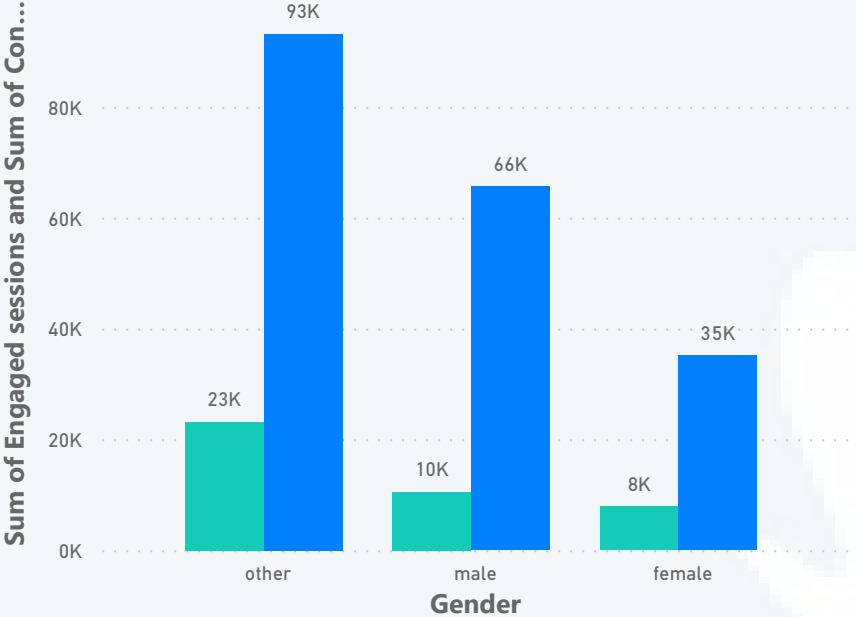


Total Engaged sessions and Total Conversions by Gender

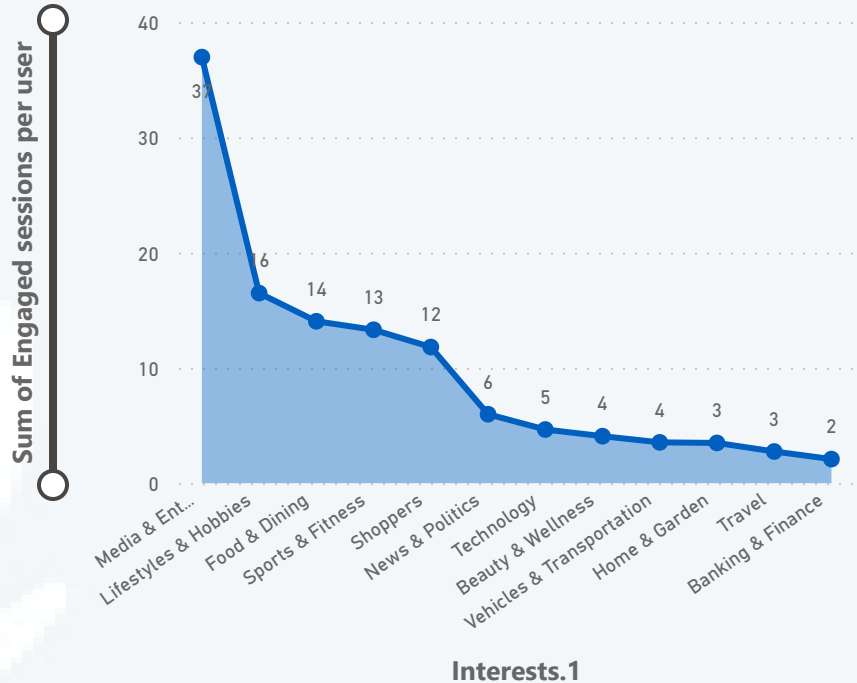
Sum of Engaged sessions Sum of Conversions



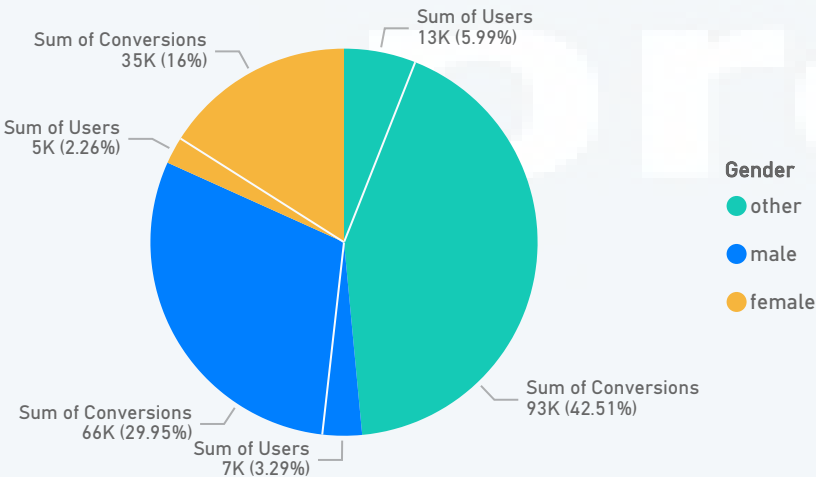
Analysis on Gender Report and Users by Interests

1. Female users show higher engagement (63.77%) and spend more time per session (208.74 seconds) compared to males and unknown genders, indicating strong interest and interaction.
2. Despite fewer sessions, males have a higher conversion count (65,651), suggesting a propensity for desired actions like purchases.
3. Engaged sessions are high in media and entertainment but low in business and finance, signaling a need for increased engagement strategies in the latter.
4. While males constitute a higher percentage (32%) of users, they consistently exhibit higher conversion counts and engaged sessions.
5. Overall, engagement rates are highest in media, entertainment, and shopping categories, underscoring the need to optimize engagement across different technology and other content areas.

Engaged sessions per user by Interests



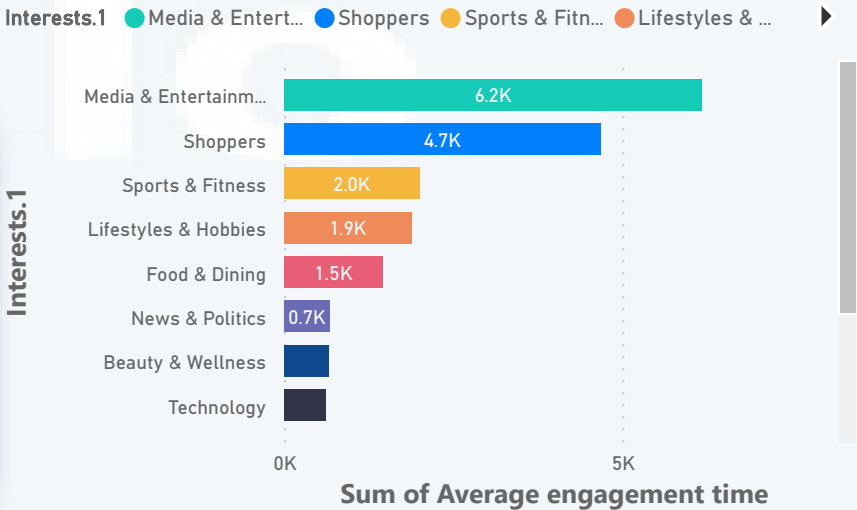
Total Users by Gender



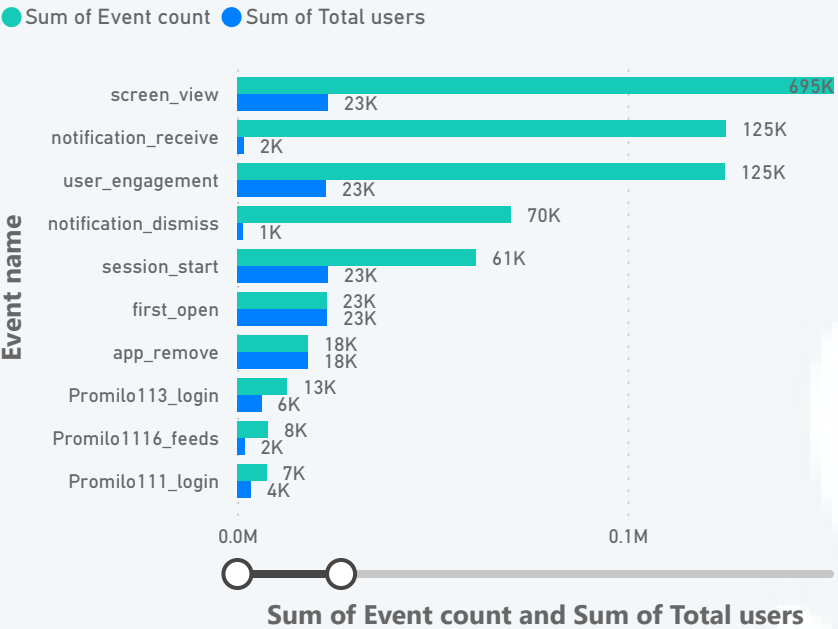
Overall Engagement rate by Gender

58.16%

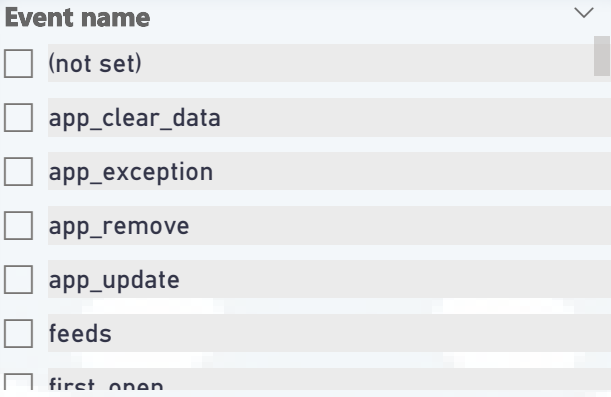
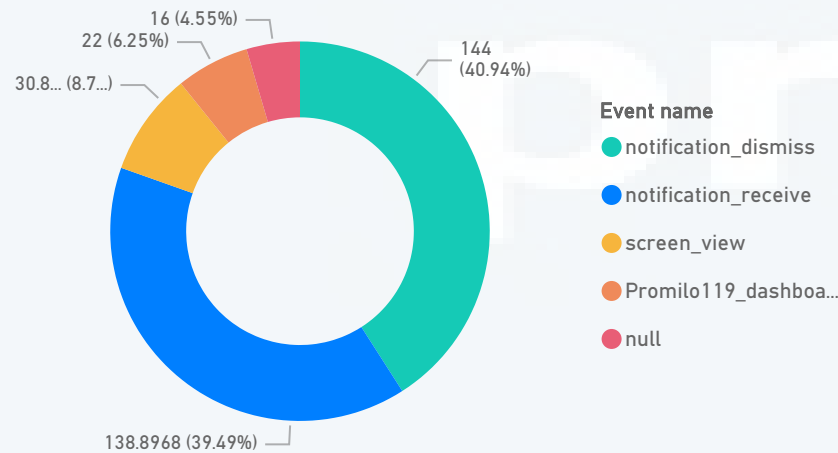
Overall Average engagement time by Interests



Total Event count and Total users by Event name



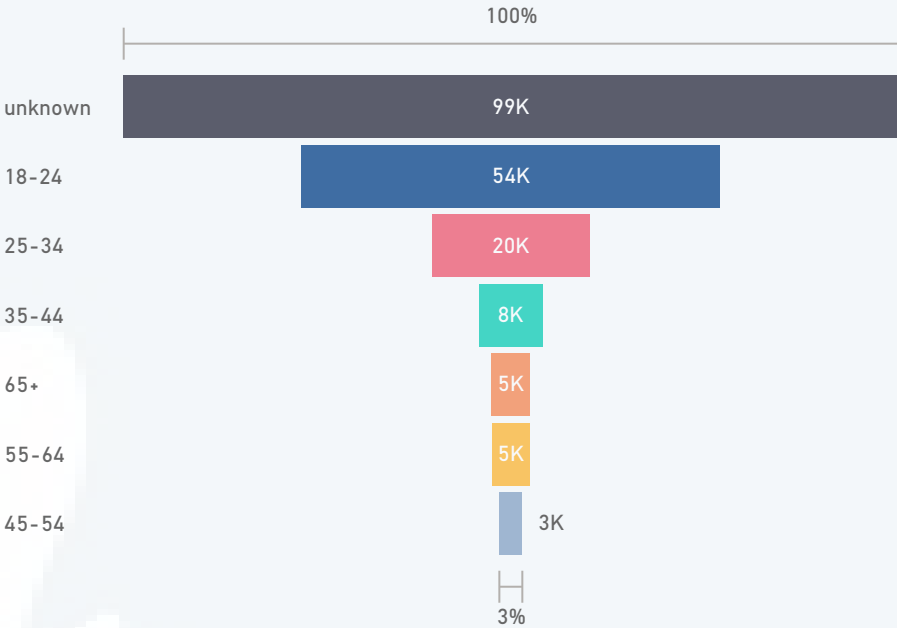
TOP 5 Event count per user by Event name



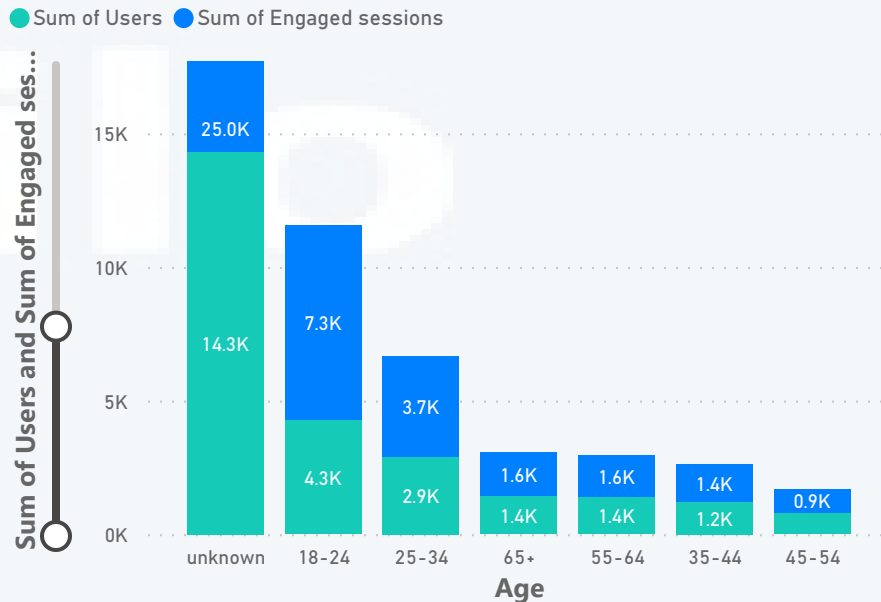
Analysis on Event Report and Users By Age

- Discrepancies exist in event counts, where some events record high counts despite lower user participation, while others with higher user engagement show lower event counts. Investigating the underlying reasons for these disparities is crucial to understanding user behavior and optimizing event performance.
- Analyzing event counts per user reveals notable insights, such as a high rate of notification dismissals, indicating potential inefficiencies in notification delivery or relevance. Additionally, a significant portion of conversions occurs within the unknown age group, suggesting a need to gather more comprehensive user data to better target and personalize interactions.
- Noteworthy conversion rates are observed within the 65+ age group, surpassing those of the 45-65 age bracket, aligning with trends in total user count and engaged session count. This underscores the importance of catering to older demographics and devising strategies to attract and retain users within the 35-65 age range to further boost conversions and overall platform performance.

Total Conversions by Age

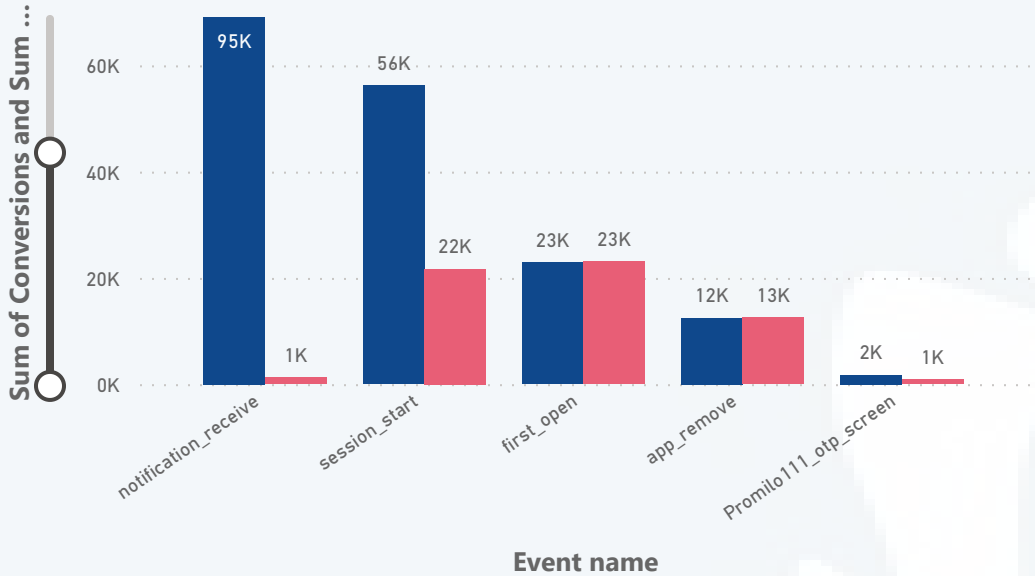


Total Users and Engaged sessions by Age



Total Users and Conversions by Event name

Sum of Conversions Sum of Total users



Total Engaged Sessions in English

41K

Overall Average Engagement Time in English

341.36

Total Conversions in each Language

English

189946

Sum of Conversions

Hindi

2699

Sum of Conversions

Gujarati

327

Sum of Conversions

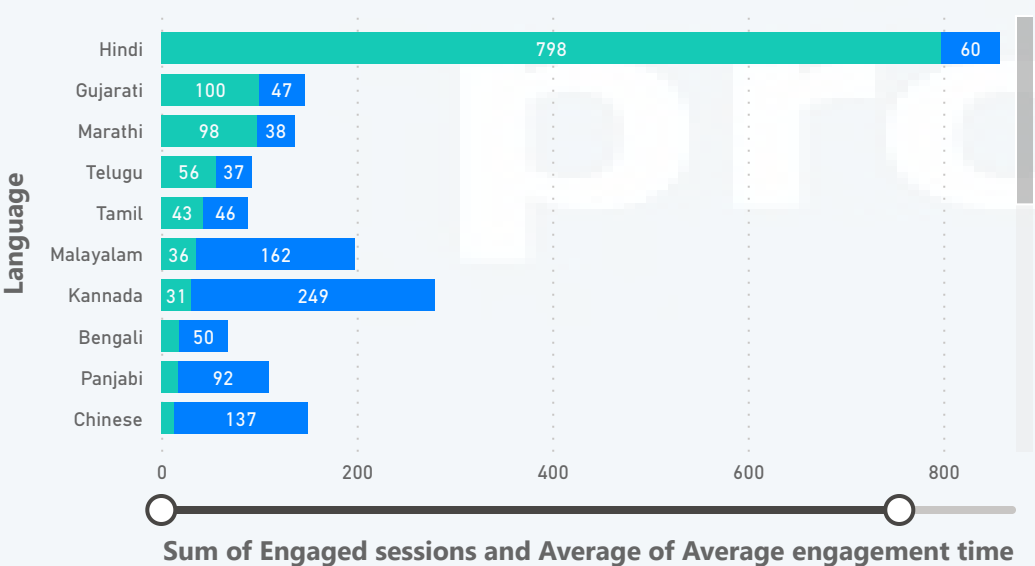
Marathi

323

Sum of Conversions

Total Engaged sessions and Average engagement time by Language

Sum of Engaged sessions Average of Average engagement time



Analysis on users by interest and users by language

1. The user base preferring English as their language of choice significantly outweighs those opting for other languages, indicating a substantial dominance of English-speaking users. However, there exists a notable opportunity for improvement in engaging users who prefer alternative languages, suggesting a need for focused efforts in these linguistic segments.
2. Certain languages such as Spanish and Persian demonstrate promising engagement metrics, suggesting potential growth opportunities in these language-specific user segments. Strategic initiatives targeted at enhancing user experience and content delivery in these languages could lead to an increase in user counts within these demographics.
3. Despite a lower user count, users reached through notifications exhibit a higher conversion rate, particularly at the session start. Leveraging notification-based strategies to attract and retain users could significantly enhance overall conversion rates, thereby improving platform performance.
4. Performance metrics indicate a need for enhancement in user engagement and conversion rates across languages

Language

☐ Afrikaans

☐ Assamese

☐ Bengali

☐ Chinese

☐ English

☐ Finnish

☐ German

☐ Gujarati

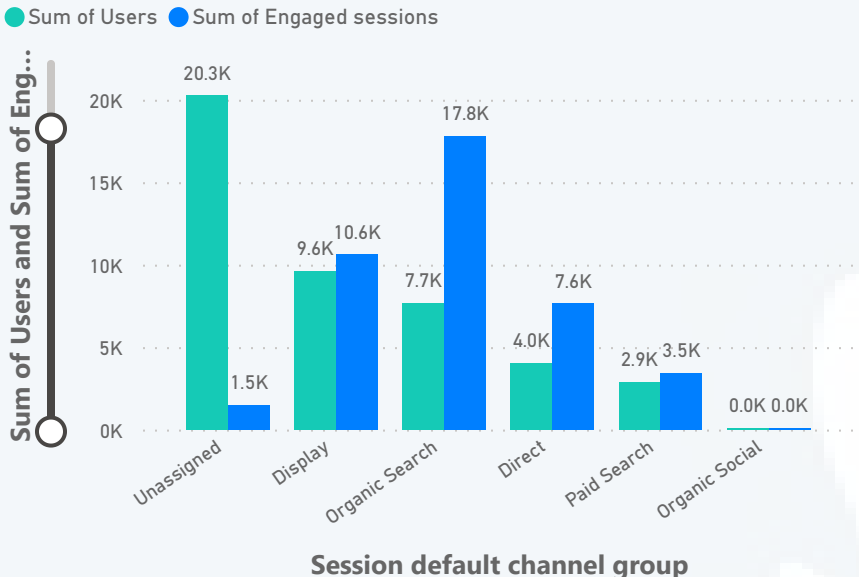
☐ Hindi

☐ Japanese

☐ Kannada

☐ ...

Total Users and Engaged Session by default channel group



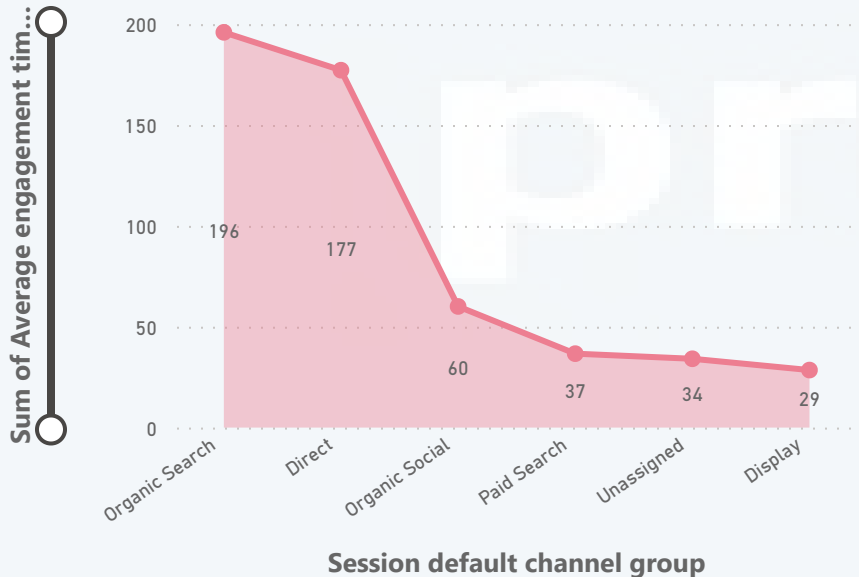
Analysis on Traffic Acquisition and User Acquisition

- Despite lower user counts, organic search channels exhibit a notably high level of engagement, indicating a strong interest and active participation among users accessing the platform through this channel.
- The average engagement time per session is comparatively lower for users originating from the display channel group, suggesting a potential opportunity to enhance content or user experience within this channel to increase session duration.
- While the unassigned group demonstrates a high total conversion count, there is room for improvement in other channel groups. Focusing efforts on optimizing conversion strategies in these groups could lead to further increases in overall conversion rates.
- The display channel group stands out for its high number of new users within the first user default channel group, indicating a significant influx of new audience members through this channel.
- Conversely, organic social channels exhibit lower performance metrics across various aspects, suggesting a need for targeted improvements or strategic adjustments to bolster engagement and conversion rates within

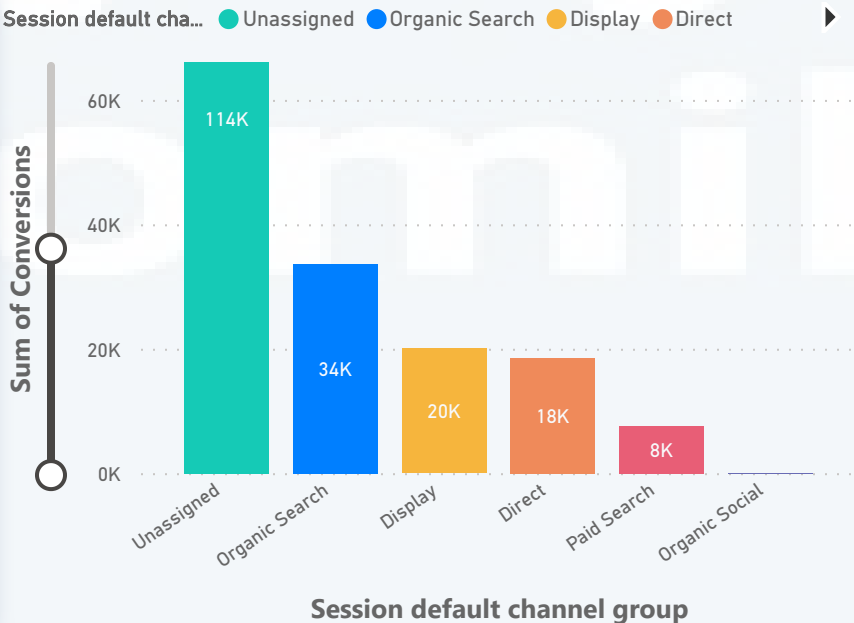
Session default channel group

- ☐ Direct
- ☐ Display
- ☐ Organic Search
- ☐ Organic Social
- ☐ Paid Search
- ☐ Unassigned

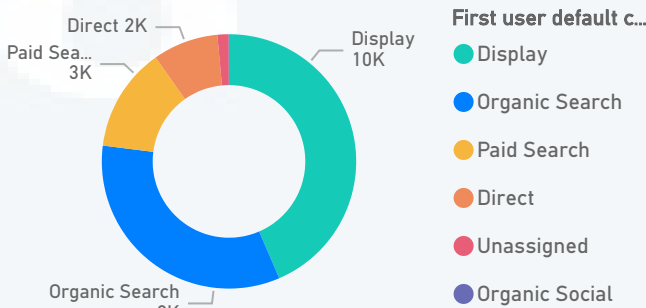
Overall Average engagement time per session by default channel group



Total Conversions per Default Channel Group

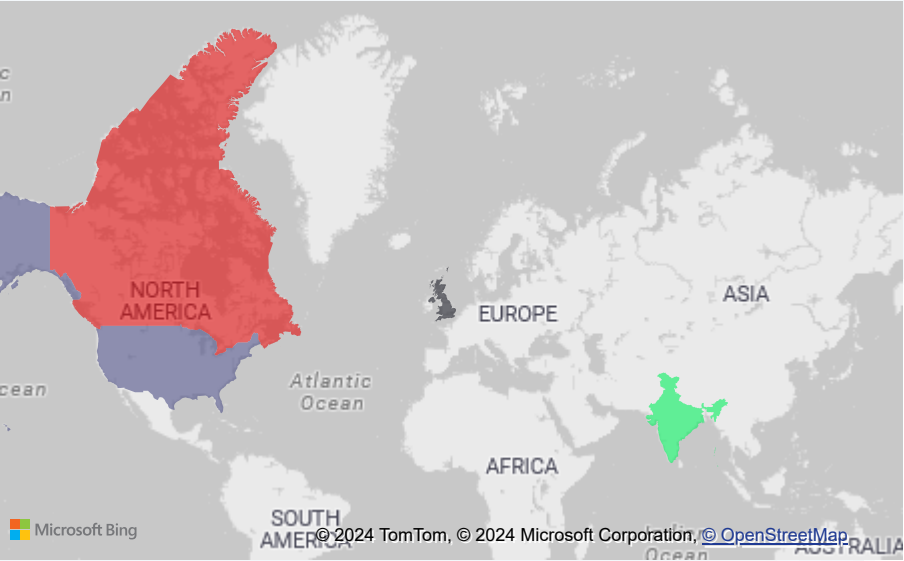


Total New users by First user default channel group



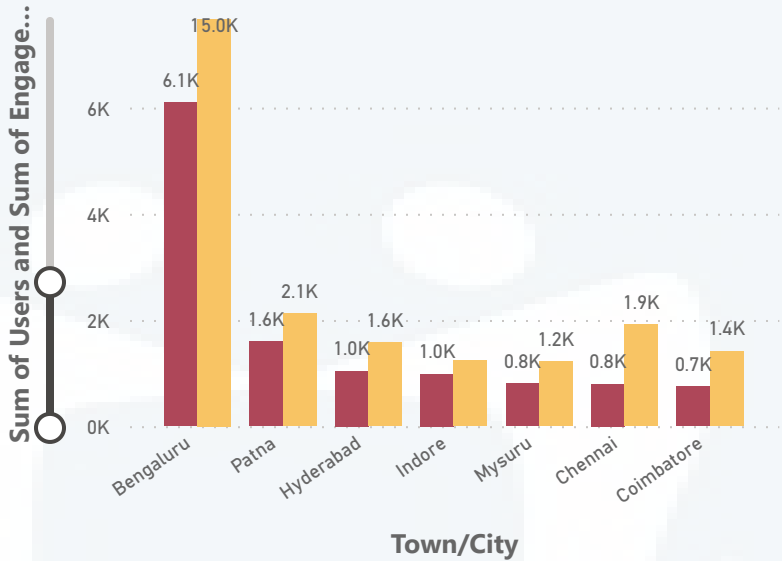
Top 5 Countries and Total Conversions

Conversions 43 54 121 643 192766



Total Users and Engaged sessions by Town/City

Sum of Users Sum of Engaged sessions



Total Conversions in each city

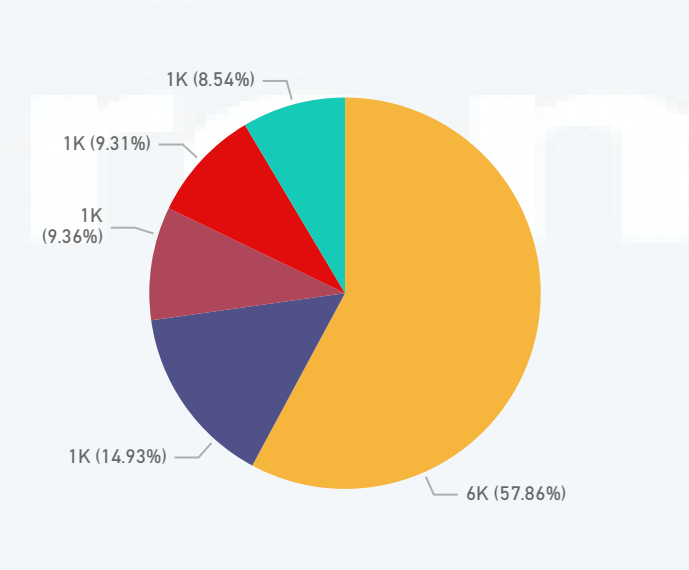
- Bengaluru**
62939
Sum of Conversions
- Hyderabad**
34103
Sum of Conversions
- Chennai**
9772
Sum of Conversions
- Patna**
6980
Sum of Conversions
- Mysuru**

Overall Average Engagement time in Each country

Country	Sum of Average engagement time
Dominican Republic	160.00
China	61.00
Serbia	32.00
Guernsey	30.00
Kyrgyzstan	20.00
Afghanistan	17.00
Latvia	16.00
Bahamas	13.00
Romania	13.00
Argentina	12.00
Sweden	9.00
Indonesia	8.50
Total	399.50

Top 5 Total New users by Town/City

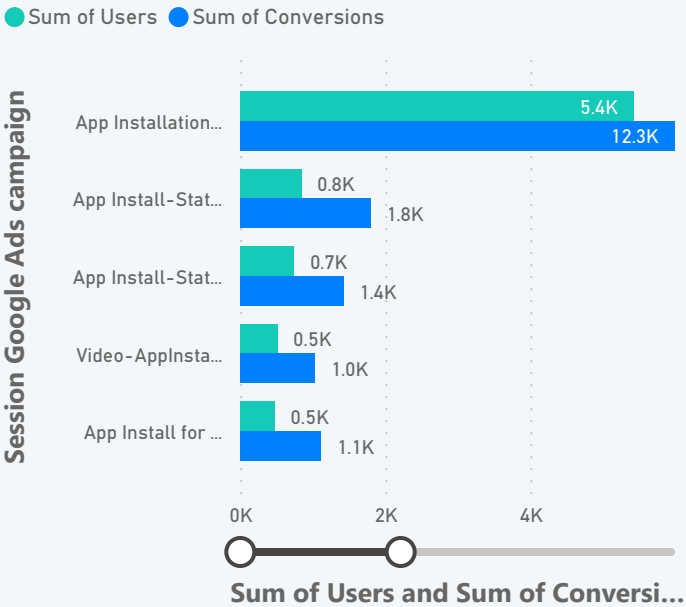
Town/City Bengaluru Patna Hyderabad Indore



Analysis on Demographical Report and City wise Report

- India leads in user count, followed by the United States and Canada, indicating potential key markets or high adoption rates.
- Canada and the UK show relatively higher engagement rates despite having fewer users compared to India, suggesting active user interaction.
- Despite fewer users, Canada and Australia exhibit higher conversion rates, indicating a propensity for desired actions like purchases or sign-ups.
- Markets like Singapore and Japan, with lower user counts but notable engagement and conversion rates, offer potential for targeted expansion efforts.
- Bengaluru experiences a high level of user engagement, and an average engagement time per session.
- Patna, despite having fewer users compared to Bengaluru, still shows a respectable engagement rate of 0.44, with an average engagement time of 98.2 seconds per session.
- Hyderabad exhibits a moderate level of user engagement, with an engagement rate of 0.56 and an average engagement time of 243.6 seconds per session.

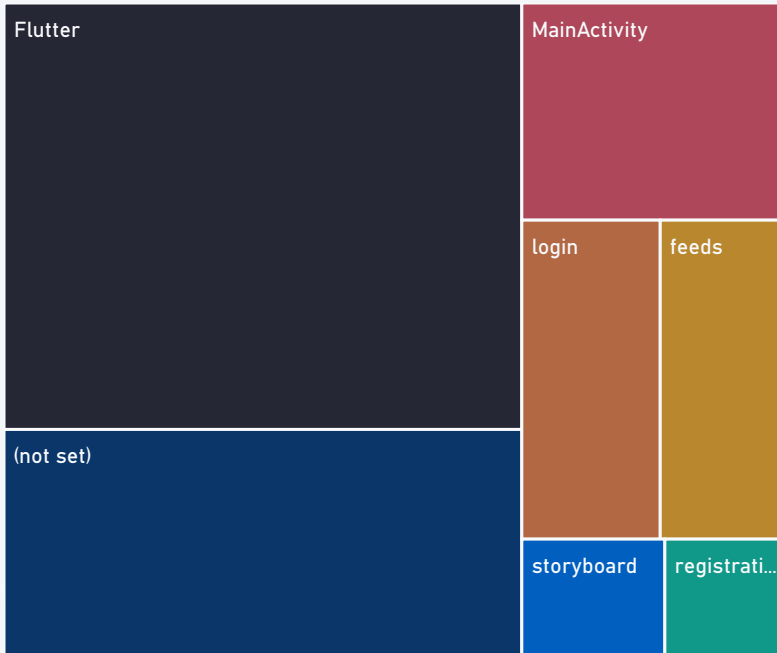
Total Users and Conversions by Session
Google Ads campaign



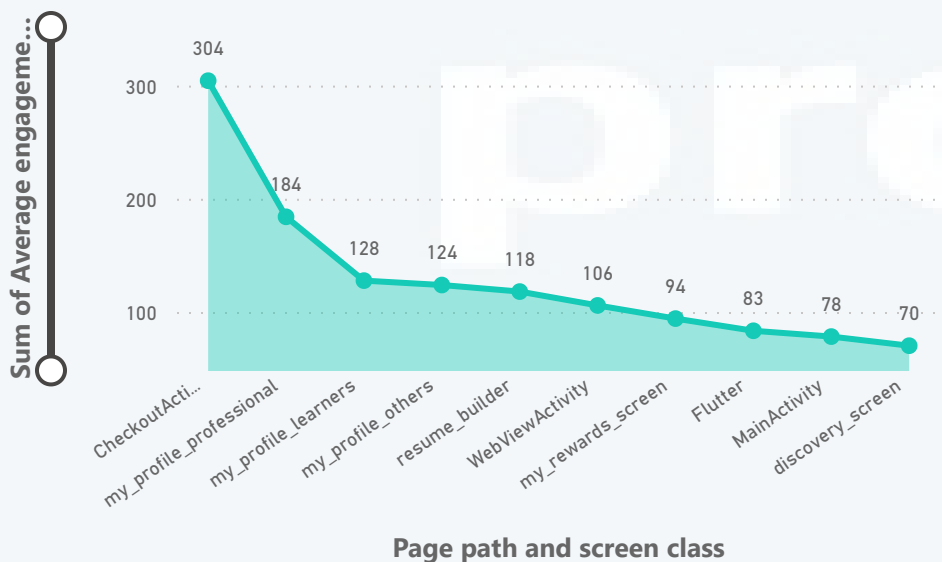
Analysis on Google Ads Report and Pages & Screens Report

- Pages like Flutter, Main Activity, and feeds receive the most views, suggesting their importance in the user journey or value in content.
- my rewards screen has the highest average engagement time per session, indicating strong user engagement with this content. Additionally, checkout activity page also shows significant average engagement time.
- registration screen exhibits a relatively high conversion rate, indicating successful user conversions, along with other pages like resume builder and my meetings screen.
- The first category in the Google Ads campaign boasts the highest user count and conversions, showcasing its effectiveness in attracting and converting users.
- Despite lower views, Flutter View Controller shows high engagement, underscoring the need to optimize engagement metrics across the Google Ads campaign for better conversion rates.
- Pages like Sign In Hub Activity and Facebook Activity have low engagement metrics and no conversions, suggesting potential issues with user interaction or content relevance.

Total Event count and Conversions by Page path and screen class



Overall Average engagement time by Page path and screen class



Total Revenue Generated by Google Ads Clicks

301.34K

Total Sessions and Total Engaged sessions by Session Google Ads campaign

