

VENDBRIDGE PRODUCT ANALYTICS REPORT

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MARCH 21, 2025

NEXALINK

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EXECUTIVE SUMMARY

This report analyzes user engagement, growth, retention, transactions volumes, app stability, and regional performance across key metrics for Vendbridge for the periods between June 2023 to August 2023.

1. **User Engagement:** Active users increased by 6.1%, and average time spent grew by 2.7%, but a 5% decline in daily average users (DAUs) is expected in September, with a 10% drop by November. To sustain engagement, targeted re-engagement campaigns and loyalty programs are recommended.
2. **Growth & Retention:** Installs and sign-ups have grown, but a decline in September (-6%) and November (-9%) signals potential churn risks. Proactive acquisition campaigns and personalized user experiences are critical to maintaining momentum.
3. **App Transactions & Stability:** Transactions are recovering (7% in August) but are projected to decline by 10% in November. Meanwhile, crashes spiked 25% in August, requiring urgent stability improvements to enhance user trust.
4. **Regional Performance:** The US dominates DAUs, transactions, and installs but struggles with stability and retention. Canada leads in engagement, while LATAM faces high uninstall and crash rates. Region-specific growth strategies should be implemented to address weaknesses and sustain high-performing areas.

KEY NEXT STEPS

1. **Retention & Engagement:** Implement personalized re-engagement and loyalty programs to counter forecasted declines.
2. **Acquisition & Growth:** Strengthen targeted marketing campaigns and refine onboarding experiences to boost user sign-ups.
3. **App Performance:** Prioritize bug fixes and performance optimizations to reduce crashes and enhance stability.
4. **Regional Strategy:** Tailor interventions to each region—boost retention in the US, stabilize APAC, enhance transactions in LATAM, and optimize acquisition in EMEA.

DASHBOARD LINK

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INTRODUCTION

NexaLink launched VendBridge three months ago following extensive pre-launch and post-launch marketing campaigns. This report assesses key metrics related to user adoption, engagement, growth, and regional app performance. Understanding these trends helps optimize user experience, improve retention, and drive growth.

Key Objectives:

1. Evaluate user engagement through DAUs and the average time spent by users on the platform.
2. Analyze growth and retention trends by assessing the total number of installations, sign-ups, and uninstalls.
3. Examine transaction volumes.

4. Assess app performance through crash reports.
5. Compare regional performance using a leaderboard ranking system.

DATA COLLECTION

Data was collected over the three months period from June 2003 – August 2023 with the Primary Data Source from Google Sheets.

METHODOLOGY

The analysis was conducted using Tableau for data visualization. Key calculated fields—such as Month-over-Month (MoM) changes, rates, KPIs and ranking algorithms—were used to derive actionable insights.

To ensure data accuracy and reliability, a combination of descriptive statistics, trend analysis, and forecasting models were used. Additionally, comparative regional analysis and segmented user engagement tracking were integrated to provide deeper insights into platform performance. Visual representations, including bar charts, leaderboards, and trend graphs, were utilized to enhance data interpretation and decision-making.

DATA ANALYSIS AND INSIGHTS

USER ENGAGEMENT ANALYSIS – ARE USERS ACTIVELY ENGAGED?

Since the launch of VendBridge, user engagement has shown steady growth, with daily active users (DAUs) and average time spent per user increasing month over month. However, forecasted trends indicate potential challenges in sustaining this momentum.

CURRENT USER ENGAGEMENT PERFORMANCE

1. VendBridge currently has a total DAU count of 2,657,394, reflecting **strong adoption**.
2. The average time spent per user is 97.70 minutes, suggesting **high engagement levels**.
3. User growth is on an **upward trend**, with 933,543 active users in August, a 6.1% increase compared to July's 879,571 users.
4. Users **are spending more time in the app**, with an average session time of 100 minutes in August, up 2.7% from July (97.45 mins).
5. The app's conversion rate stands at 62.9%, meaning a large percentage of visitors or new users are **becoming active participants**.
6. **Retention is exceptionally high** at 99.3%, indicating that most users continue using the app over time.

FORECASTED TRENDS & EMERGING PATTERNS

Despite this strong performance, **forecasted projections indicate fluctuations in DAU and engagement over the next three months:**

Forecast Period	DAU Projection	Avg Time Spent Projection
September (30 Days)	Expected decline (-5%)	Slight dip (-0.4%)
October (60 Days)	Partial recovery (+4%)	Stabilized (+0.2%)
November (90 Days)	Significant drop (-10%)	Plateau (0.0%)

1. **Short-Term Dip (September):** A projected 5% decline in DAUs, likely due to post-launch excitement cooling down or seasonal engagement shifts. The slight 0.4% dip in avg time spent suggests users remain engaged but may be interacting with the app less frequently.
2. **Mid-Term Recovery (October):** DAUs is expected to increase by 4%, signaling that re-engagement efforts could be effective. Average time spent is predicted to stabilize, meaning users will continue engaging consistently.
3. **Long-Term Retention Risk (November):** A potential 10% drop in DAUs raises concerns about user retention and sustained growth. However, the fact that avg time spent remains unchanged suggests that loyal users continue engaging, but new user acquisition and retention efforts need strengthening.

GROWTH AND RETENTION ANALYSIS – ARE WE GROWING AND RETAINING USERS?

VendBridge has demonstrated strong user acquisition and retention over the past three months, with a steady increase in number of app installs and sign-ups while keeping uninstalls low. However, forecasted trends highlight upcoming challenges, particularly a drop in sign-ups and installs from September onwards, signaling the need for proactive retention and acquisition strategies.

CURRENT GROWTH & RETENTION PERFORMANCE

1. Total Installs: 5,469,840 users have installed the app, **a reflection of strong market demand.**
2. Total Sign-ups: 3,442,654 users have signed up, **indicating a high conversion rate** from installs to registered users.
3. Total Uninstalls: 39,169 users have uninstalled, which is relatively low compared to total installs, meaning **most users find value in the platform.**
4. **User Acquisition Remains Strong:** August saw 1,988,027 new installs, a 9% increase from July's 1,879,888 installs. This marks the third consecutive month of growth in user acquisition.
5. **More Users Are Committing:** 1,213,484 users signed up in August, a 5.3% increase from July's 1,152,117 sign-ups. This shows that users are not only downloading the app but also registering at a steady rate.
6. **Fewer Users Are Leaving:** Uninstalls declined by 5.3% in August, dropping from 13,852 in July to 13,113 in August, reinforcing that user retention strategies are working.

FORECASTED TRENDS & EMERGING PATTERNS

Forecast Period	Install Projection	Sign-up Projection	Uninstall Projection
September (30 Days)	Minor decline (-1%)	Drop (-6%)	Slight decrease (-3%)
October (60 Days)	Rebound (+4%)	Recovery (+3%)	Slight increase (+3%)
November (90 Days)	Significant drop (-10%)	Major drop (-9%)	Decline (-10%)

1. **Short-Term Stabilization (September):** Installs will dip slightly (-1%), while sign-ups drop more significantly (-6%). However, uninstalls are also decreasing (-3%), meaning fewer users are leaving the app.
2. **Mid-Term Recovery (October):** Installs and sign-ups are forecasted to grow again (+4% and +3%, respectively), suggesting that engagement campaigns may help regain momentum. However, uninstalls will rise slightly (+3%), requiring stronger retention strategies.
3. **Long-Term Risk (November):** A potential decline in installs (-10%) and sign-ups (-9%), combined with lower uninstalls (-10%), suggests that overall user acquisition is slowing down. While existing

users are staying, fewer new users are joining the platform, signaling a need for stronger marketing and engagement efforts.

TRANSACTIONS VOLUME AND APP STABILITY- HOW ARE USERS TRANSACTING ON THE PLATFORM, AND HOW STABLE IS THE APP?

VendBridge has maintained a high volume of transactions while experiencing a recent increase in app crashes, which could impact user experience if not addressed. Although transaction rates remain strong, stability issues could threaten long-term user trust.

CURRENT PERFORMANCE

1. Total Transactions: 1,390,671 transactions recorded, **reflecting strong platform usage.**
2. Total Crashes: 115,748 crashes, **indicating potential performance concerns.**
3. **Transactions Are Recovering:** August saw 471,095 transactions, a 6.3% increase from July's 443,116, marking a rebound after a slight dip in July (-7%).
4. **Crashes Are Rising Sharply:** Crashes surged 24.4% in August, increasing from 36,545 in July to 45,470 in August, which **may indicate underlying stability issues.**
5. Transaction Rate: 52.3% (percentage of successful transactions).
6. Crash Rate: 4.4% (percentage of app sessions resulting in a crash).

FORECASTED TRENDS

Forecast Period	Transaction Projection	Crash Projection
September (30 Days)	Decline (-5%)	Improvement (-17%)
October (60 Days)	Recovery (+4%)	Slight increase (+4%)
November (90 Days)	Major drop (-10%)	Further reduction (-10%)

September (Short-Term Concern)

1. Transactions will decline (-5%), indicating a temporary dip in user activity, and crashes will improve (-17%), likely due to fewer active users engaging with the platform.

October (Mid-Term Recovery)

1. Transactions will rebound (+4%), suggesting renewed user engagement, and crashes will slightly increase (+4%), signaling potential stability challenges as activity rises.

November (Long-Term Risk)

1. Transactions will decline significantly (-10%), raising concerns about sustained engagement, and Crashes will reduce (-10%), but this may be due to lower platform usage rather than actual stability improvements.

REGION LEADERBOARD

REGION LEADERBOARD BY DAUS

Region	Numbers	Rank	Tier
US	779637	1	Gold
EMEA	532054	2	Gold
Canada	521494	3	Silver
APAC	495414	4	Bronze
LATAM	328795	5	Newbie

REGION LEADERBOARD BY TOTAL APP INSTALLS

Region	Numbers	Rank	Tier
US	1570513	1	Gold
EMEA	1130669	2	Gold
Canada	1096771	3	Silver
APAC	1079303	4	Bronze
LATAM	592583	5	Newbie

REGION LEADERBOARD BY USER SIGN UPS

Region	Numbers	Rank	Tier
US	1027353	1	Gold
APAC	717416	2	Gold
Canada	705483	3	Silver
EMEA	665127	4	Bronze
LATAM	327275	5	Newbie

REGION LEADERBOARD BY AVERAGE TIME SPENT

Region	Numbers	Rank	Tier
Canada	102.69	1	Gold
LATAM	98.15	2	Gold
APAC	96.14	3	Silver
US	96.10	4	Bronze
EMEA	95.44	5	Newbie

REGION LEADERBOARD BY NUMBER OF TRANSACTIONS

Region	Numbers	Rank	Tier
US	419375	1	Gold
EMEA	279146	2	Gold
Canada	271036	3	Silver
APAC	269109	4	Bronze
LATAM	152005	5	Newbie

REGION LEADERBOARD BY TOTAL APP UNINSTALLS

Region	Numbers	Rank	Tier
LATAM	4844	1	Gold
Canada	7529	2	Gold
EMEA	7601	3	Silver
APAC	7839	4	Bronze
US	11356	5	Newbie

REGION LEADERBOARD BY NUMBER OF APP CRASHES

Region	Numbers	Rank	Tier
US	14352	1	Gold
Canada	16183	2	Gold
EMEA	17655	3	Silver
APAC	17818	4	Bronze
LATAM	49740	5	Newbie

INSIGHTS

USER ENGAGEMENT (DAUS & TIME SPENT)

1. US leads in DAUs (779,637), but ranks 4th in time spent (96.10 mins). This suggests high activity but potentially lower session depth.
2. Canada ranks highest in Avg. Time Spent (102.69 mins), indicating deeper user engagement despite being 3rd in DAUs.
3. LATAM shows strong time spent (98.15 mins) despite being last in DAUs, signaling loyalty among active users.

Opportunity: The US can implement engagement boosters to increase session duration, while LATAM needs DAU growth strategies.

GROWTH & RETENTION (INSTALLS, SIGN-UPS, UNINSTALLS)

1. US leads in installs (1,570,513) and sign-ups (1,027,353), confirming its strong acquisition pipeline.
2. APAC ranks 2nd in sign-ups but 4th in installs, meaning it converts installs to sign-ups effectively.
3. LATAM has the lowest installs (592,583) but also leads in uninstalls (4,844), suggesting high churn risk.

Opportunity: APAC's onboarding process could be optimized for higher conversion, while LATAM needs a retention strategy.

TRANSACTION ACTIVITY

1. US ranks 1st in transactions (419,375), matching its high DAUs.
2. Canada and APAC have similar transaction volumes (~270K), despite Canada having fewer DAUs.
3. LATAM lags in transactions (152,005), signaling lower monetization per user.

Opportunity: LATAM could implement localized promotions to boost transactions, while Canada and APAC should focus on in-app purchase incentives.

APP STABILITY (CRASHES & UNINSTALLS)

1. LATAM has the highest crashes (49,740), which may contribute to its high uninstall rate.
2. Canada and EMEA have moderate crash numbers but lower uninstalls, suggesting user tolerance.
3. The US has the highest uninstalls (11,356) despite ranking 1st in DAUs.

Opportunity: LATAM needs urgent app stability improvements, while the US should analyze uninstall drivers.

SUMMARY RECOMMENDATIONS

USER ENGAGEMENT ANALYSIS

Insights	Recommendations
Short-Term Decline (September): DAUs is expected to dip by 5%, likely due to post-launch fatigue or seasonal engagement shifts. Avg time spent will see a minor decrease (-0.4%), indicating stable but slightly reduced user activity.	Mitigate September Decline: Implement re-engagement campaigns such as personalized push notifications and email outreach to retain users and counter the expected drop.
Mid-Term Recovery (October): DAU is forecasted to recover by 4%, suggesting a potential re-engagement of users. Avg time spent is predicted to stabilize.	Strengthen October Recovery: Leverage promotions and in-app incentives to maintain user growth momentum and increase engagement.
Long-Term Risk (November): DAU is forecasted to drop by 10%, signaling a potential retention risk. However, avg time spent is expected to remain steady, indicating engagement levels among active users.	Address November Retention Risk: Introduce loyalty rewards or exclusive features to encourage long-term engagement and reduce churn.

Engagement Stability: While DAU fluctuates, avg time spent remains relatively stable, indicating a committed user base.	Enhance User Experience: Improve app performance, content, and usability based on user feedback to sustain engagement and increase retention rates.
Ongoing Monitoring Needed: Predictive trends highlight potential fluctuations requiring real-time adjustments.	Monitor Trends Closely: Conduct weekly DAU trend analysis to assess the impact of interventions and adjust strategies accordingly.

GROWTH AND RETENTION ANALYSIS

Forecast Period	Key Insight	Recommended Action
September (Short-Term Challenge)	A slight decline in installs (-1%) and a bigger drop in sign-ups (-6%), while uninstalls decrease (-3%), meaning fewer new users are joining, but retention is stable.	Launch a user acquisition boost campaign to counteract the slowdown. Leverage app store optimizations, targeted ads, and referral programs to attract new users.
October (Mid-Term Recovery Phase)	A 4% rebound in installs and 3% growth in sign-ups, but a slight rise in uninstalls (+3%) suggests that while new users are joining, some may be dropping off early.	Enhance in-app engagement with personalized content and exclusive features to keep new users active.
November (Long-Term Risk Period)	A sharp decline in installs (-10%) and sign-ups (-9%), signaling a major slowdown in user acquisition. However, uninstalls also drop (-10%), meaning retention efforts are working, but new users aren't coming in fast enough.	<p>Strengthen brand visibility and long-term growth efforts by expanding influencer partnerships and leveraging social media marketing.</p> <p>Re-engage dormant users by launching targeted email and push notification campaigns to bring back those who signed up but stopped using the app.</p>

TRANSACTIONS VOLUME AND APP STABILITY

Forecast Period	Key Focus	Recommended Action
September (Short-Term Concern)	Prevent transaction drop while maintaining crash reduction.	Prioritize app performance optimizations to prevent further transaction losses. Conduct real-time monitoring to address stability issues before they affect engagement.
October (Mid-Term Recovery)	Manage increased transactions without compromising stability.	Implement progressive server scaling and crash diagnostics to ensure smooth performance as user activity increases.
November (Long-Term Risk)	Retain users and sustain transaction levels.	Re-engagement campaigns to boost transactions, alongside a full-scale performance audit to ensure long-term stability and prevent future crashes.

TRANSACTIONS VOLUME AND APP STABILITY REGION LEADERBOARD

Focus Area	Key Action
Increase US Session Duration	Push content recommendations & gamification features.
Grow LATAM DAUs	Regionalized campaigns & incentives for new users.
Reduce LATAM Churn	Stability fixes & engagement programs.
Boost APAC Transactions	Targeted in-app monetization offers.
Optimize US Uninstall Rate	Run exit surveys & enhance user onboarding.

CONCLUSION

In conclusion Marketing efforts have proven to be effective for the months of June, July and August.

While this is true, we need to anticipate minor declines in September, partial recovery and rebounds in October from the declines in September , and further declines in November

We can prepare for the decline in September by

- Implement re-engagement campaigns such as personalized push notifications and email outreach to retain users and counter the expected drop.
- Launch a user acquisition boost campaign to counteract the slowdown. Leverage app store optimizations, targeted ads, and referral programs to attract new users
- Prioritize app performance optimizations to prevent further transaction losses. Conduct real-time monitoring to address stability issues before they affect engagement.

We can prepare to boost rebounds in October by

- Leverage promotions and in-app incentives to maintain user growth momentum and increase engagement.
- Enhance in-app engagement with personalized content and exclusive features to keep new users active.
- Implement progressive server scaling and crash diagnostics to ensure smooth performance as user activity increases.

We should brace ourselves for the declines in November by

- Introduce loyalty rewards or exclusive features to encourage long-term engagement and reduce churn.
- Strengthen brand visibility and long-term growth efforts by expanding influencer partnerships and leveraging social media marketing.
- Re-engage dormant users by launching targeted email and push notification campaigns to bring back those who signed up but stopped using the app.
- Re-engagement campaigns to boost transactions, alongside a full-scale performance audit to ensure long-term stability and prevent future crashes.

Finally there are some opportunities in the regional performances

- The US can implement engagement boosters to increase session duration, while LATAM needs DAU growth strategies.
- APAC's onboarding process could be optimized for higher conversion, while LATAM needs a retention strategy.
- LATAM could implement localized promotions to boost transactions, while Canada and APAC should focus on in-app purchase incentives
- LATAM needs urgent app stability improvements