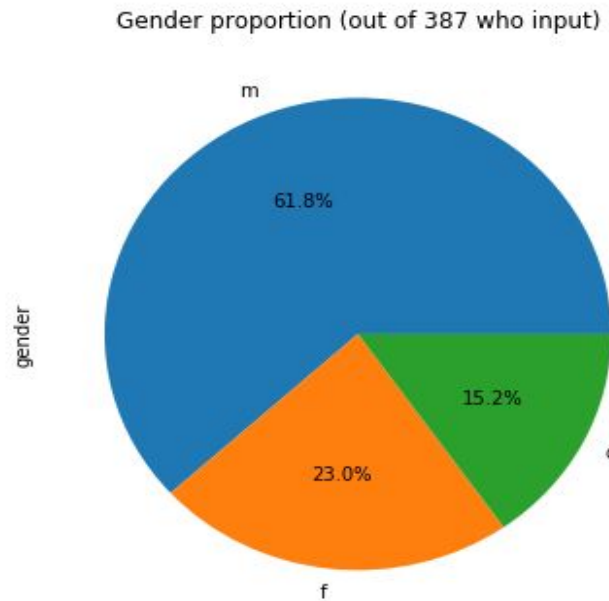
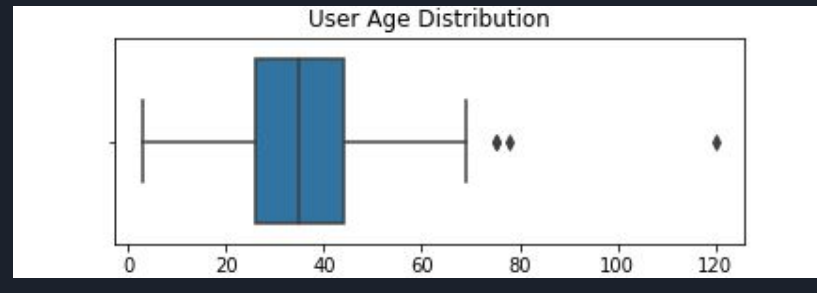
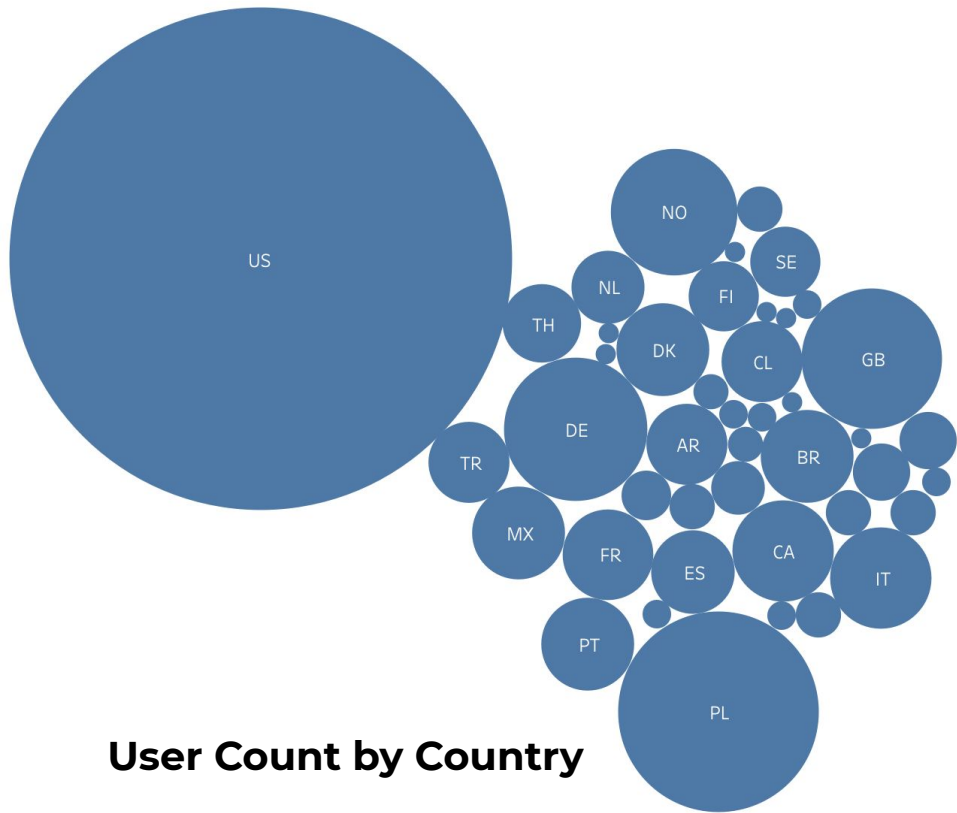
By Orin Conn

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

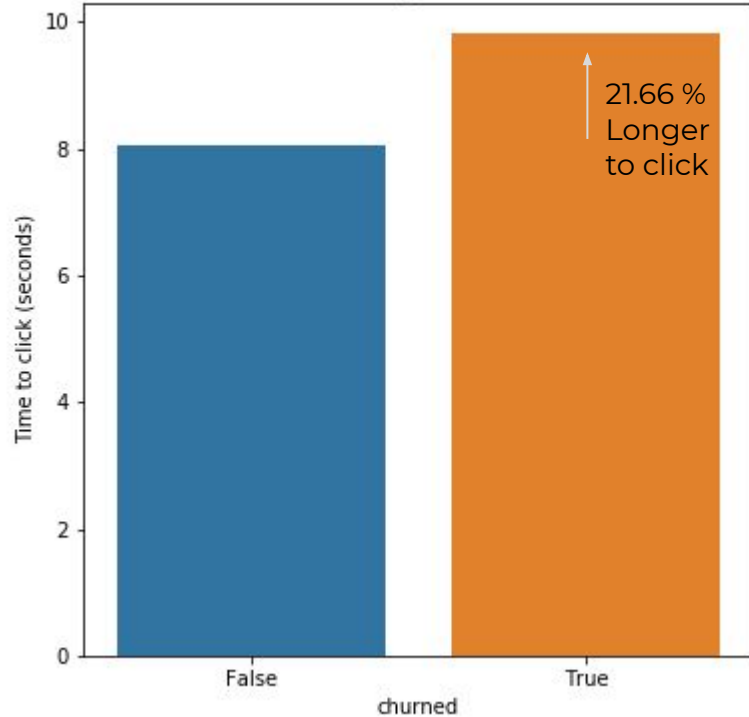


Users by Country

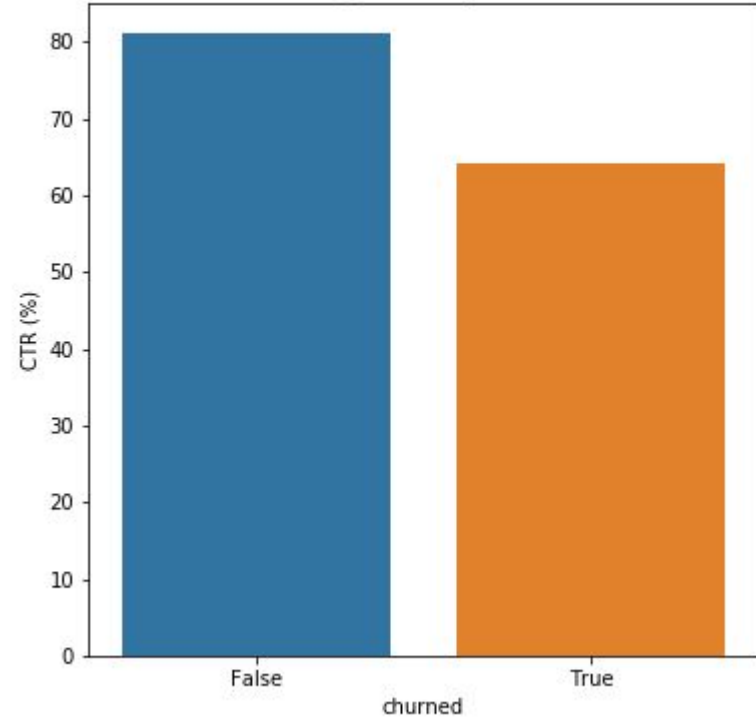


User Churn rate: **3.583% = 43 users**

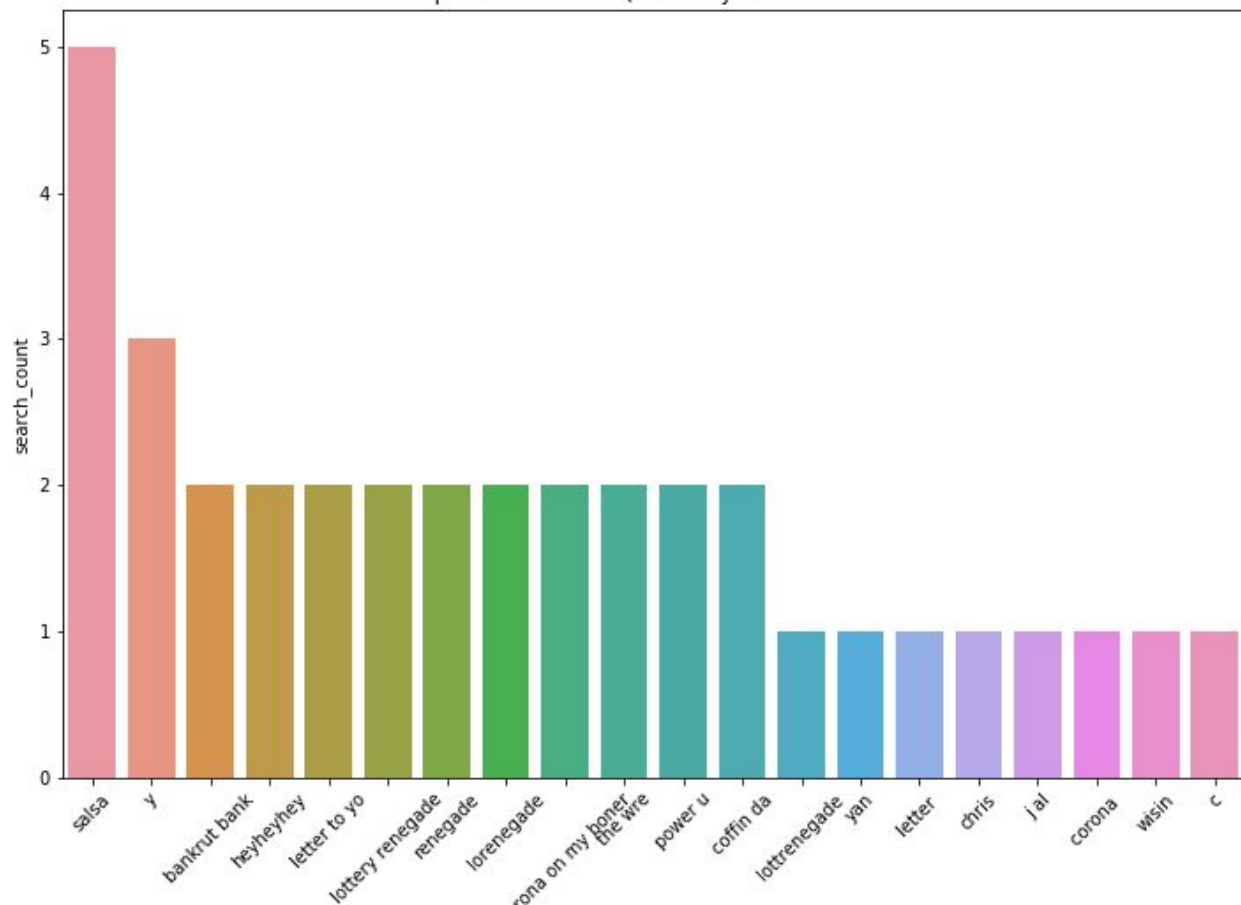
Median Time to Click by Churn Status (seconds)

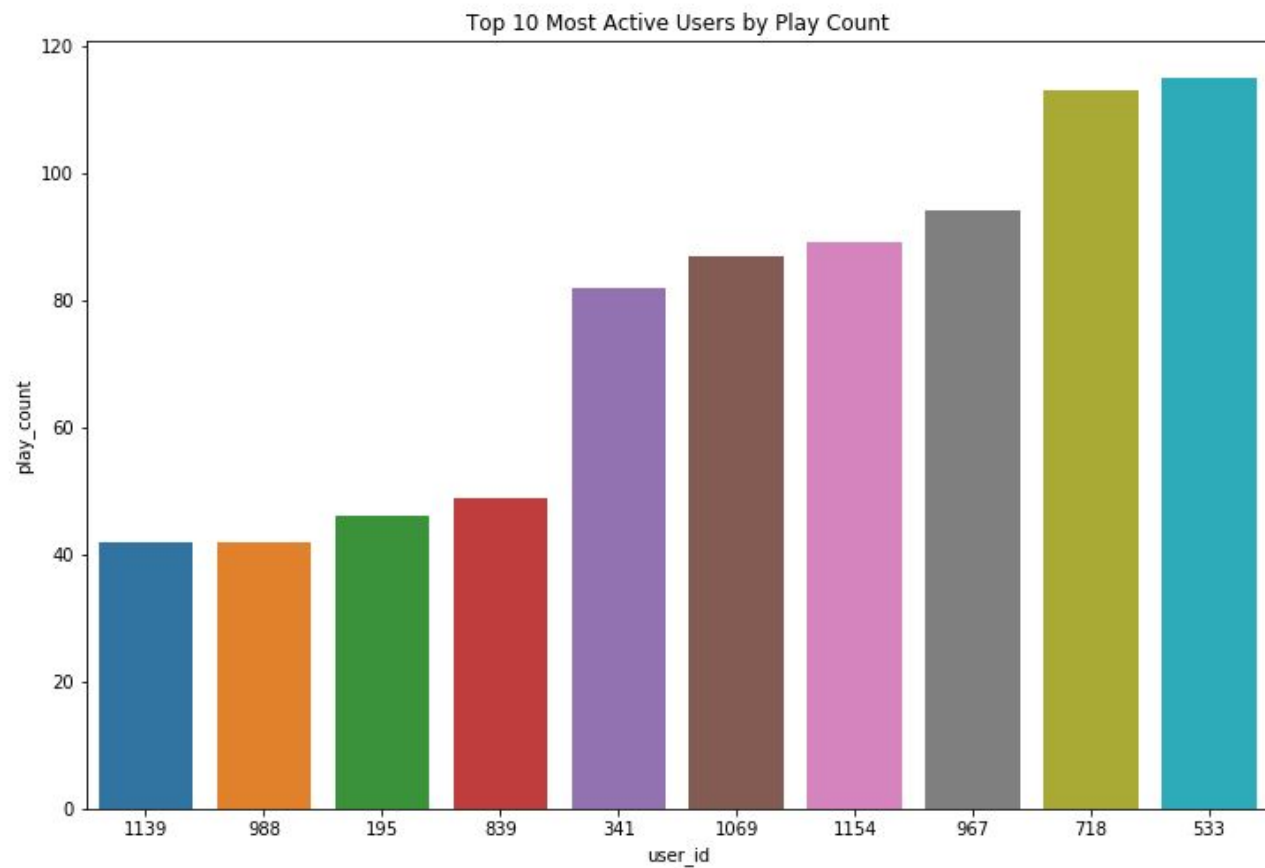


Click-Through-Rate by Churn Status



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?
- Look at inactivity (54 users didn't search at all)
- Further investigation into CTR by client platform (iOS winning here)



Thank you!!