

Demographics Performance Overview

KPI Metrics by Age

	Age	Sessions▼	% Δ	Engaged sessions	% Δ	Key events	% Δ	Total users	% Δ	Active users	% Δ	New users	% Δ	Transactions	% Δ	Total revenue	% Δ
1.	18-24	9,550	3.3% ↑	5,626	1.0% ↑	8,410	12.3% ↑	6,443	4.4% ↑	5,830	0.5% ↑	4,598	2.5% ↑	117	36.0% ↑	\$18,378.91	82.4% ↑
2.	25-34	6,490	-12.0% ↓	4,090	-15.2% ↓	8,756	0.3% ↑	4,448	-8.0% ↓	3,895	-13.7% ↓	2,729	-13.8% ↓	187	281% ↑	\$27,688.68	81% ↑
3.	35-44	3,314	-141% ↓	2,140	-15.1% ↓	4,476	-10.9% ↓	2,389	-8.5% ↓	2,053	-15.5% ↓	1,500	-13.7% ↓	88	11% ↑	\$12,770.37	13.8% ↑
4.	45-54	2,564	-7.7% ↓	1,668	-8.2% ↓	3,946	4.0% ↑	1,795	-3.8% ↓	1,551	-10.6% ↓	1,112	-8.3% ↓	84	29.2% ↑	\$14,723.2	22.3% ↑
5.	55-64	905	-6.5% ↓	570	-6.1% ↓	1,168	-9.2% ↓	623	3.7% ↑	567	0.7% ↑	404	-2.2% ↓	30	57.9% ↑	\$8,291.87	70.9% ↑
6.	65+	716	18.0% ↑	407	16.3% ↑	885	61.8% ↑	482	13.9% ↑	434	13.9% ↑	317	18.3% ↑	20	300.0% ↑	\$6,382.67	892.2% ↑
Grand total		23,574	-1.9% ↓	14,332	-8.1% ↓	27,641	2.9% ↑	15,485	-0.9% ↓	13,878	-6.2% ↓	10,660	-5.5% ↓	526	28.9% ↑	\$88,235.7	36.9% ↑

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\* Unknown values are removed

KPI Metrics by Gender

	Gender	Sessions▼	% Δ	Engaged sessions	% Δ	Key events	% Δ	Total users	% Δ	Active users	% Δ	New users	% Δ	Transactions	% Δ	Total revenue	% Δ
1.	male	14,778	-6.6% ↓	9,722	-7.0% ↓	19,384	7.5% ↑	10,460	-2.7% ↓	9,310	-7.9% ↓	7,047	-4.9% ↓	377	42.8% ↑	\$56,199.22	64.6% ↑
2.	female	11,585	-9.1% ↓	6,848	-12.2% ↓	11,998	-10.1% ↓	7,554	-3.6% ↓	6,700	-8.7% ↓	5,045	-9.0% ↓	222	1.8% ↑	\$41,805.83	-0.4% ↓
Grand total		26,746	-4.1% ↓	16,225	-10.8% ↓	31,382	0.0% ↓	17,465	-3.0% ↓	15,620	-8.5% ↓	12,092	-6.7% ↓	599	24.3% ↑	\$98,005.05	28.7% ↑

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\* Unknown values are removed

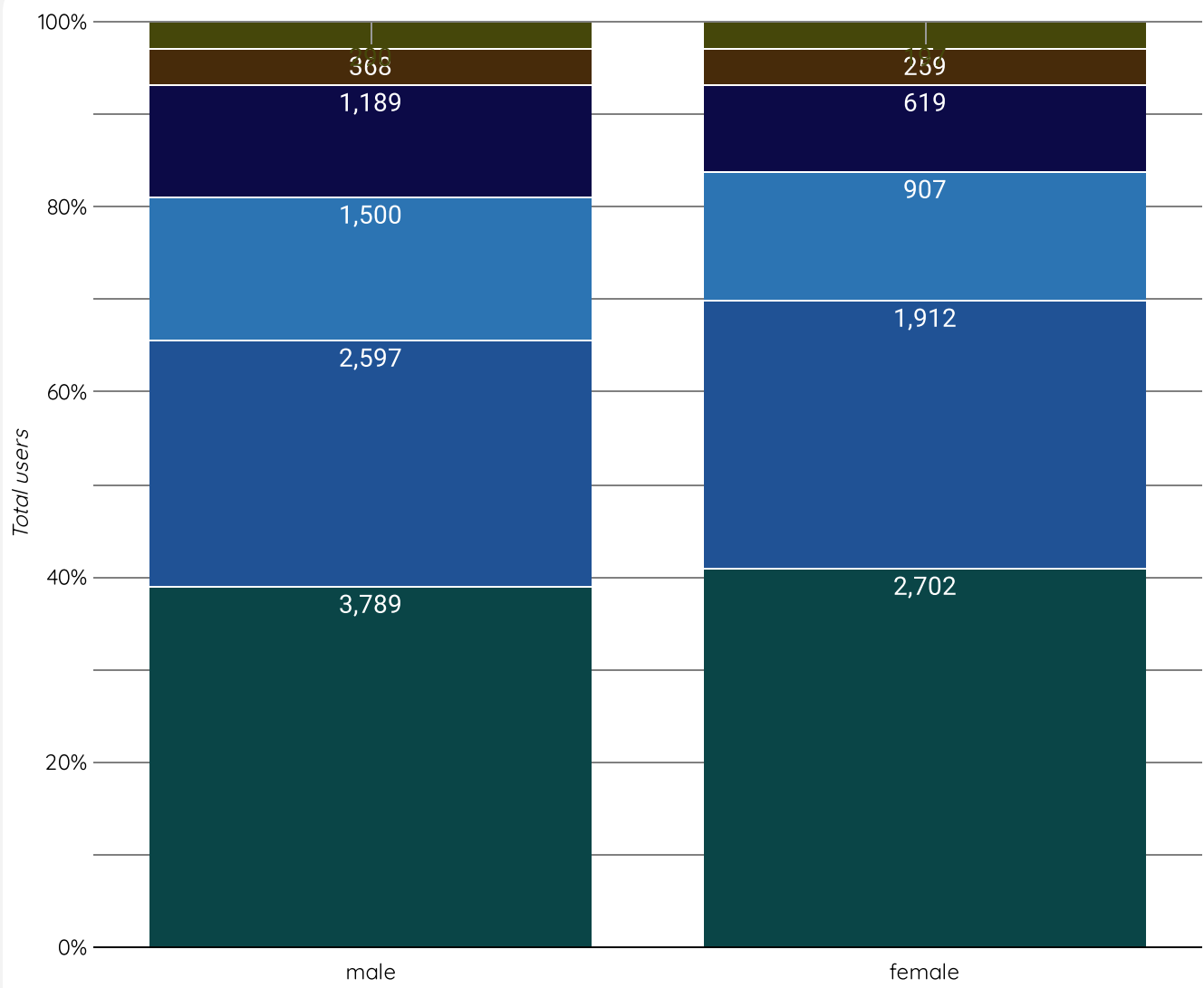
KPI Metrics by City

	City	Sessions▼	% Δ	Engaged sessions	% Δ	Key events	% Δ	Total users	% Δ	Active users	% Δ	New users	% Δ	Transactions	% Δ	Total revenue	% Δ
1.	Aspen	2,448	-51.3% ↓	859	-49.5% ↓	78	-24.3% ↓	2,477	-50.5% ↓	2,175	-56.5% ↓	2,351	-53.0% ↓	0	-	\$0	-
2.	New York	1,931	-16.9% ↓	1,230	-20.8% ↓	2,730	-2.0% ↓	1,393	-15.3% ↓	1,206	-21.5% ↓	937	-24.0% ↓	61	32.6% ↑	\$8,409.29	13.2% ↑
3.	Mountain View	1,596	-24.4% ↓	1,155	-26.5% ↓	1,978	-26.6% ↓	1,108	-23.0% ↓	933	-30.2% ↓	553	-25.8% ↓	20	0.0%	\$1,902.68	-47.0% ↓
4.	Sunnyvale	1,037	-18.9% ↓	760	-21.2% ↓	1,665	-0.4% ↓	806	-17.0% ↓	652	-26.6% ↓	389	-24.5% ↓	31	82.4% ↑	\$5,488.72	166.8% ↑
5.	San Francisco	964	-35.9% ↓	663	-37.0% ↓	1,269	-44.5% ↓	803	-24.4% ↓	654	-34.1% ↓	470	-30.8% ↓	33	-5.7% ↓	\$10,087.12	113.7% ↑
6.	Seoul	916	48.5% ↑	493	57.0% ↑	909	173.0% ↑	524	43.6% ↑	495	40.2% ↑	425	41.7% ↑	4	-	\$720.73	-
Grand total		62,006	-1.9% ↓	34,968	-5.5% ↓	56,747	5.7% ↑	43,866	-3.0% ↓	40,407	-7.0% ↓	37,301	-1.3% ↓	875	15.4% ↑	\$138,571.65	16.2% ↑

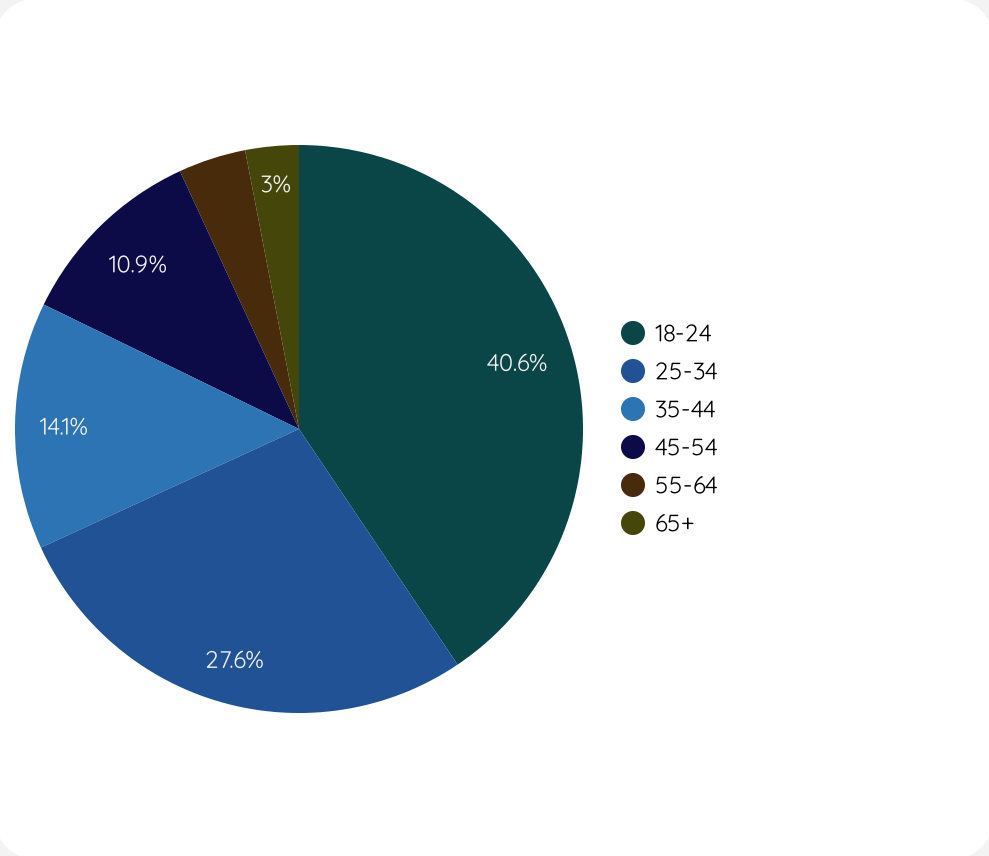
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\* Unknown values are removed

Total Users by Age & Gender



Sessions by Age



Sessions by Gender

