User Segmentation Analysis

ANIMEMANGATOON

30K
Total Users

300
Daily Active Users

60K
Total Page Views

70
Bounce Rate

User Segmentation: Gender

Female 40%
Male 60%
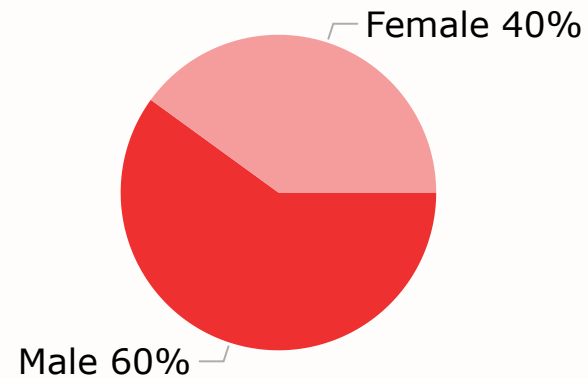
User Segmentation: Device Type

Mobile/Tab — 63%
PC/Laptop — 37%
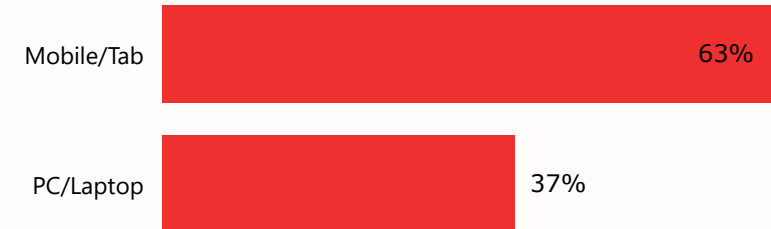
User Segmentation: Age Bracket

67% — Young (Below 25)
23% — Adult (26-45)
10% — Old (Above 45)
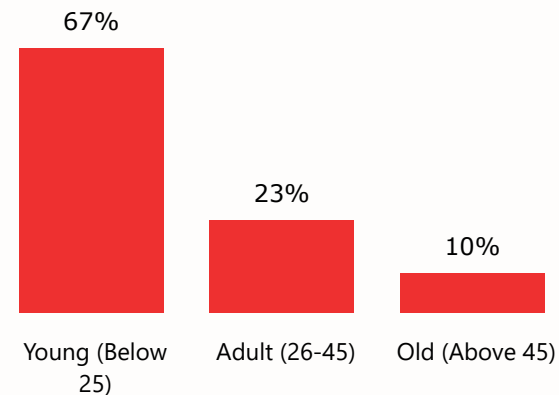
User Segmentation: New Vs Repeat User

Repeat User 30%
New User 70%