



# Main KPI's

Select date range

event\_name

operating\_system

country

Total User

170.9K

App Launch

307.5K

Free Trial

15,885

Subscribe

3,554

Renewal

4,459

Revenue

\$62.22K

Paywall

409.1K

Paywall per Launch

1.3

CR - Paywall to Fre...

3.88%

CR - Paywall to Subs

0.87%

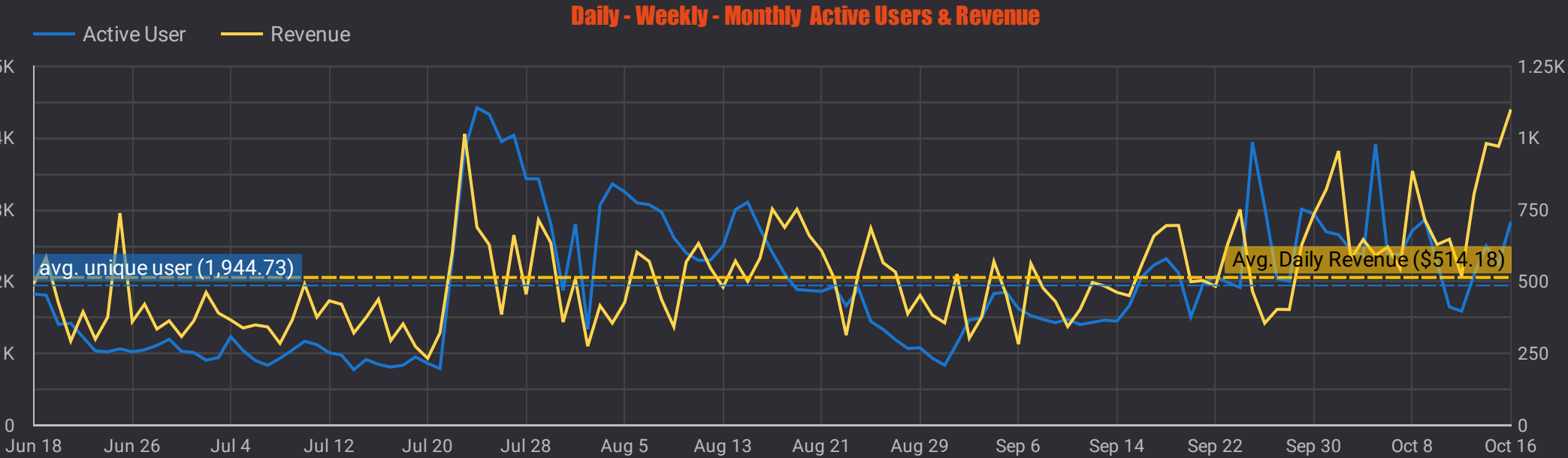
Auto Renew Off

15,869

ARPU

\$0.4

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User Counts and ARPU by Country

country	operating_system	User Count ② ...	revenue ① ...	ARPU	CR - Paywall to Free-Trial	CR - Paywall to Subs
US	ios	32,193	\$27.28K	\$0.85	8.08%	2.19%
US	android	36,720	\$15.48K	\$0.42	3.24%	0.98%
GB	android	3,931	\$1.81K	\$0.46	4.11%	1.03%
DE	android	3,027	\$1.58K	\$0.52	3.63%	0.89%
GB	ios	2,775	\$1.47K	\$0.53	7.91%	1.64%
AU	ios	1,626	\$1.1K	\$0.67	6.45%	1.48%
AU	android	1,136	\$884.17	\$0.78	4.15%	1.43%
US	iOS	871	\$836.19	\$0.96	9.8%	3.07%
CA	ios	1,847	\$763.1	\$0.41	6.49%	1.26%
Grand total		170,870	\$62.22K	\$0.36	3.88%	0.87%



# User Journey

Select date range

operating\_system

country

Conversion Rates by Country & Device Type

country	operatin...	total_use...	total_subs	total_tri...	trial_to_p...	trial_to_c...	sub_to_c...	renewed_...	trial_to_p...	trial_can...	paid_can...	renewal_...
US	android	36,720	701	2,742	413	2,023	368	314	15%	74%	89%	76%
US	ios	32,193	1,364	5,725	949	4,618	706	488	17%	81%	74%	51%
ZA	android	24,749	58	864	55	663	31	23	6%	77%	56%	42%
PH	android	18,290	66	1,552	66	1,482	61	14	4%	95%	92%	21%
GB	android	3,931	80	376	64	321	40	29	17%	85%	63%	45%
DE	android	3,027	61	275	36	241	26	18	13%	88%	72%	50%
GB	ios	2,775	90	502	81	431	48	33	16%	86%	59%	41%
MX	android	2,377	5	69	5	62	4	2	7%	90%	80%	40%
BR	android	2,321	2	13	2	10	1	1	15%	77%	50%	50%
PH	ios	1,935	19	288	18	259	8	6	6%	90%	44%	33%
CA	ios	1,847	43	272	32	240	26	13	12%	88%	81%	41%
AU	ios	1,626	50	240	40	205	26	22	17%	85%	65%	55%
CA	android	1,619	40	194	33	158	23	15	17%	81%	70%	45%
FR	android	1,203	13	63	4	58	4	2	6%	92%	100%	50%
DE	ios	1,166	66	147	66	160	11	6	16%	84%	64%	66%
	Grand total	170,870	3,080	15,856	2,165	13,039	1,637	1,165	2,506%	14,716%	6,755%	4,785%



# User Activity

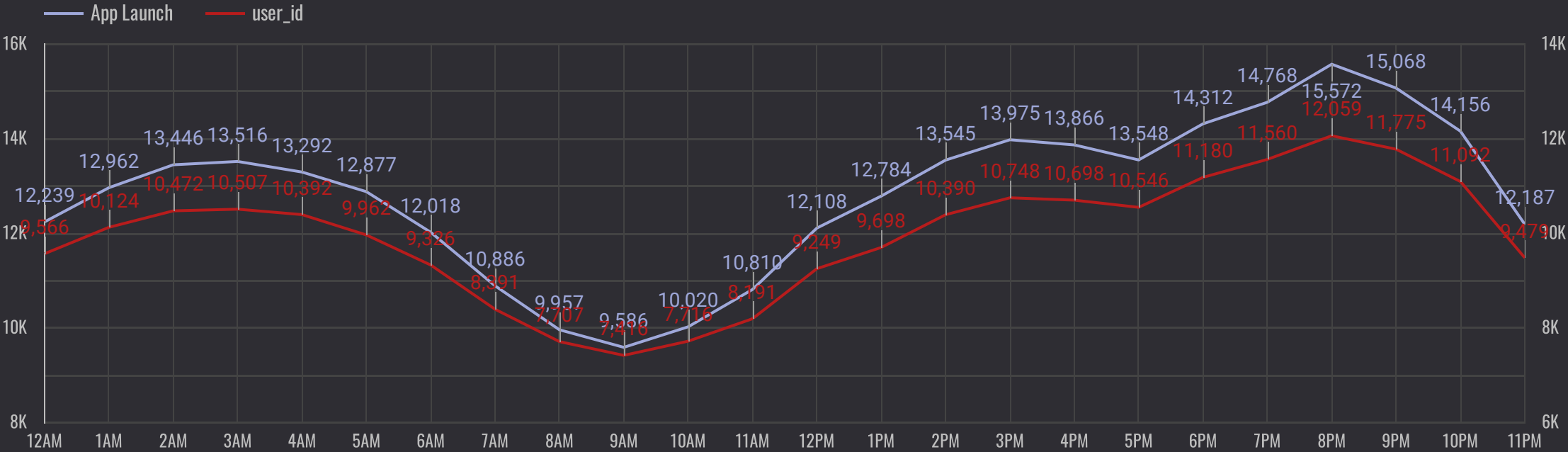
Select date range

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App Launch by UTC Hours



App Launch by Weekdays

