

World Chef - LTV Extrapolated

Sociapoint - Strategic Analytics - Ricard Martinez

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WORLD CHEF IOS

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

- All Facebook Marketing related data only.
- 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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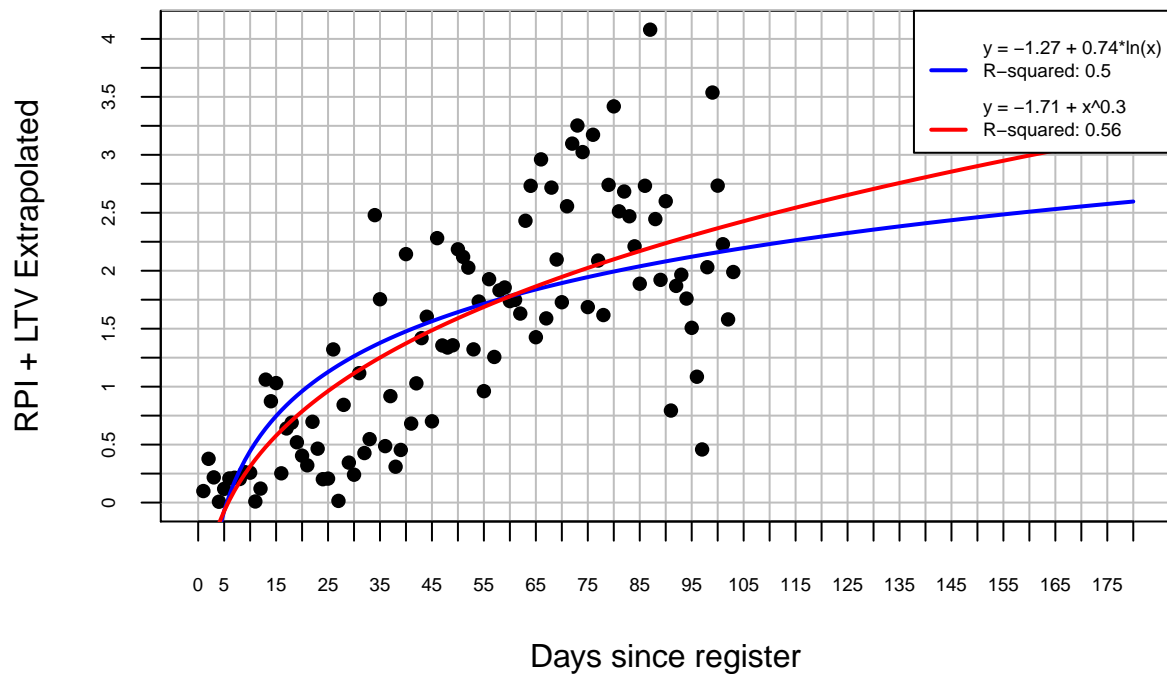
WORLD CHEF IOS US

WC - IOS - US - Marketing ONLY 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) like '%facebook%'  
     group by d_date  
     order by d_date desc)  
order by 1 asc"
```

CHART



WC - IOS - US - Marketing ONLY Facebook

RESULTS

LOGARITHMIC

R-squared : 0.5

Formula: $-1.270392 + 0.744724 \ln(x)$

LTV Extrapolated 103 Days: 2.181202

LTV Extrapolated 180 Days: 2.596927

LTV Extrapolated 365 Days: 3.123403

EXPONENTIAL

R-squared : 0.56

Formula: $y = -1.71 + x^{0.3}$

LTV Extrapolated 103 Days: 2.403281

LTV Extrapolated 180 Days: 3.16609

LTV Extrapolated 365 Days: 4.338521

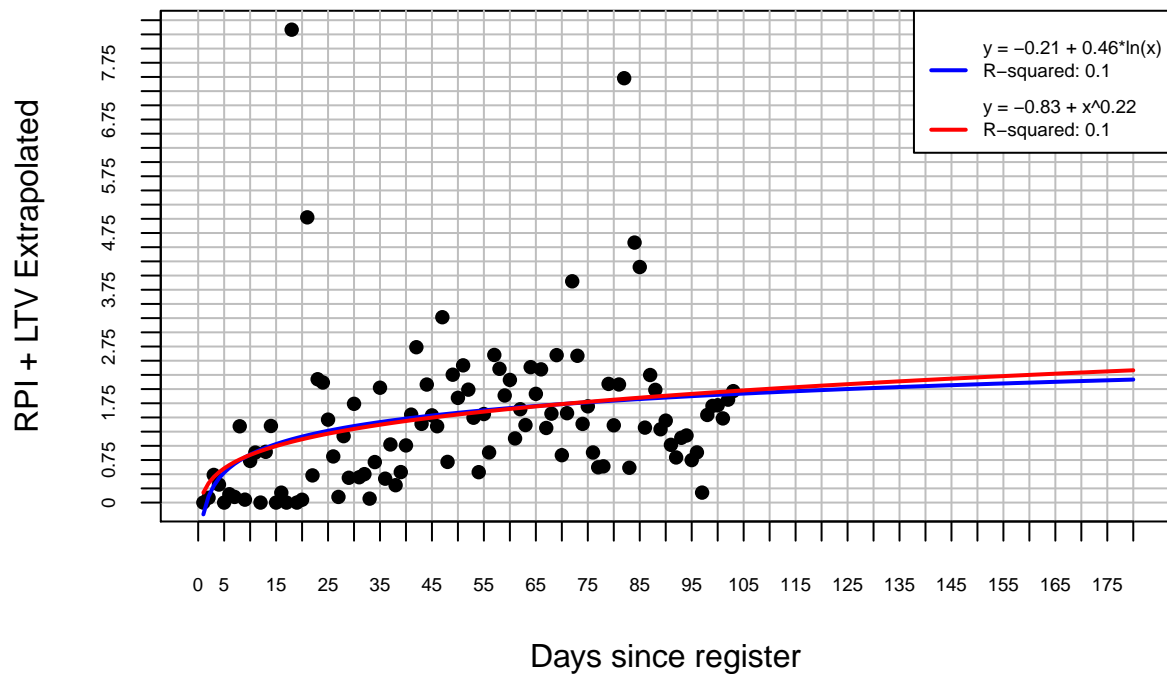
WORLD CHEF IOS GB

WC - IOS - GB - Marketing ONLY 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) like '%facebook%'  
    group by d_date  
    order by d_date desc)  
order by 1 asc"
```

CHART



WC - IOS - GB - Marketing ONLY Facebook

RESULTS

LOGARITHMIC

R-squared : 0.1

Formula: $-0.2077622 + 0.4573854 \ln(x)$

LTV Extrapolated 103 Days: 1.912095

LTV Extrapolated 180 Days: 2.167421

LTV Extrapolated 365 Days: 2.490765

EXPONENTIAL

R-squared : 0.1

Formula: $y = -0.83 + x^{0.22}$

LTV Extrapolated 103 Days: 1.964342

LTV Extrapolated 180 Days: 2.331206

LTV Extrapolated 365 Days: 2.865833

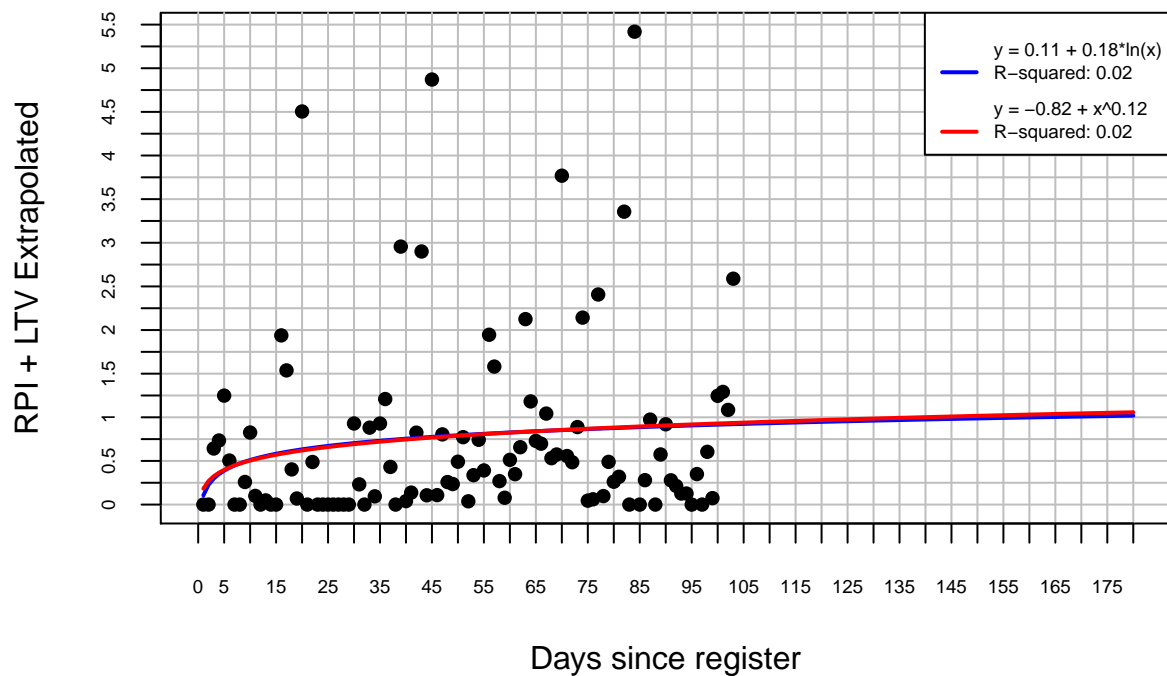
WORLD CHEF IOS CA

WC - IOS - CA - Marketing ONLY 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) like '%facebook%'  
     group by d_date  
     order by d_date desc)  
order by 1 asc"
```

CHART



WC - IOS - CA - Marketing ONLY Facebook

RESULTS

LOGARITHMIC

R-squared : 0.02

Formula: $0.1052082 + 0.1760534 \ln(x)$

LTV Extrapolated 103 Days: 0.9211678

LTV Extrapolated 180 Days: 1.019446

LTV Extrapolated 365 Days: 1.143905

EXPONENTIAL

R-squared : 0.02

Formula: $y = -0.82 + x^{0.12}$

LTV Extrapolated 103 Days: 0.9352197

LTV Extrapolated 180 Days: 1.057696

LTV Extrapolated 365 Days: 1.22516

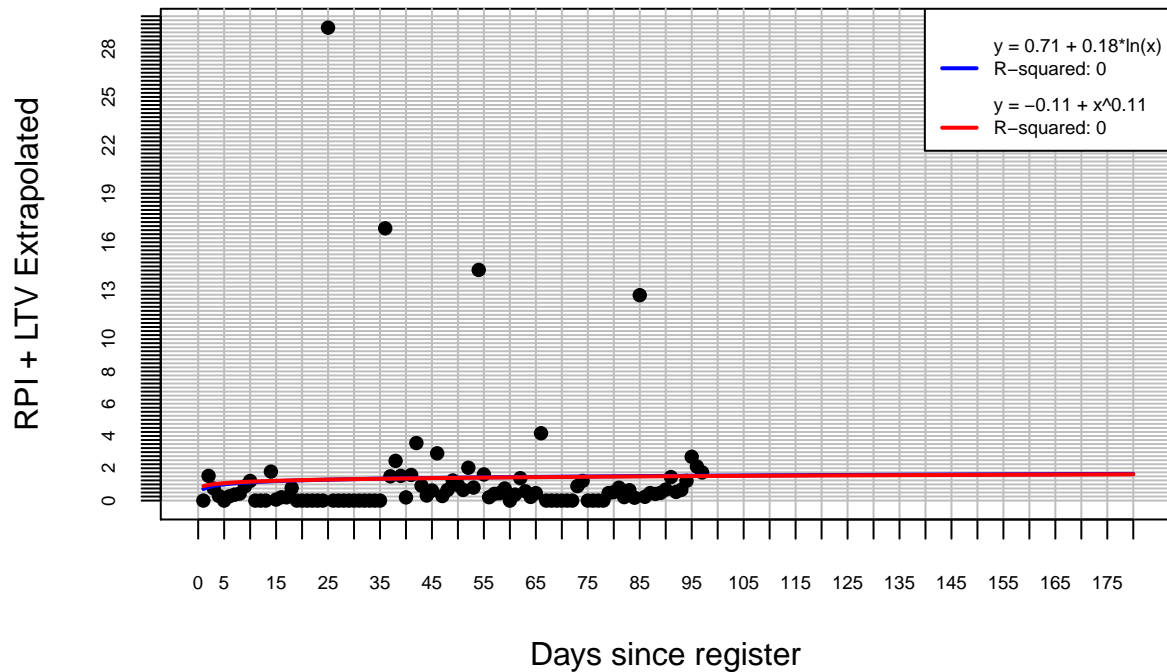
WORLD CHEF IOS AU

WC - IOS - AU - Marketing ONLY 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) like '%facebook%'  
     group by d_date  
     order by d_date desc)  
order by 1 asc"
```

CHART



WC - IOS - AU - Marketing ONLY Facebook

RESULTS

LOGARITHMIC

R-squared : 0

Formula: $0.7133007 + 0.1807368 \ln(x)$

LTV Extrapolated 97 Days: 1.54012

LTV Extrapolated 180 Days: 1.651859

LTV Extrapolated 365 Days: 1.77963

EXPONENTIAL

R-squared : 0

Formula: $y = -0.11 + x^{0.11}$

LTV Extrapolated 97 Days: 1.516363

LTV Extrapolated 180 Days: 1.625941

LTV Extrapolated 365 Days: 1.760339

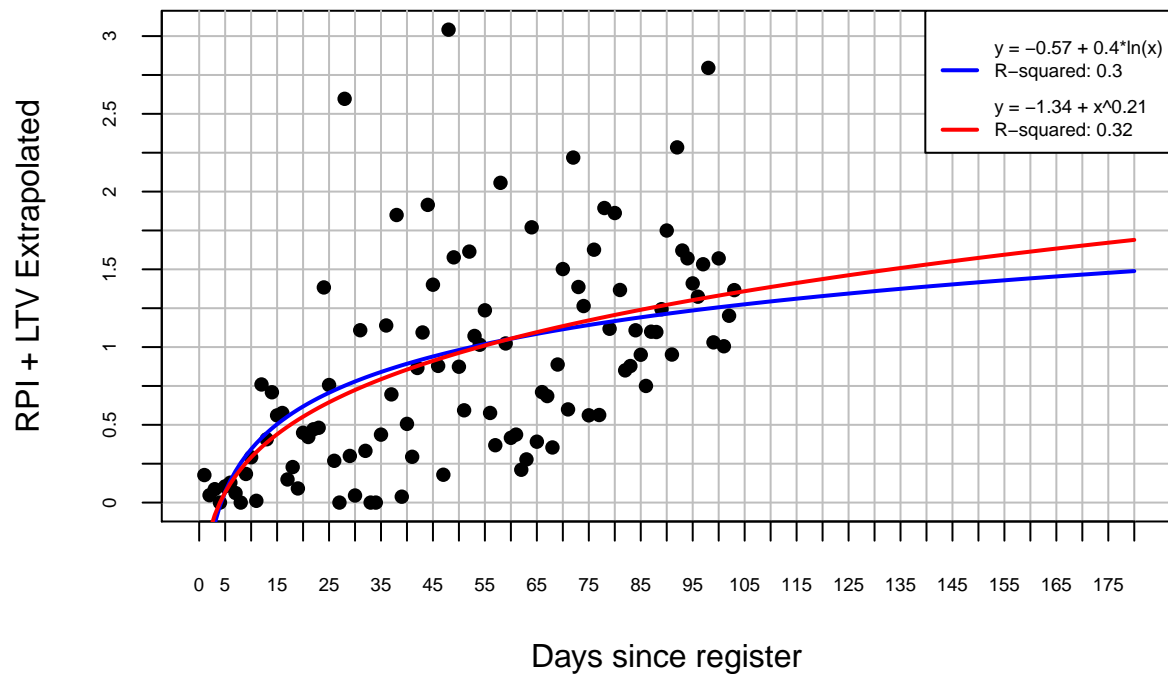
WORLD CHEF IOS FR

WC - IOS - FR - Marketing ONLY 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) like '%facebook%'  
     group by d_date  
     order by d_date desc)  
order by 1 asc"
```

CHART



WC - IOS - FR - Marketing ONLY Facebook

RESULTS

LOGARITHMIC

R-squared : 0.3

Formula: $-0.5691677 + 0.3962835 \ln(x)$

LTV Extrapolated 103 Days: 1.267499

LTV Extrapolated 180 Days: 1.488716

LTV Extrapolated 365 Days: 1.768864

EXPONENTIAL

R-squared : 0.32

Formula: $y = -1.34 + x^{0.21}$

LTV Extrapolated 103 Days: 1.348157

LTV Extrapolated 180 Days: 1.689439

LTV Extrapolated 365 Days: 2.184391

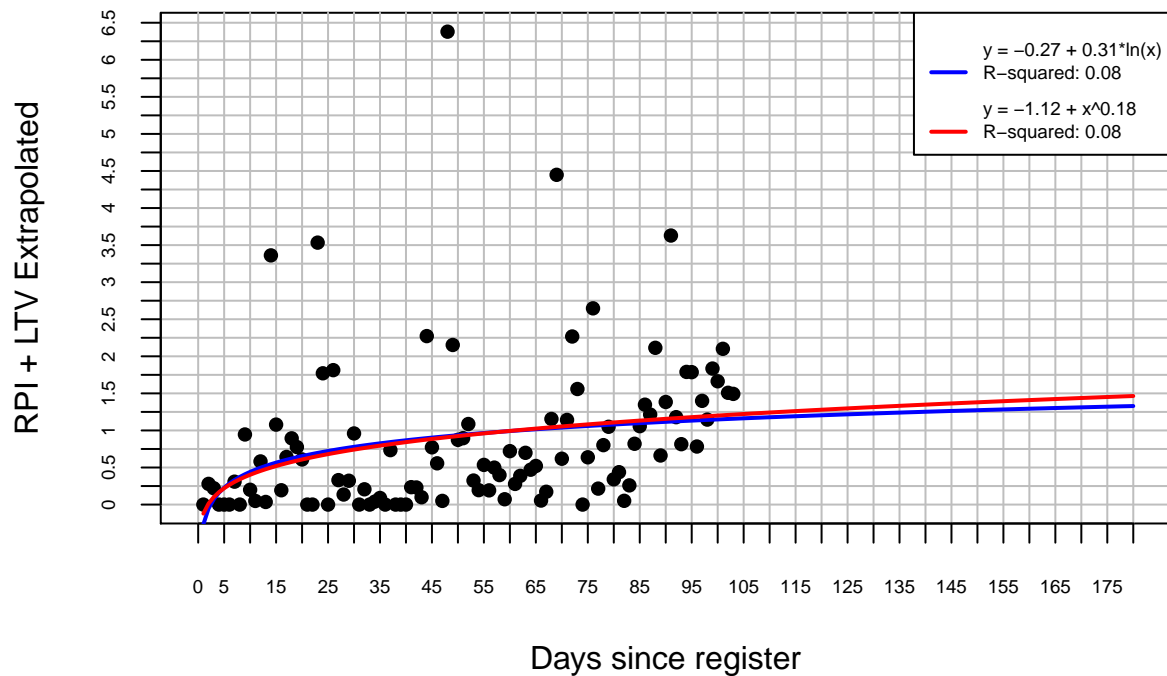
WORLD CHEF IOS DE

WC - IOS - DE - Marketing ONLY 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) like '%facebook%'  
     group by d_date  
     order by d_date desc)  
order by 1 asc"
```

CHART



WC - IOS - DE - Marketing ONLY Facebook

RESULTS

LOGARITHMIC

R-squared : 0.08

Formula: $-0.2665646 + 0.3072866 \ln(x)$

LTV Extrapolated 103 Days: 1.157625

LTV Extrapolated 180 Days: 1.329161

LTV Extrapolated 365 Days: 1.546395

EXPONENTIAL

R-squared : 0.08

Formula: $y = -1.12 + x^{0.18}$

LTV Extrapolated 103 Days: 1.213336

LTV Extrapolated 180 Days: 1.464456

LTV Extrapolated 365 Days: 1.821594