

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)

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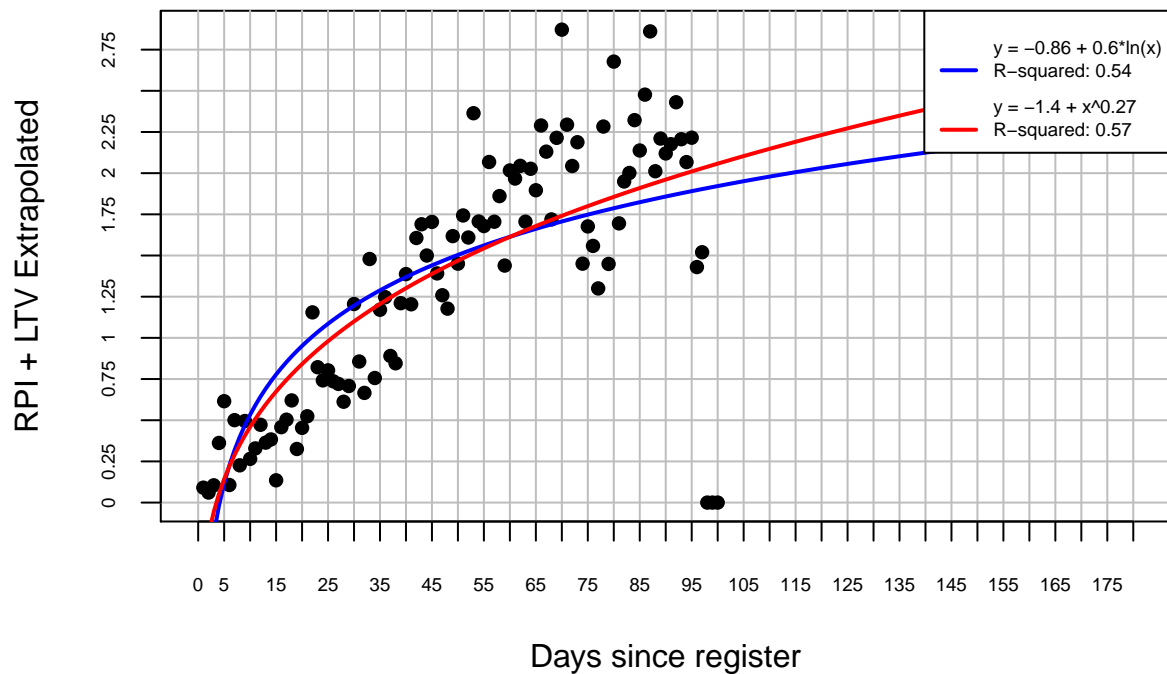
WORLD CHEF ANDROID US

WC - ANDROID - US - Marketing ONLY Facebook

SQL CODE

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

CHART



WC - ANDROID - US - Marketing ONLY Facebook

RESULTS

LOGARITHMIC

R-squared : 0.54

Formula: $-0.8550601 + 0.6029603 \ln(x)$

LTV Extrapolated 100 Days: 1.921675

LTV Extrapolated 180 Days: 2.276087

LTV Extrapolated 365 Days: 2.702344

EXPONENTIAL

R-squared : 0.57

Formula: $y = -1.4 + x^{0.27}$

LTV Extrapolated 100 Days: 2.05786

LTV Extrapolated 180 Days: 2.651209

LTV Extrapolated 365 Days: 3.501212

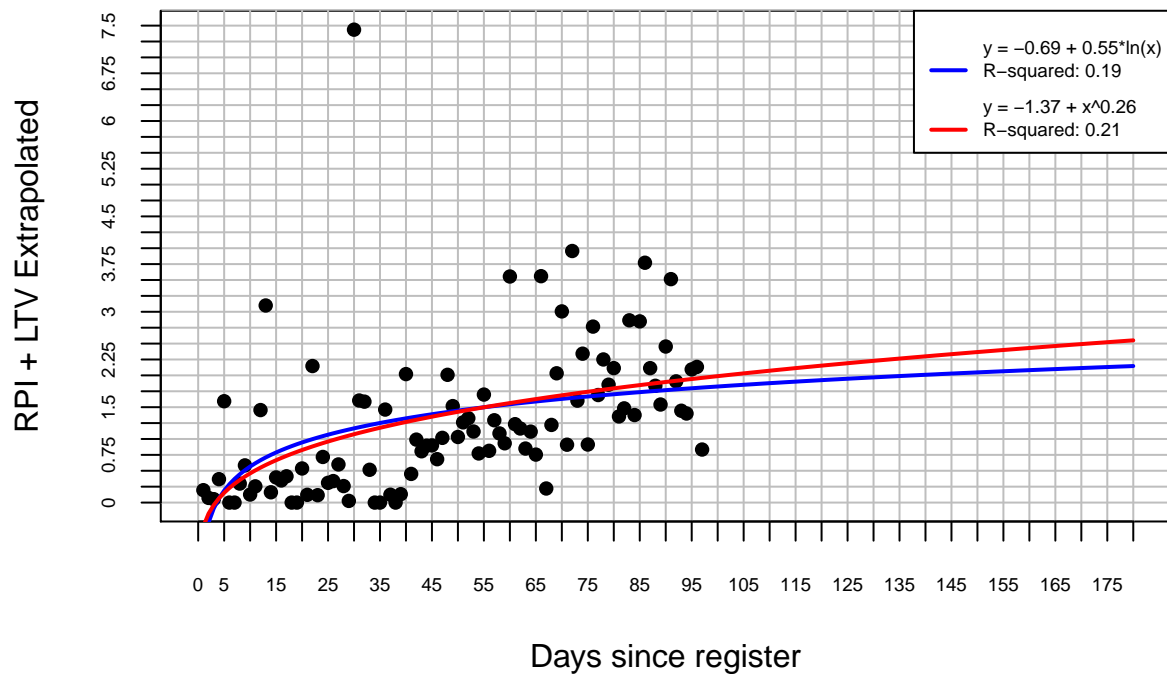
WORLD CHEF ANDROID GB

WC - ANDROID - GB - Marketing ONLY Facebook

SQL CODE

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

CHART



WC - ANDROID - GB - Marketing ONLY Facebook

RESULTS

LOGARITHMIC

R-squared : 0.19

Formula: $-0.6927804 + 0.5467922\ln(x)$

LTV Extrapolated 97 Days: 1.808636

LTV Extrapolated 180 Days: 2.146688

LTV Extrapolated 365 Days: 2.533237

EXPONENTIAL

R-squared : 0.21

Formula: $y = -1.37 + x^{0.26}$

LTV Extrapolated 97 Days: 1.961113

LTV Extrapolated 180 Days: 2.55075

LTV Extrapolated 365 Days: 3.353765

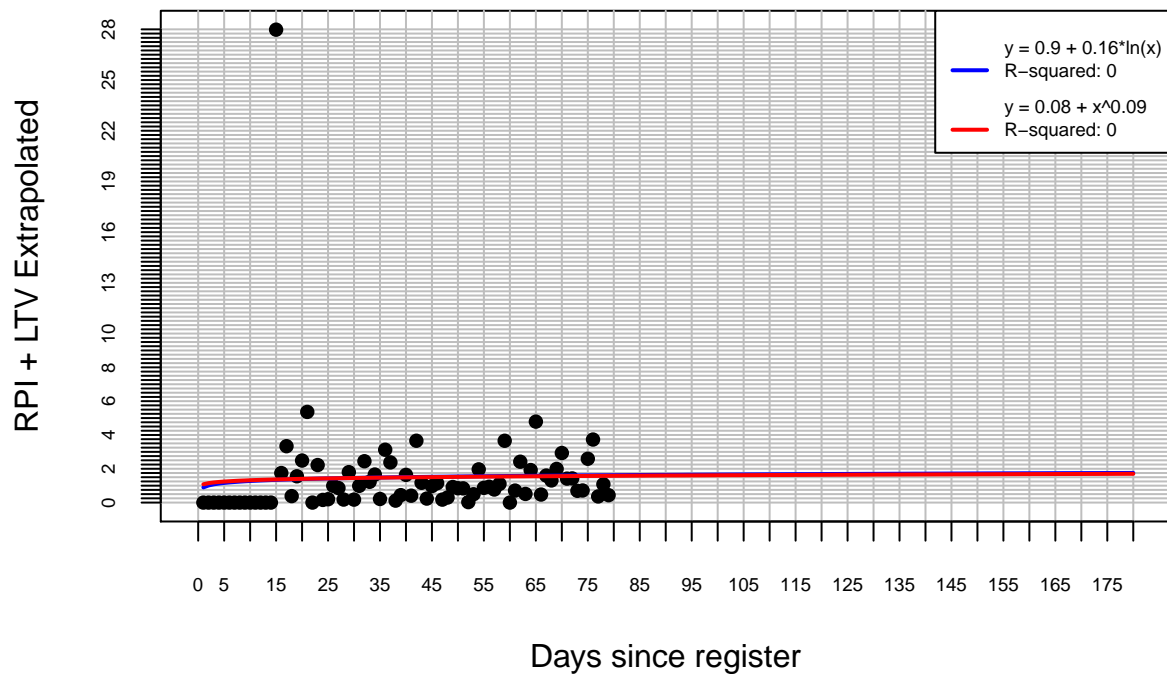
WORLD CHEF ANDROID CA

WC - ANDROID - CA - Marketing ONLY Facebook

SQL CODE

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

CHART



WC - ANDROID - CA - Marketing ONLY Facebook

RESULTS

LOGARITHMIC

R-squared : 0

Formula: $0.8975574 + 0.164761n(x)$

LTV Extrapolated 79 Days: 1.617468

LTV Extrapolated 180 Days: 1.753149

LTV Extrapolated 365 Days: 1.869625

EXPONENTIAL

R-squared : 0

Formula: $y = 0.08 + x^{0.09}$

LTV Extrapolated 79 Days: 1.582006

LTV Extrapolated 180 Days: 1.700701

LTV Extrapolated 365 Days: 1.810067

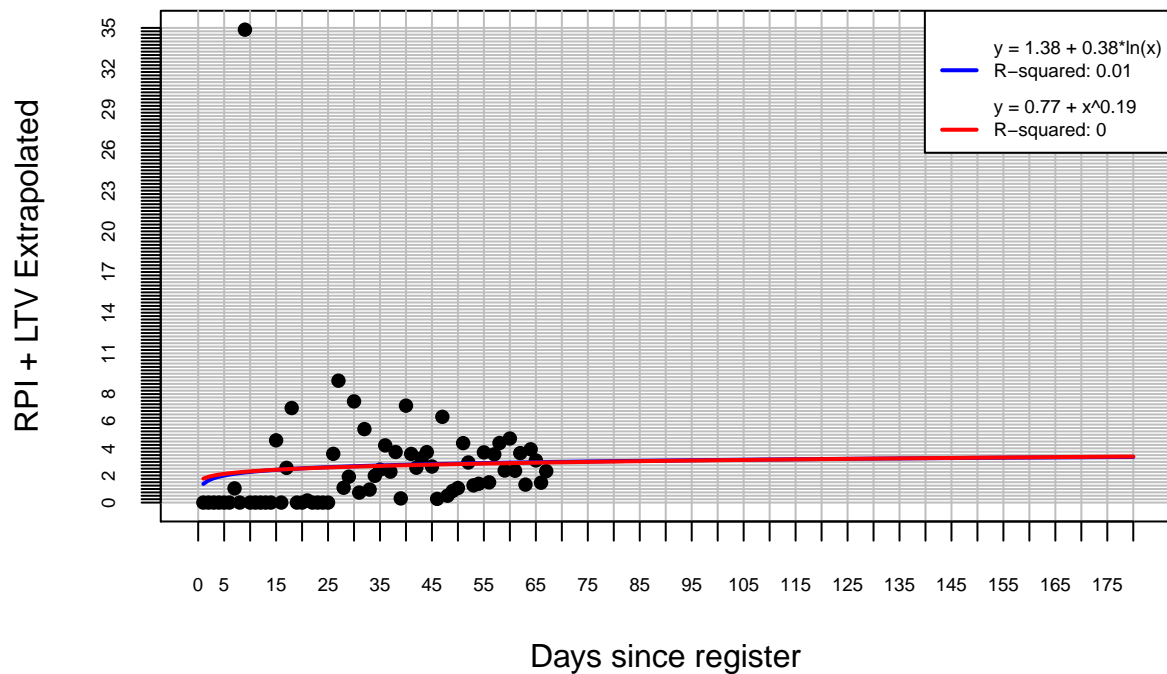
WORLD CHEF ANDROID AU

WC - ANDROID - AU - Marketing ONLY Facebook

SQL CODE

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

CHART



WC - ANDROID - AU - Marketing ONLY Facebook

RESULTS

LOGARITHMIC

R-squared : 0.01

Formula: $1.376744 + 0.3828074 \ln(x)$

LTV Extrapolated 67 Days: 2.986331

LTV Extrapolated 180 Days: 3.364646

LTV Extrapolated 365 Days: 3.635268

EXPONENTIAL

R-squared : 0

Formula: $y = 0.77 + x^{0.19}$

LTV Extrapolated 67 Days: 2.953054

LTV Extrapolated 180 Days: 3.394796

LTV Extrapolated 365 Days: 3.764538

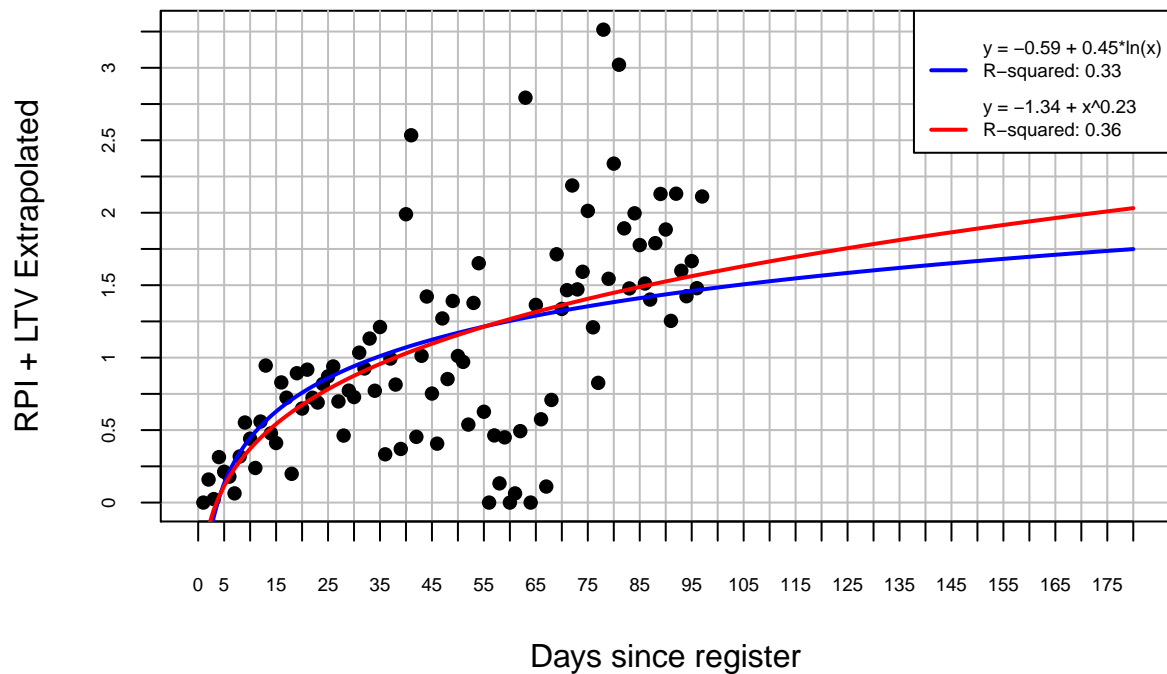
WORLD CHEF ANDROID FR

WC - ANDROID - FR - Marketing ONLY Facebook

SQL CODE

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

CHART



WC - ANDROID - FR - Marketing ONLY Facebook

RESULTS

LOGARITHMIC

R-squared : 0.33

Formula: $-0.5929877 + 0.4510077 \ln(x)$

LTV Extrapolated 97 Days: 1.470242

LTV Extrapolated 180 Days: 1.749076

LTV Extrapolated 365 Days: 2.067911

EXPONENTIAL

R-squared : 0.36

Formula: $y = -1.34 + x^{0.23}$

LTV Extrapolated 97 Days: 1.576607

LTV Extrapolated 180 Days: 2.031581

LTV Extrapolated 365 Days: 2.639334

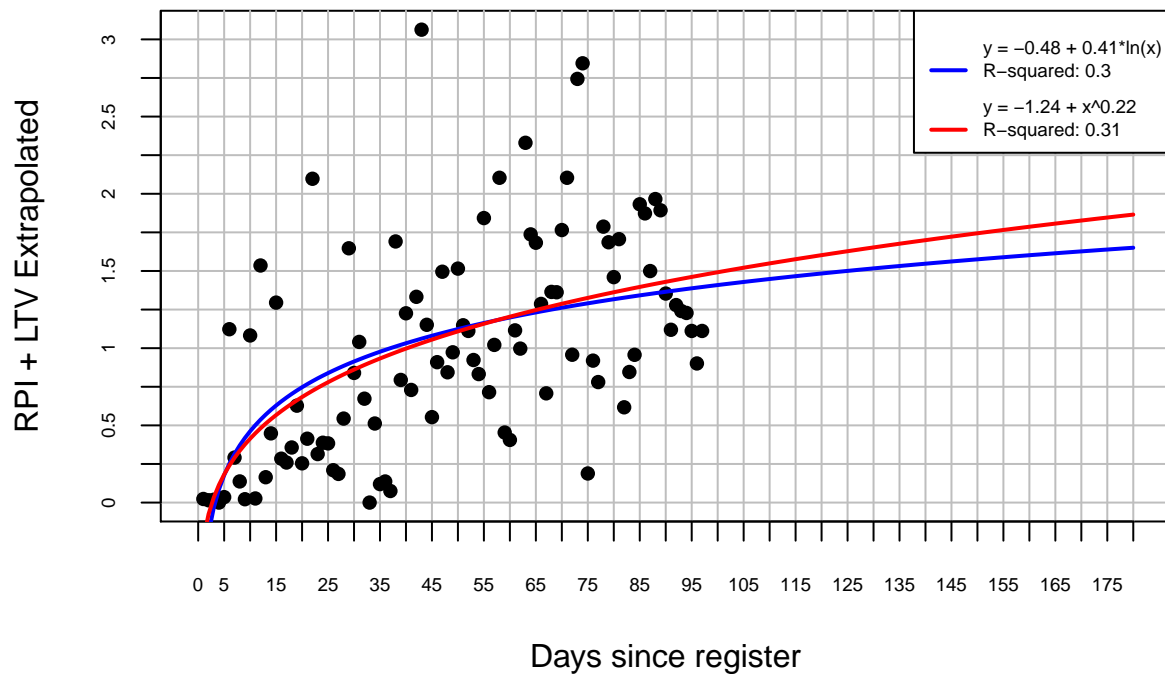
WORLD CHEF ANDROID DE

WC - ANDROID - DE - Marketing ONLY Facebook

SQL CODE

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

CHART



WC - ANDROID - DE - Marketing ONLY Facebook

RESULTS

LOGARITHMIC

R-squared : 0.3

Formula: $-0.484939 + 0.4112094 \ln(x)$

LTV Extrapolated 97 Days: 1.396225

LTV Extrapolated 180 Days: 1.650454

LTV Extrapolated 365 Days: 1.941154

EXPONENTIAL

R-squared : 0.31

Formula: $y = -1.24 + x^{0.22}$

LTV Extrapolated 97 Days: 1.473683

LTV Extrapolated 180 Days: 1.865147

LTV Extrapolated 365 Days: 2.382483