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
```

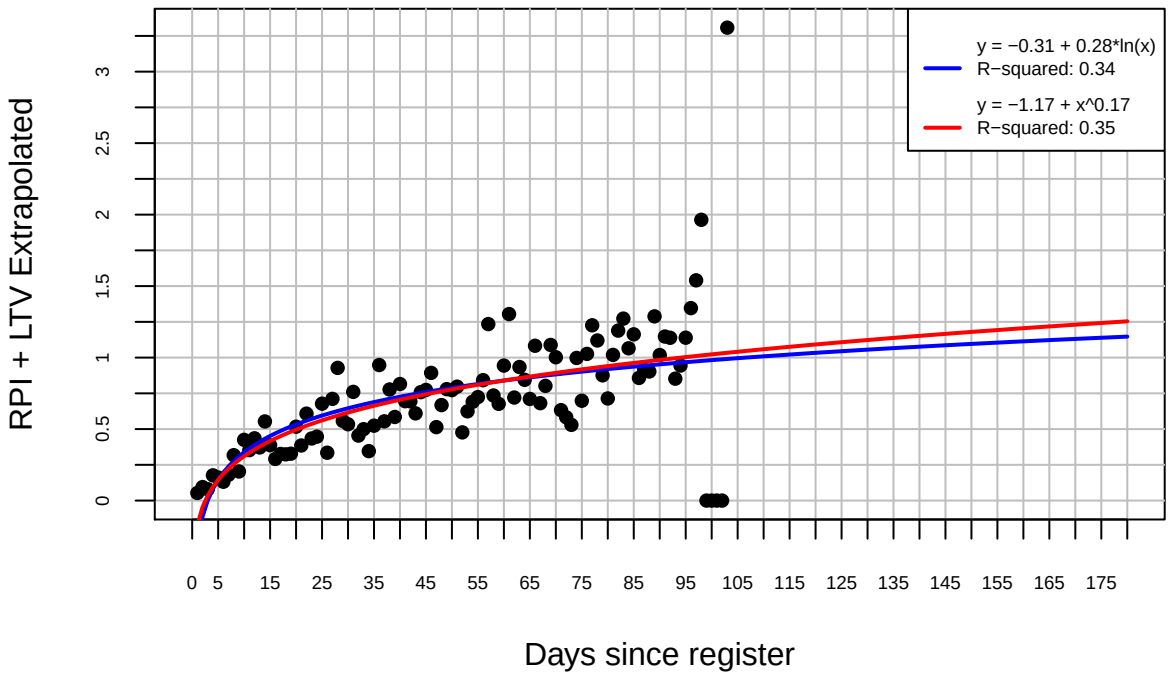
WORLD CHEF ANDROID US

WC - ANDROID - US - Marketing w/o Facebook

SQL CODE

```
sql_wc_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) 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 :  0.34

## Formula: -0.3053607 + 0.2796042ln(x)

## LTV Extrapolated 103 Days: 0.9905288

## LTV Extrapolated 180 Days:  1.146612

## LTV Extrapolated 365 Days:  1.344275
```

EXPONENTIAL

```
## R-squared :  0.35

## Formula: y = -1.17 + x^0.17

## LTV Extrapolated 103 Days: 1.033666

## LTV Extrapolated 180 Days:  1.253774

## LTV Extrapolated 365 Days:  1.56434
```

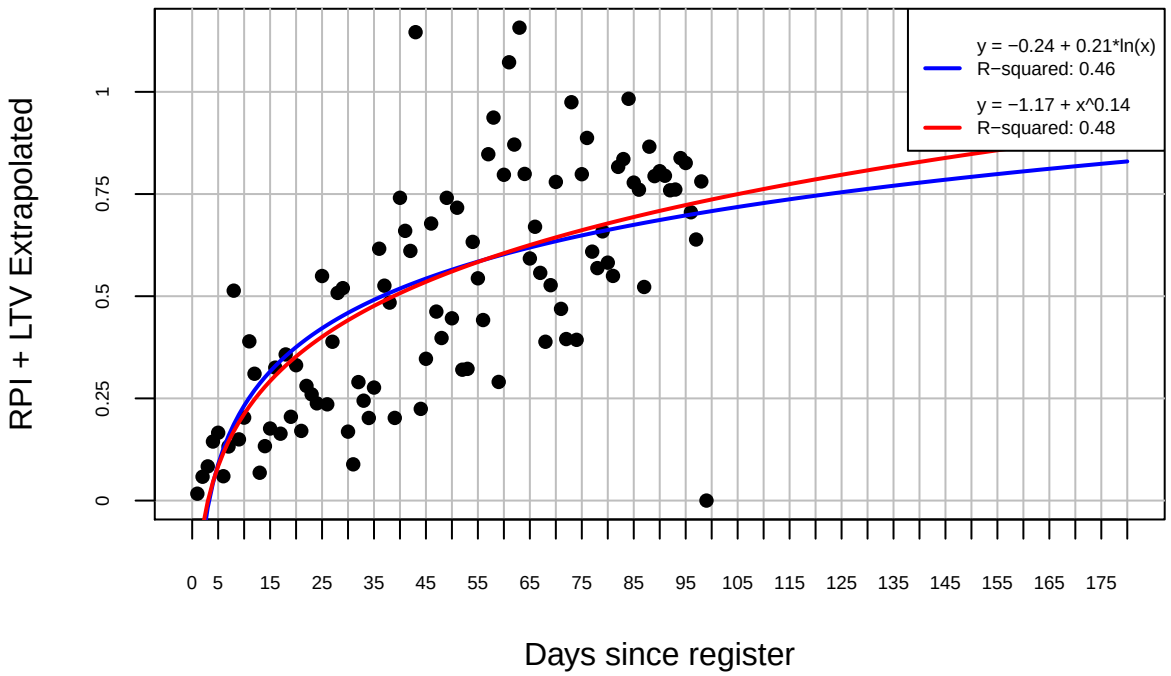
WORLD CHEF ANDROID GB

WC - ANDROID - GB - Marketing w/o 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) 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 :  0.46

## Formula: -0.2439886 + 0.2067703ln(x)

## LTV Extrapolated 99 Days: 0.7061456

## LTV Extrapolated 180 Days:  0.8297606

## LTV Extrapolated 365 Days:  0.9759348
```

EXPONENTIAL

```
## R-squared :  0.48

## Formula: y = -1.17 + x^0.14

## LTV Extrapolated 99 Days: 0.7339815

## LTV Extrapolated 180 Days:  0.900012

## LTV Extrapolated 365 Days:  1.115138
```

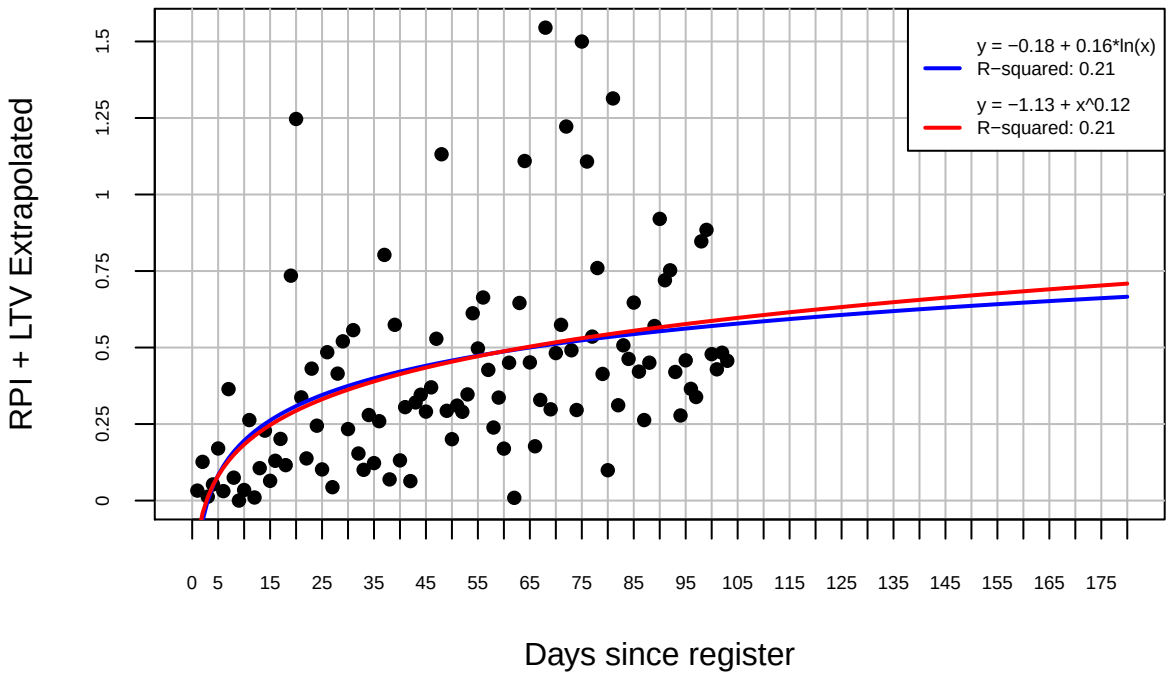
WORLD CHEF ANDROID CA

WC - ANDROID - CA - Marketing w/o 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) 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 :  0.21

## Formula: -0.1785159 + 0.1625986ln(x)

## LTV Extrapolated 103 Days: 0.5750844

## LTV Extrapolated 180 Days:  0.6658514

## LTV Extrapolated 365 Days:  0.780799
```

EXPONENTIAL

```
## R-squared :  0.21

## Formula: y = -1.13 + x^0.12

## LTV Extrapolated 103 Days: 0.5929729

## LTV Extrapolated 180 Days:  0.7087991

## LTV Extrapolated 365 Days:  0.8667503
```

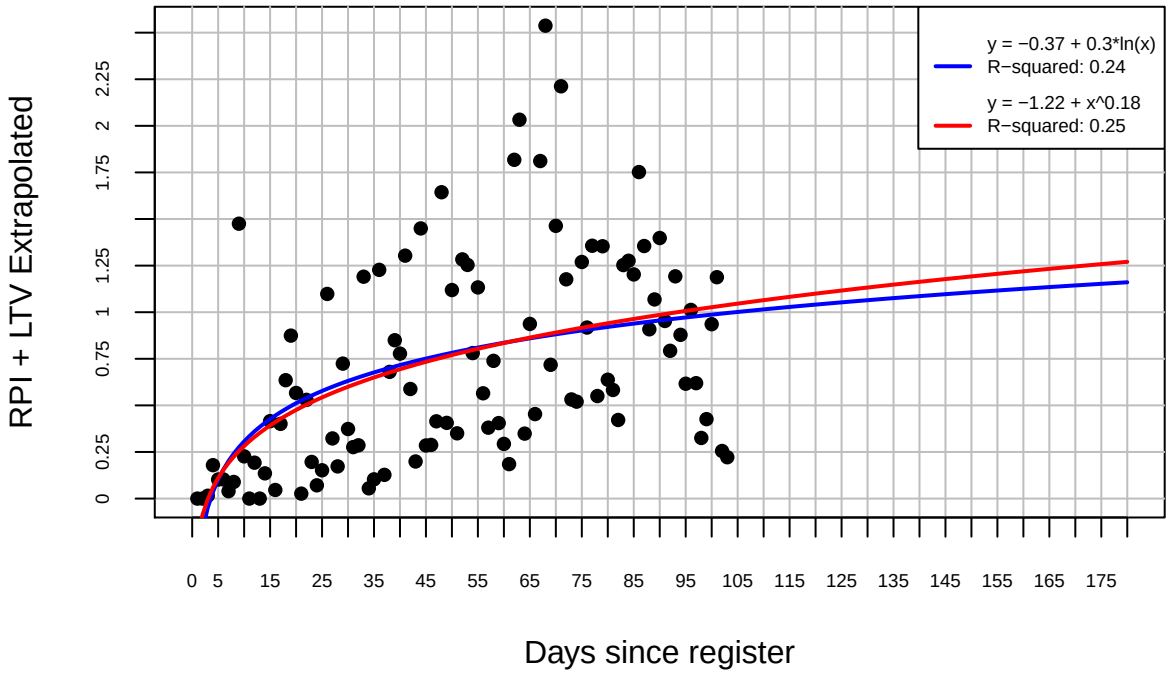
WORLD CHEF ANDROID AU

WC - ANDROID - AU - Marketing w/o 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) 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 :  0.24

## Formula: -0.3735788 + 0.2954215ln(x)

## LTV Extrapolated 103 Days: 0.99562

## LTV Extrapolated 180 Days:  1.160533

## LTV Extrapolated 365 Days:  1.369378
```

EXPONENTIAL

```
## R-squared :  0.25

## Formula: y = -1.22 + x^0.18

## LTV Extrapolated 103 Days: 1.038387

## LTV Extrapolated 180 Days:  1.270205

## LTV Extrapolated 365 Days:  1.598298
```

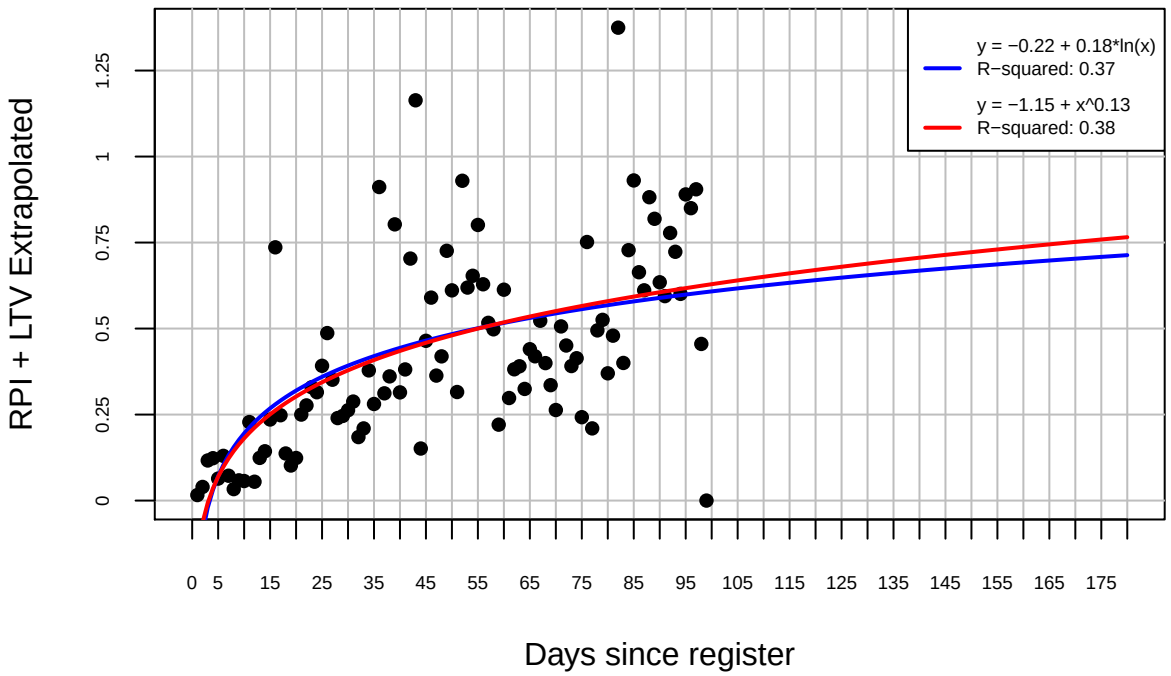
WORLD CHEF ANDROID FR

WC - ANDROID - FR - Marketing w/o 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) 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 :  0.37
```

```
## Formula: -0.217197 + 0.1791968ln(x)
```

```
## LTV Extrapolated 99 Days: 0.6062338
```

```
## LTV Extrapolated 180 Days:  0.7133643
```

```
## LTV Extrapolated 365 Days:  0.8400458
```

EXPONENTIAL

```
## R-squared :  0.38
```

```
## Formula: y = -1.15 + x^0.13
```

```
## LTV Extrapolated 99 Days: 0.6266985
```

```
## LTV Extrapolated 180 Days:  0.7656391
```

```
## LTV Extrapolated 365 Days:  0.9439862
```

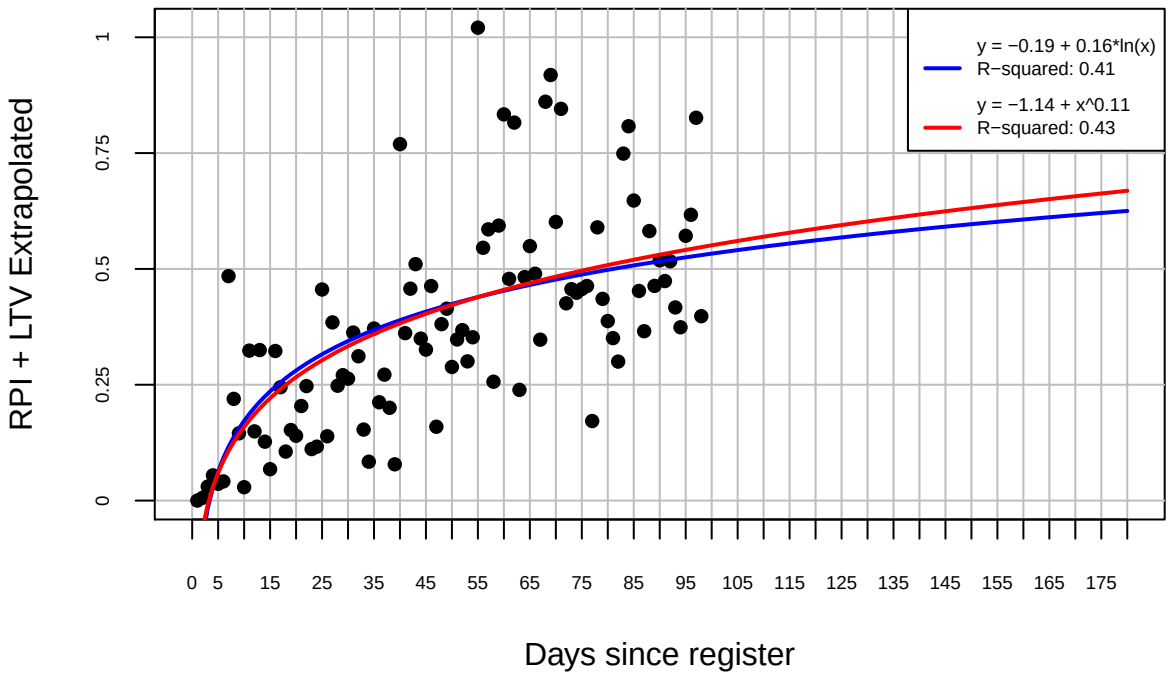
WORLD CHEF ANDROID DE

WC - ANDROID - DE - Marketing w/o 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) 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 :  0.41

## Formula: -0.1888753 + 0.1567497ln(x)

## LTV Extrapolated 98 Days: 0.5298168

## LTV Extrapolated 180 Days:  0.625119

## LTV Extrapolated 365 Days:  0.7359316
```

EXPONENTIAL

```
## R-squared :  0.43

## Formula: y = -1.14 + x^0.11

## LTV Extrapolated 98 Days: 0.5470258

## LTV Extrapolated 180 Days:  0.6686057

## LTV Extrapolated 365 Days:  0.821019
```