

Metrics & Analysis

Note: The below suggested metrics and analyses are a starting point for initial insights. Feel free to explore additional relevant metrics and analyses to uncover deeper trends.

Key metrics to focus:

1. Total content items
 2. Total users
 3. Paid users
 4. Paid users %
 5. Active users
 6. Inactive users
 7. Inactive Rate (%)
 8. Active Rate (%)
 9. Upgraded users
 10. Upgrade Rate (%)
 11. Downgraded users
 12. Downgrade Rate (%)
 13. Total watch time (hrs)
 14. Average watch time (hrs)
 15. Monthly users Growth Rate (%)
 16. Upgrade / Downgrade Rate (%)
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