World Chef - LTV Extrapolated

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WORLD CHEF ANDROID

This document contains the LTV Extrapolated for World Chef. The analysis contains the 180 Days extrapolation for:

- All Marketing data without Facebook

- The results are based on the Logarithmic regression based on the RPI (Revenues per Install).

- Only using data of the 6 previous months.

- All marketing countries (US,UK,CA,AU,DE,FR)

```
## Loading required package: DBI
```

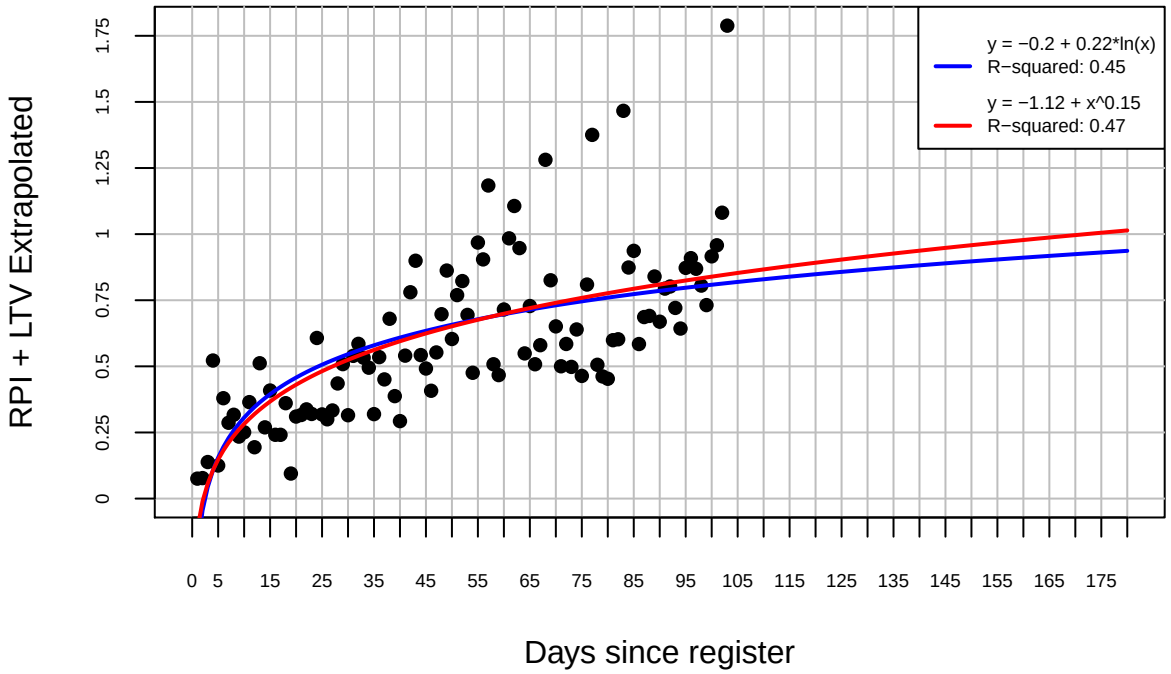
WORLD CHEF ANDROID US

WC - ANDROID - US - Marketing w/o Facebook

SQL CODE

```
sql_wc_ios_US_marketing_not_fb = "
       select d_cohort,
       rpi
from (select rank() over (order by date (date_register_ios) desc) d_cohort,
             date (date_register_ios) d_date,
             nvl (sum(revenues_dollars_net) / count(distinct user_id),0) as rpi
      from restaurantcity.t_user
      where date_register_ios is not null
      and   date_register_ios >= '2016-01-14'
      and   migrate_date_orphaned is null
      and   register_source_type = 'marketing'
      and   register_ip_country = 'US'
      and   LOWER (register_source) not like '%facebook%'
      group by d_date
      order by d_date desc)
order by 1 asc"
```

CHART



WC - ANDROID - US - Marketing w/o Facebook

RESULTS

LOGARITHMIC

```
## R-squared :  0.45

## Formula: -0.1958381 + 0.2181013ln(x)

## LTV Extrapolated 103 Days: 0.8150022

## LTV Extrapolated 180 Days:  0.9367524

## LTV Extrapolated 365 Days:  1.090937
```

EXPONENTIAL

```
## R-squared :  0.47

## Formula: y = -1.12 + x^0.15

## LTV Extrapolated 103 Days: 0.8476443

## LTV Extrapolated 180 Days:  1.014

## LTV Extrapolated 365 Days:  1.245043
```

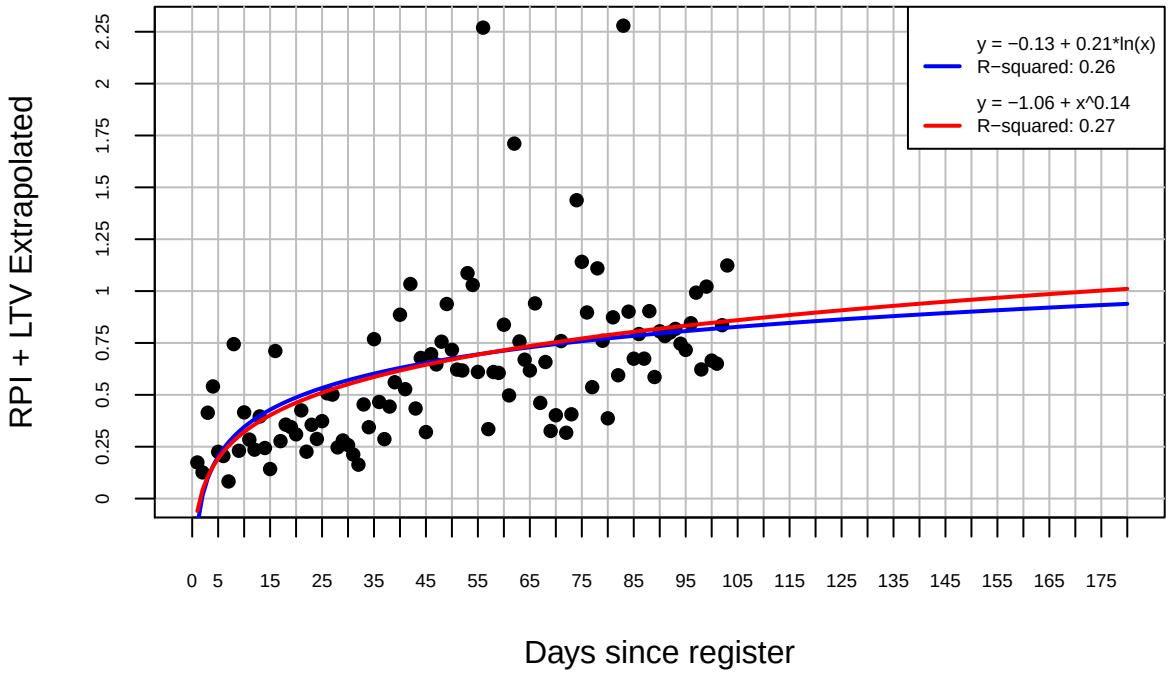
WORLD CHEF ANDROID GB

WC - ANDROID - GB - Marketing w/o Facebook

SQL CODE

```
sql_wc_ios_GB_marketing_not_fb = "
       select d_cohort,
       rpi
from (select rank() over (order by date (date_register_ios) desc) d_cohort,
             date (date_register_ios) d_date,
             nvl (sum(revenues_dollars_net) / count(distinct user_id),0) as rpi
      from restaurantcity.t_user
      where date_register_ios is not null
      and   date_register_ios >= '2016-01-14'
      and   migrate_date_orphaned is null
      and   register_source_type = 'marketing'
      and   register_ip_country = 'GB'
      and   LOWER (register_source) not like '%facebook%'
      group by d_date
      order by d_date desc)
order by 1 asc"
```

CHART



WC - ANDROID - GB - Marketing w/o Facebook

RESULTS

LOGARITHMIC

```
## R-squared :  0.26

## Formula: -0.127895 + 0.2053446ln(x)

## LTV Extrapolated 103 Days: 0.8238216

## LTV Extrapolated 180 Days:  0.9384507

## LTV Extrapolated 365 Days:  1.083617
```

EXPONENTIAL

```
## R-squared :  0.27

## Formula: y = -1.06 + x^0.14

## LTV Extrapolated 103 Days: 0.8548385

## LTV Extrapolated 180 Days:  1.010707

## LTV Extrapolated 365 Days:  1.226435
```

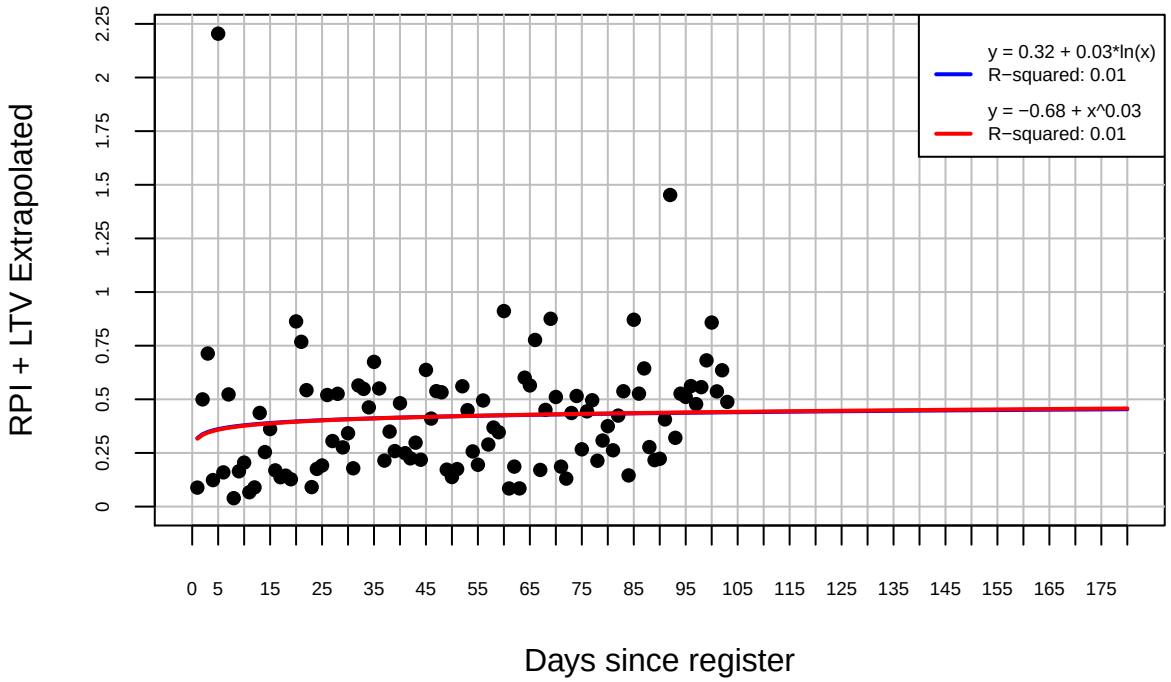
WORLD CHEF ANDROID CA

WC - ANDROID - CA - Marketing w/o Facebook

SQL CODE

```
sql_wc_ios_CA_marketing_not_fb = "
       select d_cohort,
       rpi
from (select rank() over (order by date (date_register_ios) desc) d_cohort,
             date (date_register_ios) d_date,
             nvl (sum(revenues_dollars_net) / count(distinct user_id),0) as rpi
      from restaurantcity.t_user
      where date_register_ios is not null
      and   date_register_ios >= '2016-01-14'
      and   migrate_date_orphaned is null
      and   register_source_type = 'marketing'
      and   register_ip_country = 'CA'
      and   LOWER (register_source) not like '%facebook%'
      group by d_date
      order by d_date desc)
order by 1 asc"
```

CHART



WC - ANDROID - CA - Marketing w/o Facebook

RESULTS

LOGARITHMIC

```
## R-squared :  0.01

## Formula: 0.3194807 + 0.025858011n(x)

## LTV Extrapolated 103 Days: 0.4393256

## LTV Extrapolated 180 Days:  0.4537602

## LTV Extrapolated 365 Days:  0.4720403
```

EXPONENTIAL

```
## R-squared :  0.01

## Formula: y = -0.68 + x^0.03

## LTV Extrapolated 103 Days: 0.4412932

## LTV Extrapolated 180 Days:  0.4573417

## LTV Extrapolated 365 Days:  0.4779945
```

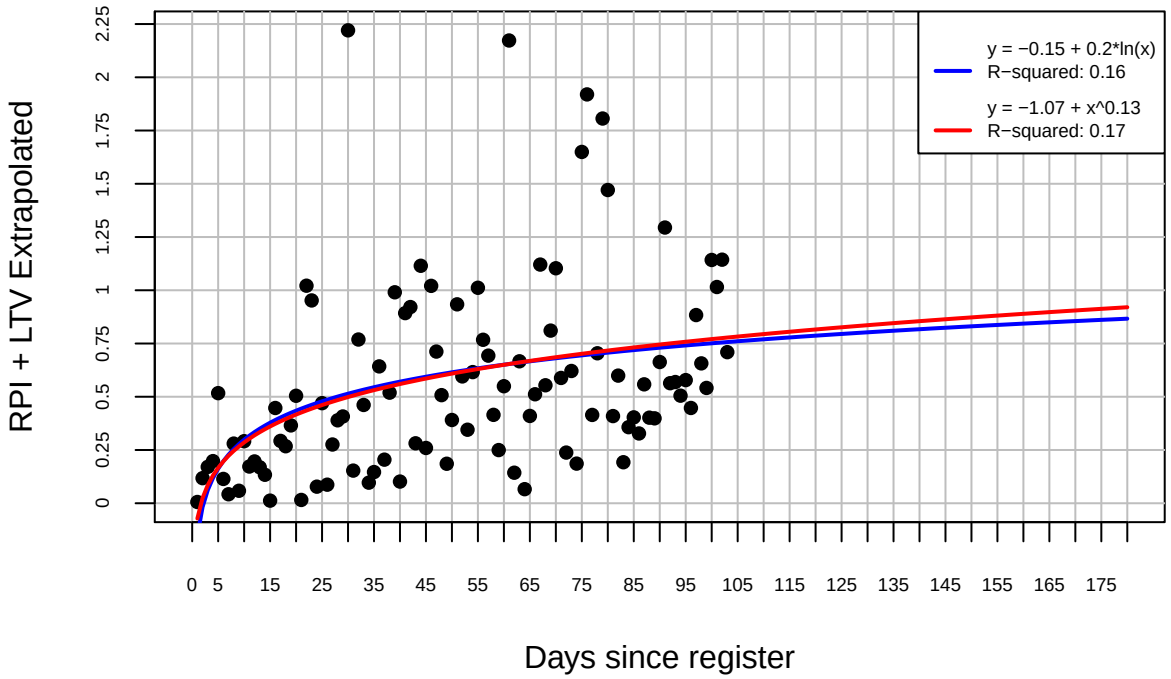
WORLD CHEF ANDROID AU

WC - ANDROID - AU - Marketing w/o Facebook

SQL CODE

```
sql_wc_ios_AU_marketing_not_fb = "
       select d_cohort,
       rpi
from (select rank() over (order by date (date_register_ios) desc) d_cohort,
             date (date_register_ios) d_date,
             nvl (sum(revenues_dollars_net) / count(distinct user_id),0) as rpi
      from restaurantcity.t_user
      where date_register_ios is not null
      and   date_register_ios >= '2016-01-14'
      and   migrate_date_orphaned is null
      and   register_source_type = 'marketing'
      and   register_ip_country = 'AU'
      and   LOWER (register_source) not like '%facebook%'
      group by d_date
      order by d_date desc)
order by 1 asc"
```

CHART



WC - ANDROID - AU - Marketing w/o Facebook

RESULTS

LOGARITHMIC

```
## R-squared :  0.16

## Formula: -0.1542822 + 0.1965751ln(x)

## LTV Extrapolated 103 Days: 0.7567903

## LTV Extrapolated 180 Days:  0.866524

## LTV Extrapolated 365 Days:  1.005491
```

EXPONENTIAL

```
## R-squared :  0.17

## Formula: y = -1.07 + x^0.13

## LTV Extrapolated 103 Days: 0.777961

## LTV Extrapolated 180 Days:  0.920204

## LTV Extrapolated 365 Days:  1.116143
```

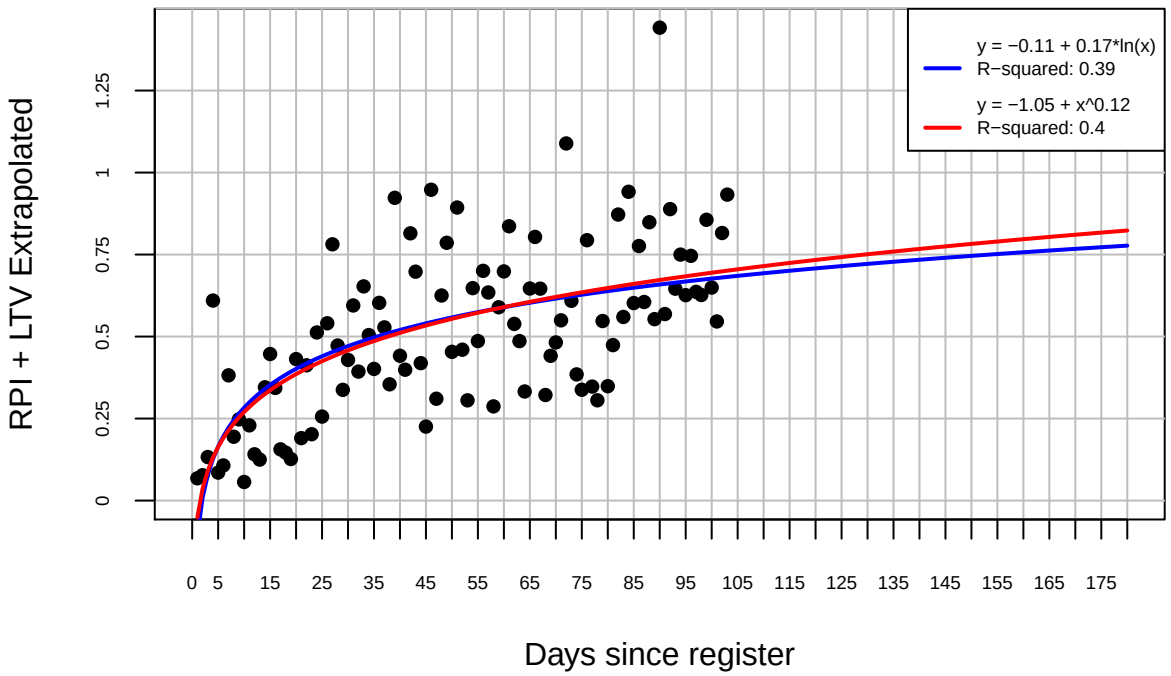
WORLD CHEF ANDROID FR

WC - ANDROID - FR - Marketing w/o Facebook

SQL CODE

```
sql_wc_ios_FR_marketing_not_fb = "
       select d_cohort,
       rpi
from (select rank() over (order by date (date_register_ios) desc) d_cohort,
             date (date_register_ios) d_date,
             nvl (sum(revenues_dollars_net) / count(distinct user_id),0) as rpi
      from restaurantcity.t_user
      where date_register_ios is not null
      and   date_register_ios >= '2016-01-14'
      and   migrate_date_orphaned is null
      and   register_source_type = 'marketing'
      and   register_ip_country = 'FR'
      and   LOWER (register_source) not like '%facebook%'
      group by d_date
      order by d_date desc)
order by 1 asc"
```

CHART



WC - ANDROID - FR - Marketing w/o Facebook

RESULTS

LOGARITHMIC

```
## R-squared :  0.39
```

```
## Formula: -0.1102327 + 0.1708779ln(x)
```

```
## LTV Extrapolated 103 Days: 0.68174
```

```
## LTV Extrapolated 180 Days:  0.7771288
```

```
## LTV Extrapolated 365 Days:  0.8979293
```

EXPONENTIAL

```
## R-squared :  0.4
```

```
## Formula: y = -1.05 + x^0.12
```

```
## LTV Extrapolated 103 Days: 0.70083
```

```
## LTV Extrapolated 180 Days:  0.8233246
```

```
## LTV Extrapolated 365 Days:  0.9908152
```

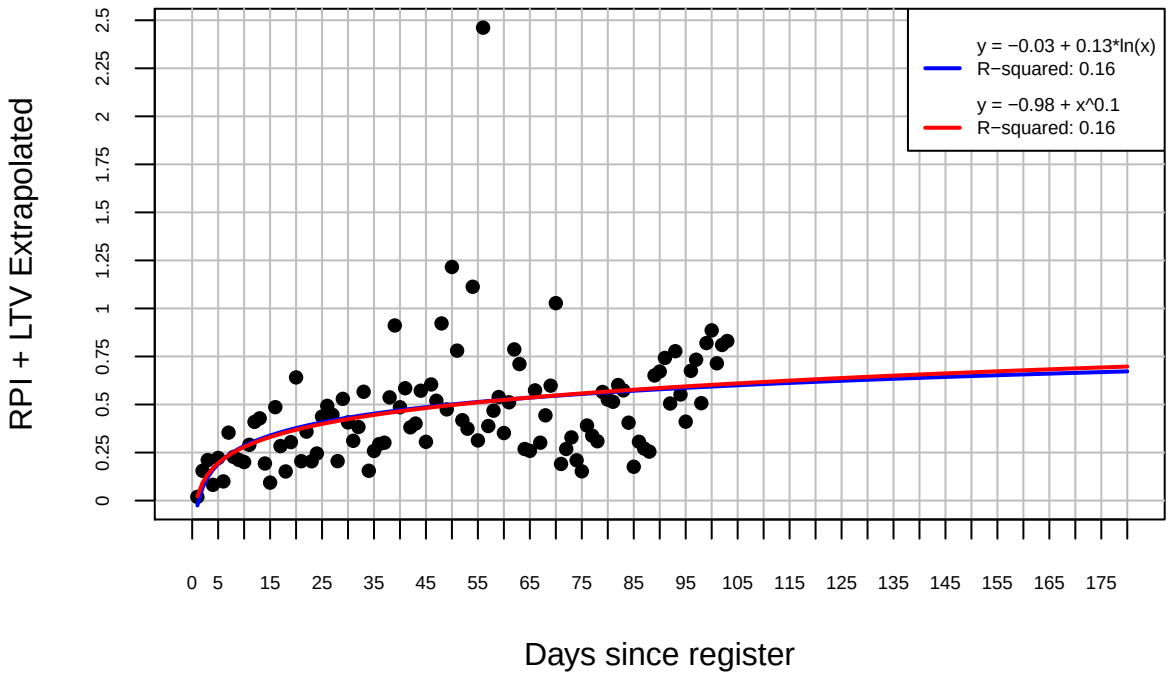
WORLD CHEF ANDROID DE

WC - ANDROID - DE - Marketing w/o Facebook

SQL CODE

```
sql_wc_ios_DE_marketing_not_fb = "
       select d_cohort,
       rpi
from (select rank() over (order by date (date_register_ios) desc) d_cohort,
             date (date_register_ios) d_date,
             nvl (sum(revenues_dollars_net) / count(distinct user_id),0) as rpi
      from restaurantcity.t_user
      where date_register_ios is not null
      and   date_register_ios >= '2016-01-14'
      and   migrate_date_orphaned is null
      and   register_source_type = 'marketing'
      and   register_ip_country = 'DE'
      and   LOWER (register_source) not like '%facebook%'
      group by d_date
      order by d_date desc)
order by 1 asc"
```

CHART



WC - ANDROID - DE - Marketing w/o Facebook

RESULTS

LOGARITHMIC

```
## R-squared :  0.16

## Formula: -0.02544572 + 0.1344022ln(x)

## LTV Extrapolated 103 Days: 0.5974722

## LTV Extrapolated 180 Days:  0.6724993

## LTV Extrapolated 365 Days:  0.7675137
```

EXPONENTIAL

```
## R-squared :  0.16

## Formula: y = -0.98 + x^0.1

## LTV Extrapolated 103 Days: 0.6070338

## LTV Extrapolated 180 Days:  0.6975201

## LTV Extrapolated 365 Days:  0.8195609
```