

Users

23K

New users

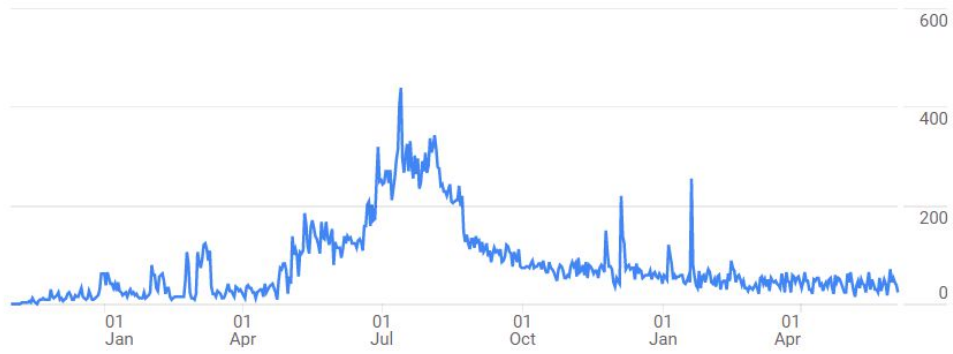
23K

Average engagement time ?

5m 31s

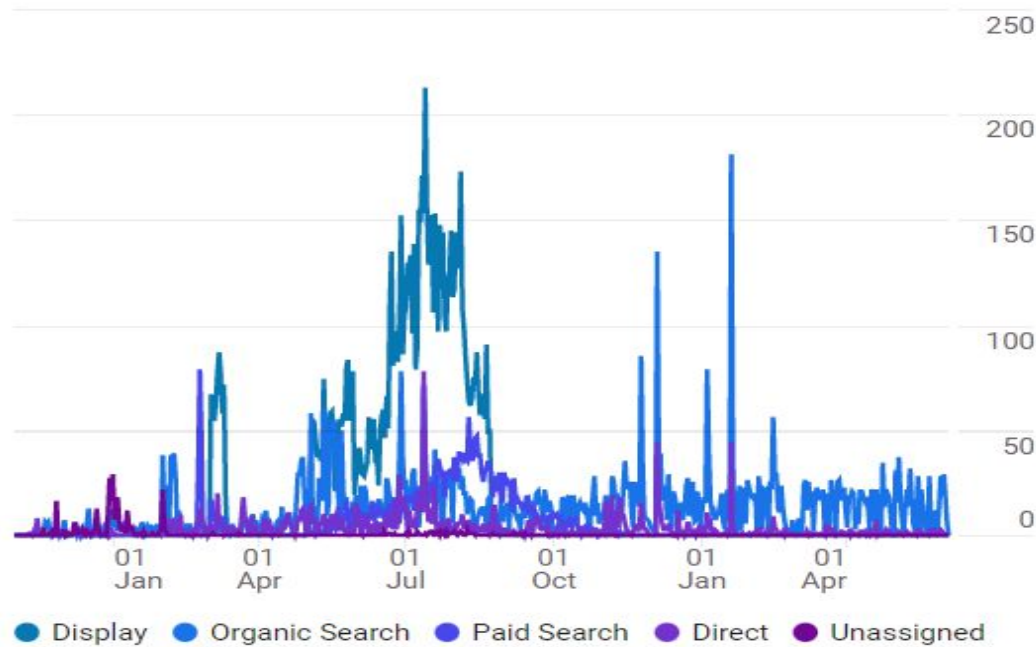
Total revenue ?

₹0.00



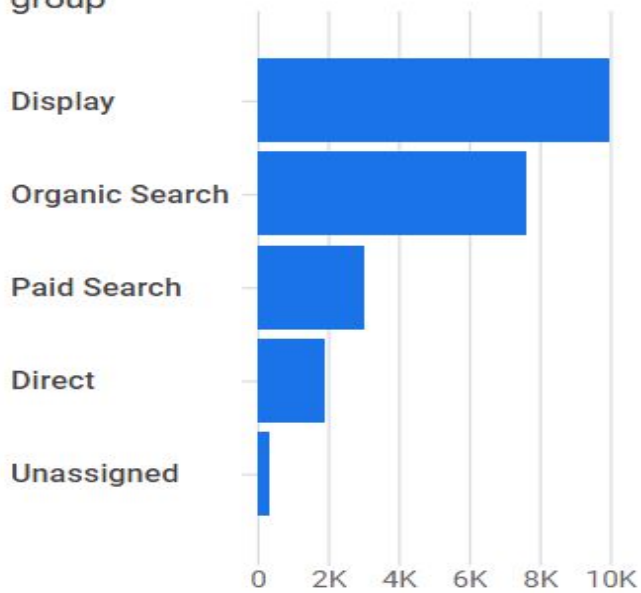
First user default channel group	New users	Engaged sessions	Engagement rate
Display	9957	12008	0.544457
Organic Search	7652	18141	0.81368
Paid Search	3025	4408	0.474284
Direct	1903	4975	0.318808
Unassigned	325	1619	0.813159
Organic Social	10	13	0.722222

New users by First user default channel group over time



Engaged sessions per user	Average engagement time	Event count	Conversions
1.206107	58.86209	204820	37434
2.367041	534.3128	770710	109801
1.458154	102.2378	81997	14770
2.261364	1128.881	227434	31093
4.981538	798.3415	33320	789
1.3	145.3	248	27

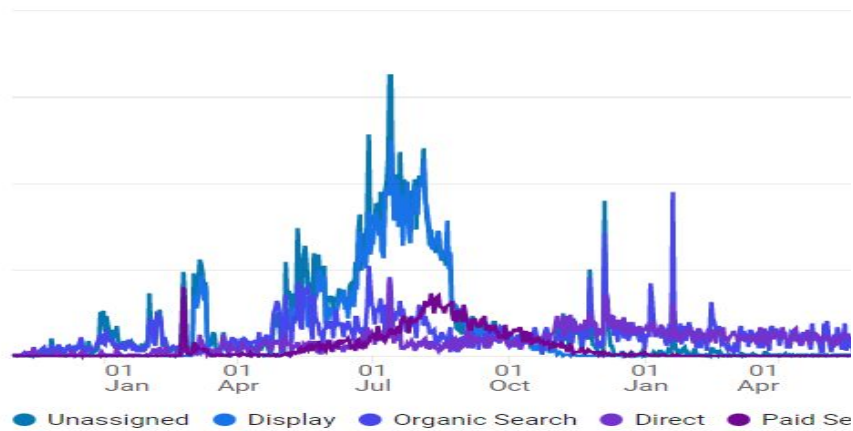
New users by First user default channel group



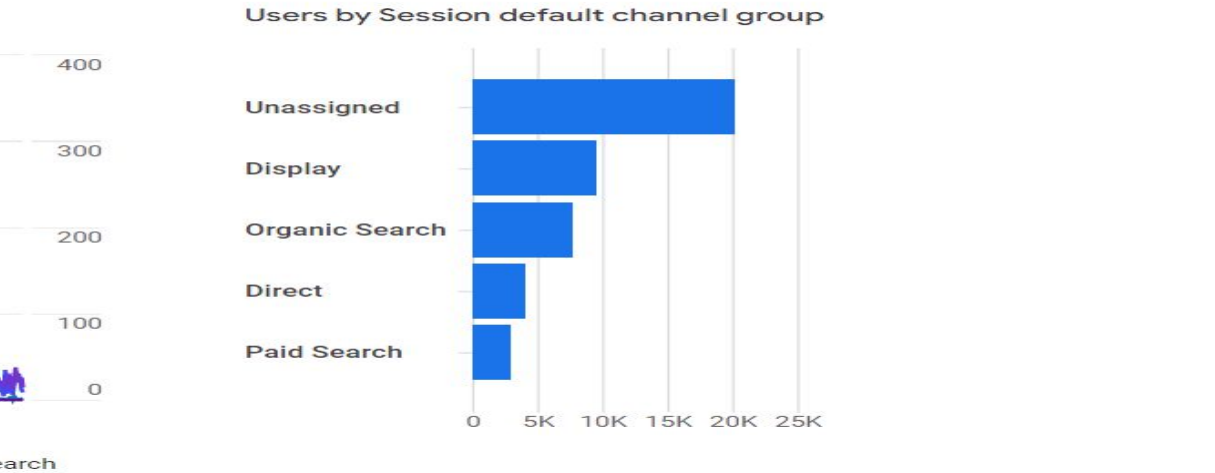
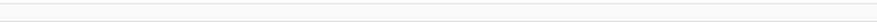
Total revenue
0
0
0
0
0
0

Session default channel group	Users	Sessions	Engaged sessions
Unassigned	20263	13448	1481
Display	9613	18292	10613
Organic Search	7689	21241	17814
Direct	4042	13220	7649
Paid Search	2909	6788	3452
Organic Social	11	16	12

Users by Session default channel group over time



Average engagement time per session	Engaged sessions per user	Events per session
34.11704	0.073089	18.02313
28.52198	1.104026	9.06932
195.9434	2.316816	29.30229
177.1706	1.89238	17.13585
36.65321	1.186662	8.989982
60.0625	1.090909	18



earch

Engagement rate	Event count	Conversions	Total revenue
0.110128	242375	114161	0
0.580199	165896	20031	0
0.838661	622410	33612	0
0.578593	226536	18496	0
0.508544	61024	7595	0
0.75	288	19	0

Event name	Event count	Total users	Event count per user
screen view	694729	23254	30.86587
notification receive	125146	1700	138.8968
user engagement	124836	22699	5.62223
notification dismiss	70128	1369	144
session start	61163	23226	3.121357
first open	22872	23059	0.99189
app remove	18080	18030	4.037517
Promilo login	12719	6174	2.068803
Promilo feeds	7942	1837	4.323353
Promilo login	7449	3517	2.130721
Promilo feeds	6240	1045	5.988484
Promilo my rewards screen	5863	884	6.632353
Promilo feeds	5629	1146	4.911867
Promilo feeds	5495	1376	3.996364
Promilo login	5315	2263	2.35177
Promilo login	5258	2232	2.365272
Promilo feeds	5062	1187	4.264532
Promilo my rewards screen	4774	509	9.379175
Promilomy rewards screen	4056	488	8.311475
Promilo storyboard	3914	2464	1.598856
Promilomy rewards screen	3623	370	9.791892
Promilo Event Enter Feed Page	3444	1799	1.914397
Promilo login	3034	1561	1.944872
Promilo storyboard	2814	1753	1.611684
Promilo my rewards screen	2757	371	7.431267
Promilo registration screen	2739	1445	1.895502
Promilo feeds	2600	710	3.661972
Promilomy rewards screen	2480	601	4.126456
Promilo video viewer screem	2356	1182	1.993232
Promiloregistration screen	2212	1697	1.303477
Promilo Event Reg With Google	2125	1046	2.031549
Promilo feeds	2104	450	4.675556
notificationforeground	2096	286	7.485714
PromilofeedDetails	1940	434	4.470046
PromilofeedDetails	1915	354	5.409605
Promilootp screen	1865	892	2.090807
Promilootp screen	1827	1116	1.637097
Promilootp screen	1744	857	2.035006
PromiloEvent Submit OTP Mobile	1669	927	1.800431
PromiloEvent Enter Feed Page	1648	1302	1.265745
PromiloEvent Enter Feed Page	1622	982	1.651731
Promiloregistration screen	1576	1166	1.35279
Promilo feedDetails	1567	386	4.059585
Promilo my rewards screen	1494	242	6.173554

Promilo Event Enter Feed Page	1485	1144	1.298077
PromiloEvent Verify Code Mobile	1472	1035	1.422222
PromilofeedDetails	1456	375	3.882667
PromiloEvent Submit OTP Mobile	1455	712	2.052186
PromiloEvent Verify Code Mobile	1438	814	1.766585
PromiloEvent Log With Mobile	1370	977	1.403689
PromiloEvent Log With Mobile	1307	756	1.728836
Promilovideo tutorial view	1287	1164	1.10567
Promilo login	1266	516	2.458252
Promilo registration screen	1216	968	1.256198
Promilo login	1161	782	1.484655
Promilo otp screen	1112	582	1.910653
Promilo feedDetails	1070	303	3.531353
PromiloEvent Reg With Google	1011	863	1.174216
Promilo storyboard	1006	837	1.21059
Promiloresume builder	996	417	2.388489
Promilo video tutorial view	989	874	1.131579
Promilo Event Verify Code Mobile	946	579	1.633851
Promilomy meetings screen	927	152	6.098684
Promilo otp screen	907	471	1.92569
Promilo Event Log With Mobile	847	528	1.604167
Promilo Event Submit OTP Mobile	839	511	1.641879
Promilo Event Enter Feed Page	814	695	1.171223
Promilo Event Enter Feed Page	796	417	1.908873
Promilomy interests screen	794	163	4.871166
Promilo storyboard	767	545	1.415129
Promilo otp screen	736	291	2.52921
Promilo Event Verify Code Mobile	723	467	1.54818
Promiloresume builder	722	339	2.129794
Promilo Event Log With Google	711	553	1.285714
appcleardata	708	319	4.751678
notificationopen	707	348	2.897541
Promilo Event Reg With Google	703	619	1.135703
osupdate	699	660	2.82996
Promiloresume builder	690	336	2.053571
Promilo Event Log With Mobile	682	442	1.542986
Promilonotification store	672	278	2.417266
Promilo Event Submit OTP Mobile	662	423	1.565012
PromiloEvent Reg With Google	653	539	1.211503
Promilo resume builder	650	302	2.152318
Promilo registration screen	632	403	1.568238
PromiloEvent Submit Email SL	630	137	4.59854
Promilonotification store	621	207	3
PromiloEvent error code	620	215	2.897196
Promilo feedDetails	608	168	3.619048
Promilomy meetings screen	606	124	4.887097

Promilodashboard	596	173	3.445087
Promilo registration screen	557	494	1.12753
Promilo Event Verify Code Mobile	545	290	1.87931
PromilomyProfile mediator	540	266	2.037736
PromilomyProfile mediator	514	238	2.159664
Promilo resume builder	493	238	2.071429
PromiloEvent error code	493	144	3.447552
Promilo video viewer screem	468	432	1.083333
Promilo Event Log With Mobile	462	250	1.848
Promilomy interests screen	451	164	2.75
Promilo feedDetails	441	140	3.15
Promilomy profile learners	439	137	3.20438
Promilo video viewer screem	434	319	1.360502
Promilonotification store	420	210	2
Promilo Event Submit OTP Mobile	416	246	1.691057
PromilomyProfile mediator	416	222	1.873874
Promilo dashboard	408	148	2.756757
Promilo Event Reg With Google	396	360	1.1
PromiloEvent Reg With Facebook	388	322	1.204969
Promilo resume builder	373	153	2.437908
Promilo myProfile mediator	373	223	1.672646
Promilocampaign interest	360	74	4.864865
PromiloEvent Verify Code Email	355	185	1.918919
Promilo notification store	353	208	1.697115
Promilodashboard	351	182	1.928571
Promilomy meetings screen	344	102	3.372549
Promilomy profile learners	317	95	3.336842
Promilo notification store	309	196	1.576531
PromiloEvent Verify Code Email	301	166	1.813253
Promilo my profile learners	298	116	2.568966
Promilo myProfile mediator	290	188	1.542553
Promilo my profile learners	288	119	2.420168
Promilo Event Log With Google	285	214	1.331776
Promilocalculator intro	280	182	1.538462
Promilo dashboard	277	113	2.451327
Promilo my meetings screen	268	79	3.392405
Promilo myProfile mediator	261	127	2.055118
Promilo Event Reg With Google	261	192	1.359375
Promilomy interests screen	259	112	2.3125
Promilo Event Log With Google	257	245	1.04898
Promilo otp screen	256	178	1.438202
Promilomy profile learners	245	95	2.578947
Promilo my interests screen	233	130	1.792308
Promilo Event Verify Code Mobile	230	178	1.292135
Promilo dashboard	227	102	2.22549
Promilo Event Log With Mobile	222	171	1.298246

Promilo notification store	221	126	1.753968
Promilodashboard	221	109	2.027523
Promilo Event Submit OTP Mobile	219	165	1.327273
PromiloEvent Submit Email SL	218	127	1.716535
PromiloEvent Reg With Facebook	199	169	1.177515
Promilo my interests screen	195	112	1.741071
Promilo Event Verify Code Email	191	109	1.752294
Promilomy profile professional	190	69	2.753623
Promilo my meetings screen	190	83	2.289157
Promilocalculator intro	186	139	1.338129
Promilo Event Verify Code Email	184	61	3.016393
Promilo my profile learners	169	65	2.6
Promilo Event Verify Code Email	166	104	1.596154
PromiloEvent Log With Google	166	76	2.184211
Promilo calculator intro	165	109	1.513761
Promilo discovery screen	165	115	1.434783
Promilocalculator intro	164	130	1.261538
PromiloEvent Log With Google	154	84	1.855422
Promilo Event Submit Email SL	153	94	1.62766
Promilo discovery screen	153	60	2.55
Promilo my interests screen	139	81	1.716049
Promilocampaign meeting	136	25	5.44
Promilo resume builder	135	76	1.776316
Promilofeeds	135	15	9
Promilomy profile others	134	37	3.621622
Promilocalculator one	132	99	1.333333
Promilo campaign interest	131	29	4.517241
appupdate	129	119	2.529412
Promilo notification store	128	86	1.488372
Promilocampaign interest	122	37	3.297297
Promilo my meetings screen	120	57	2.105263
Promilo discovery screen	115	8	14.375
Promilo dashboard	108	35	3.085714
Promilo Event Submit Email SL	102	90	1.133333
PromiloEvent Submit MobileNew	99	67	1.477612
appexception	99	66	1.546875
Promilo calculator intro	98	77	1.272727
Promilo Event Submit MobileNew	93	60	1.55
Promilo Event error code	92	50	1.84
Promilocampaign interest	84	26	3.230769
Promilocalculator one	82	69	1.188406
Promiloresumebuilder	82	10	8.2
PromiloEvent Submit MobileNew	81	55	1.472727
Promilo myProfile mediator	79	53	1.490566
Promilo feeds	78	26	3
Promilo Event Log With Google	77	53	1.45283

Promilo feedDetails	71	20	3.55
Promilo calculator one	71	56	1.267857
Promilocalculator one	69	60	1.15
Promilo Event Submit MobileNew	67	47	1.425532
Promilo my meetings screen	65	38	1.710526
Promilo Event Submit Email SL	64	51	1.254902
Promilo calculator one	63	45	1.4
Promilo login	61	42	1.452381
Promilo video viewer screem	59	11	5.363636
Promilo feedDetails	59	10	5.9
Promilo calculator intro	56	42	1.333333
Promilo my interests screen	56	33	1.69697
Promilo Event error code	53	27	1.962963
Promilo discovery screen	53	43	1.232558
Promilocalculator two	48	40	1.2
Promilo storyboard	47	40	1.175
Promilo campaign interest	46	12	3.833333
Promilomy profile professional	46	22	2.090909
Promilologin	45	8	5.625
Promilo login	44	6	7.333333
Promilo feeds	43	6	7.166667
Promilo calculator one	43	31	1.387097
Promilo Event Submit MobileNew	39	7	5.571429
Promilocalculator two	38	32	1.1875
Promilostoryboard	38	8	4.75
Promilo otp screen	36	6	6
Promilo campaign interest	36	10	3.6
Promilo my profile learners	36	14	2.571429
Promilocalculator two	36	31	1.16129
Promilo Event Submit OTP Mobile	35	24	1.458333
Promilo otp screen	35	24	1.458333
Promilo Event Submit MobileNew	35	29	1.206897
PromiloEvent error code	35	20	1.75
Promilo Event Log With Mobile	34	24	1.416667
Promilo Event Verify Code Mobile	34	24	1.416667
Promilo Event error code	34	17	2
Promilo calculator intro	34	29	1.172414
Promilo Event Enter Feed Page	32	24	1.333333
Promilo calculator two	32	26	1.230769
Promilologin	32	16	2
Promilo my meetings screen	29	15	1.933333
Promilo Event Reg With Facebook	29	25	1.16
Promilo feeds	29	5	5.8
Promilo Event Log With Mobile	28	6	4.666667
Promilo Event Submit OTP Mobile	28	6	4.666667
Promilo Event Verify Code Mobile	28	6	4.666667

Promilo Event Reg With Facebook	28	21	1.333333
Promilo calculator two	28	24	1.166667
Promilomy profile others	27	10	2.7
Promilomy profile others	27	11	2.454545
Promilo Event Enter Feed Page	26	6	4.333333
Promilo Event Verify Code Email	26	20	1.3
PromiloEventLog With Mobile	25	16	1.5625
PromiloEventSubmit OTP Mobile	25	15	1.666667
PromiloEventVerify Code Mobile	25	16	1.5625
Promilootpscreen	25	16	1.5625
Promilo storyboard	24	6	4
Promilo Event error code	24	3	8
PromiloEventEnter Feed Page	24	15	1.6
PromiloEvent Log With Facebook	23	11	2.090909
PromiloEvent error code	22	5	4.4
Promilodashboard	22	1	22
Promilo my profile professional	20	10	2
Promilo Event SignUp Apple ID	18	15	1.2
Promilo Event Submit Email SL	18	18	1
Promilo calculator two	17	14	1.214286
Promilomyinterests screen	17	5	3.4
Promilomymeetings screen	17	7	2.428571
Promilostoryboard	17	17	1.0625
Promilo Event error code	16	4	4
Promilo my profile professional	16	3	5.333333
Promilostoryboard	16	13	1.230769
Promilo campaign interest	15	11	1.363636
Promilo Event error code	15	12	1.25
PromiloEvent error code	15	8	1.875
Promilo myProfile mediator	14	2	7
Promilomy meetings screen	14	4	3.5
Promilomy profile professional	13	10	1.3
Promilonotificationstore	13	4	3.25
Promilo my profile professional	12	2	6
Promilo campaign interest	12	6	2
Promilodashboard	12	4	3
Promilomyprofile professional	12	4	3
Promilo resume builder	10	5	2
PromilofeedDetails	10	3	3.333333
Promilomy interests screen	10	4	2.5
Promilomy profile professional	10	2	5
Promilo calculator one	9	8	1.125
Promilocampaign meeting	9	9	1
PromiloEvent Log With Mobile	9	6	1.5
PromiloEvent Verify Code Mobile	9	6	1.5
Promilootp screen	9	6	1.5

Promilo Event Verify Code Email	8	2	4
Promilo my interests screen	8	3	2.666667
Promilo my meetings screen	8	4	2
Promilo registration screen	8	3	2.666667
Promilo video tutorial view	8	3	2.666667
Promilo my profile professional	8	5	1.6
Promilo login	7	6	1.166667
Promilo feedDetails	7	2	3.5
Promilo Event Log With Facebook	7	4	1.75
PromiloEvent Submit OTP Mobile	7	5	1.4
Promilomy rewards screen	7	4	1.75
Promilo notification store	6	3	2
Promilo storyboard	6	6	1
Promilo my profile others	6	4	1.5
Promilo Event error code	6	3	2
PromiloEvent Enter Feed Page	6	5	1.2
Promilo Event error code	5	5	1
Promilo Event Reg With Facebook	5	5	1
Promilo Event Reg With Facebook	5	3	1.666667
PromiloEvent Log With Facebook	5	5	1
Promilomyrewards screen	5	4	1.25
Promilo Event error code	4	4	1
Promilo calculator intro	4	3	1.333333
Promilo dashboard	4	3	1.333333
Promilo my profile others	4	1	4
Promilo Event error code	4	4	1
Promilo calculator two	4	3	1.333333
Promilo my profile others	4	2	2
PromiloEvent error code	4	3	1.333333
Promilocalculatorintro	4	2	2
Promilocampaigninterest	4	3	1.333333
Promilovideotutorial view	4	1	4
Promilo my interests screen	3	3	1
Promilo my rewards screen	3	2	1.5
Promilo Log With Mobile	3	1	3
Promilo Enter Feed Page	3	1	3
Promilo Verify Code Mobile	3	1	3
Promilo Event Log With Facebook	3	3	1
Promilo Event error code	3	3	1
Promilo my profile others	3	2	1.5
Promilonotification store	3	2	1.5
Promilocalculatorone	3	1	3
mymeetingsscreen	3	2	1.5
Promilo my profile learners	2	1	2
Promilo my profile professional	2	2	1
Promilo video tutorial view	2	2	1

Promilo Event Submit Email SL	2	2	1
Promilo Event error code	2	1	2
Promilo my profile learners	2	1	2
Promilo Event error code	2	2	1
Promilo campaign meeting	2	1	2
Promilo Enter Feed Page	2	1	2
Promilo Submit OTP Mobile	2	1	2
Promilo Submit OTP Mobile	2	1	2
Promilo Event Log With Facebook	2	2	1
Promilo campaign meeting	2	2	1
Promilo Verify Code Mobile	2	1	2
Promilo Log With Mobile	2	1	2
Promilo	2	1	2
PromilomyProfile mediator	2	1	2
Promilomyprofile learners	2	1	2
myrewardsscreen	2	1	2
Promilomy needs screen	1	1	1
Promilo Event Submit Email SL	1	1	1
Promilo Event Verify Code Email	1	1	1
Promilo calculator one	1	1	1
Promilo myProfile mediator	1	1	1
Promilo registration screen	1	1	1
Promilo Submit OTP Mobile	1	1	1
Promilo Submit OTP Mobile	1	1	1
Promilo Verify Code Mobile	1	1	1
Promilo Reg With Google	1	1	1
Promilo Event error code	1	1	1
Promilo calculator intro	1	1	1
Promilo my profile professional	1	1	1
Promilo resume builder	1	1	1
Promilo Log With Google	1	1	1
Promilo Log With Google	1	1	0
Promilo Event SignUp Apple ID	1	1	1
Promilo Log With Mobile	1	1	1
Promilo Submit OTP Mobile	1	1	1
Promilo Log With Mobile	1	1	1
Promilo Event error code	1	1	1
Promilo my profile others	1	1	1
Promilo Log With Google	1	1	1
Promilo Log With Facebook	1	1	1
Promilo Enter Feed Page	1	1	1
Promilo Verify Code Mobile	1	1	1
Promilo Enter Feed Page	1	1	1
Promilo Event error code	1	1	1
Promilo Log With Mobile	1	1	1
Promilo Verify Code Mobile	1	1	1

Promilo campaign meeting	1	1	1
Promilo Event SignUp Apple ID	1	1	1
Promilo story board	1	1	1
Promilo Event error code	1	1	1
Promilo my profile others	1	1	1
Promilo Event error code	1	1	1
Promilo calculator two	1	1	1
Promilo myPro file mediator	1	1	1
Promilo feeds	1	1	1
feeds	1	1	1
my interests screen	1	1	1

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

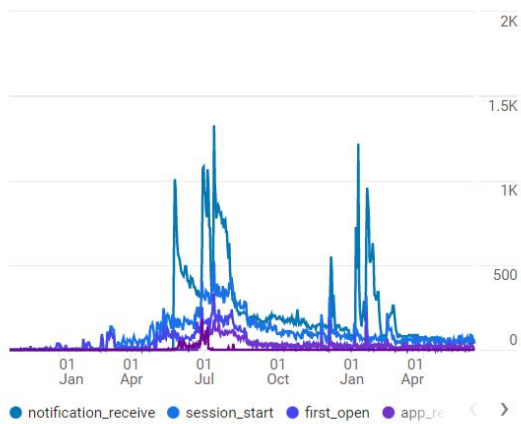
[illegible]

[illegible]

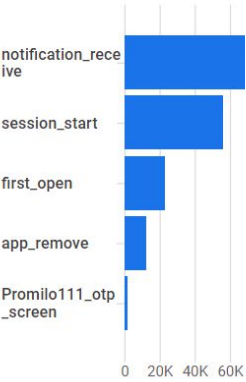
[illegible]

Event name	Conversions	Total users	Total revenue
notification receive	94890	1311	0
session start	56203	21674	0
first open	22872	23059	0
app remove	12468	12538	0
Promilo otp screen	1738	855	0
Promilo Event Enter Feed Page	1594	969	0
Promilo login	1458	603	0
Promilo feeds	683	185	0
os update	672	634	0
notification open	569	308	0
Promilo feedDetails	195	67	0
Promilo my meetings screen	136	20	0
Promilo otp screen	128	90	0
Promilo resume builder	127	66	0
Promilo my interests screen	117	23	0
Promilo dashboard	23	16	0
Promilo my profile learners	21	10	0
Promilo campaign interest	20	10	0

Conversions by Event name over time



Conversions by Event name

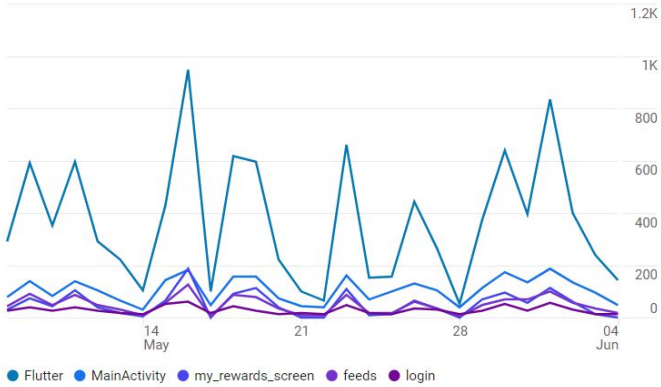




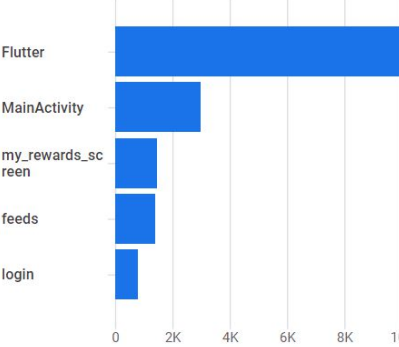
: 80K 100K

Page path and screen class	Views	Users	Views per user
Flutter	156708	8726	17.95874
MainActivity	44326	8978	4.93718
feeds	18514	4358	4.248279
login	16883	7291	2.315595
my rewards screen	15381	2045	7.521271
storyboard	8189	5244	1.561594
SignInHubActivity	6650	3778	1.760191
registration screen	5501	3566	1.542625
feedDetails	3971	1047	3.792741
otp screen	3291	1678	1.961263
video viewer screem	2880	1521	1.893491
FacebookActivity	2299	675	3.405926
resume builder	1781	828	2.150966
CustomTabMainActivity	1301	193	6.740933
notification store	1062	648	1.638889
dashboard	1058	411	2.574209
myProfile mediator	1056	600	1.76
WebViewActivity	878	490	1.791837
video tutorial view	835	722	1.15651
my profile learners	804	321	2.504673
FlutterViewController	758	155	4.890323
my meetings screen	715	273	2.619048
my interests screen	688	375	1.834667
discovery screen	486	225	2.16
calculator intro	388	281	1.380783
campaign interest	244	58	4.206897
calculator one	199	151	1.317881
UIActivityViewSuccessController	99	18	5.5
UIActivityContentViewController	97	17	5.705882
calculator two	88	73	1.205479
SFAuthenticationViewController	76	45	1.688889
my profile professional	67	23	2.913043
CustomTabActivity	35	24	1.458333
SFSafariViewController	34	21	1.619048
CheckoutActivity	24	3	8
my profile others	20	12	1.666667
PHPickerViewController	13	10	1.3
SLComposeViewController	6	4	1.5
campaign meeting	4	3	1.333333
CAMImagePickerCameraViewController	2	2	1
UIAlertController	2	2	1
(not set)	0	9145	0

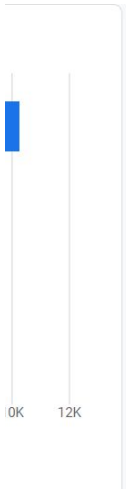
Views by Page path and screen class over time



Views by Page path and screen class



Average engagement time	Event count	Conversions	Total revenue
83.41222	203901	328	0
78.29216	53374	101	0
61.60005	37628	253	0
34.88177	40772	435	0
94.17995	32910	5	0
5.341152	15676	115	0
0.003176	6653	0	0
45.07572	13496	136	0
69.31614	7820	84	0
46.86472	10833	32	0
28.12097	5256	31	0
0.524444	2310	0	0
118.0435	3776	17	0
0.005181	1302	0	0
10.13735	1971	0	0
38.11436	2279	4	0
57.02	2276	4	0
105.8061	1321	2	0
36.30332	1662	2	0
127.7227	1856	4	0
15.62581	1060	18	0
45.76557	1480	15	0
29.18933	1340	7	0
70.23556	890	7	0
6.391459	680	0	0
42.37931	459	0	0
41.01325	387	0	0
0.111111	101	0	0
32.41176	177	0	0
9.287671	158	0	0
12.2	161	0	0
184.087	143	0	0
1.666667	36	0	0
46.85714	74	0	0
304.3333	26	0	0
123.8333	49	1	0
9.5	27	0	0
15.25	13	0	0
14.33333	7	0	0
7.5	4	0	0
1	4	0	0
0.001093	109189	88518	0

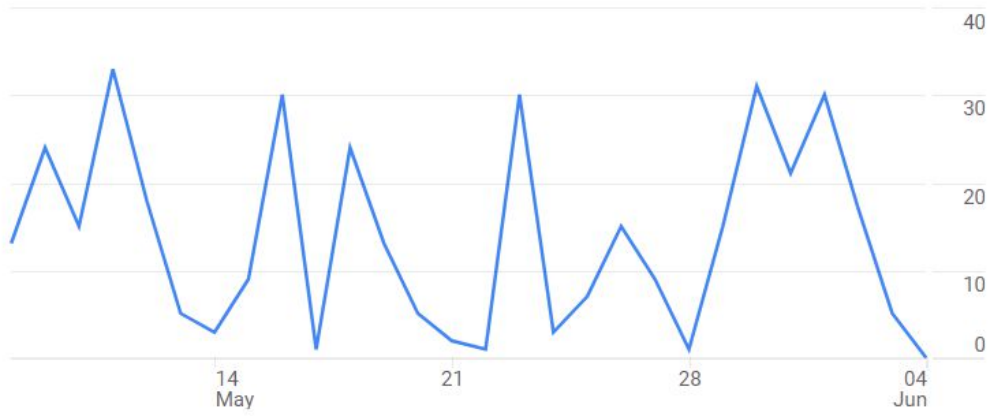


New users

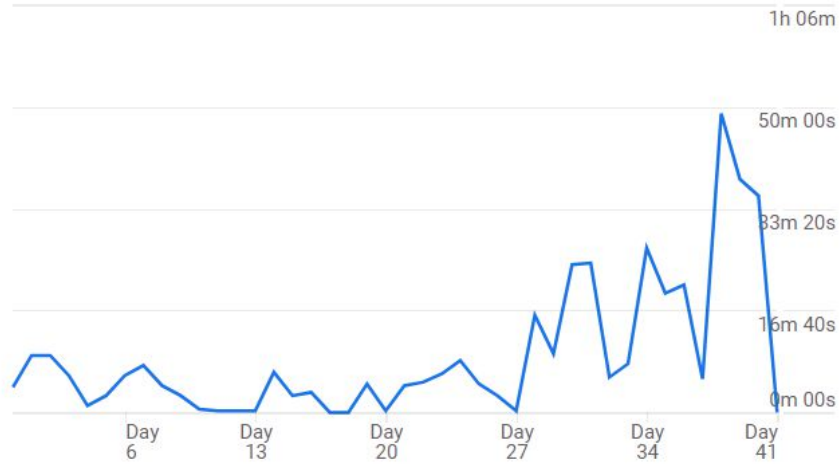
380

Returning users

513

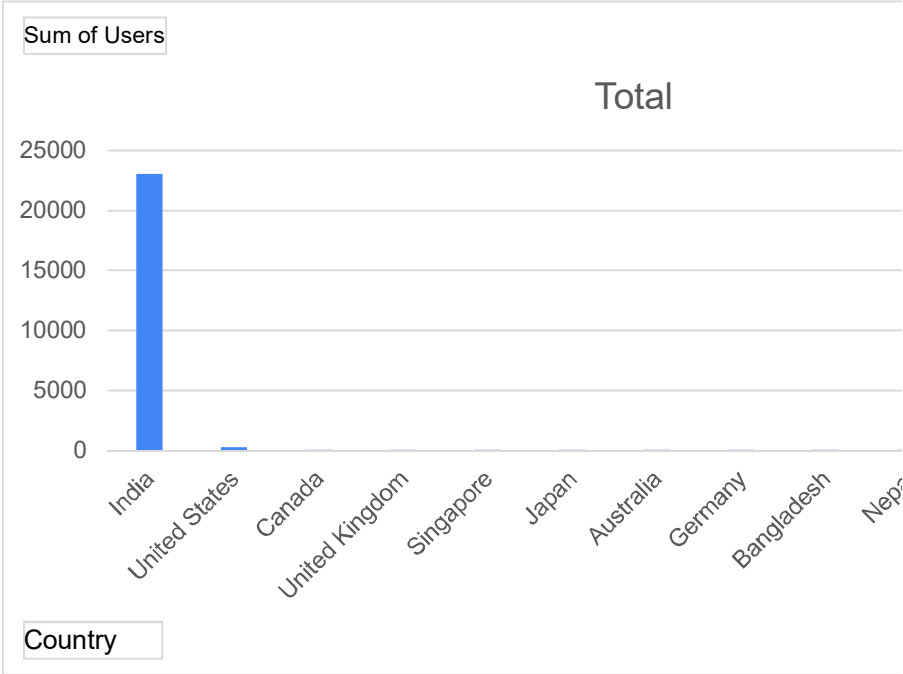


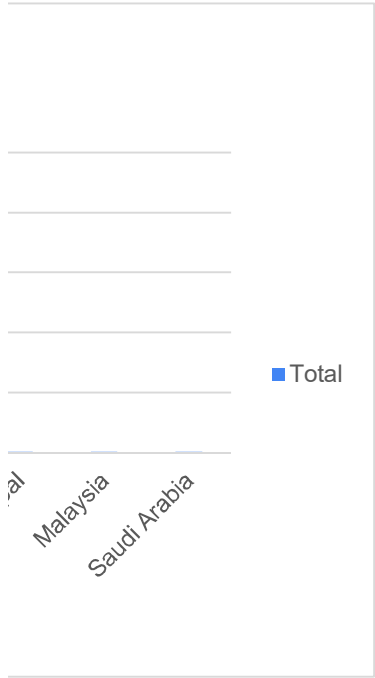
User engagement



Last 42 days ending Jun 4

Row Labels	Sum of Users
India	23024
United States	272
Canada	37
United Kingdom	20
Singapore	17
Japan	11
Australia	10
Germany	7
Bangladesh	7
Nepal	7
Malaysia	7
Saudi Arabia	7
Grand Total	23426





Country	Users	New users	Engaged sessions	Engagement rate
India	23024	22528	41479	0.593626
United States	272	213	197	0.491272
Canada	37	18	25	0.416667
United Kingdom	20	8	13	0.371429
Singapore	17	6	13	0.419355
Japan	11	6	11	0.55
Australia	10	7	8	0.5
Bangladesh	7	2	10	0.625
Germany	7	2	6	0.5
Malaysia	7	7	7	0.636364
Nepal	7	3	5	0.357143
Saudi Arabia	7	5	6	0.6
United Arab Emirates	5	3	3	0.3
Kuwait	4	3	5	0.833333
Myanmar (Burma)	3	2	8	0.533333
Qatar	3	2	3	0.6
China	2	2	4	1
Indonesia	2	1	2	1
Ireland	2	2	1	0.5
Italy	2	2	2	0.666667
Netherlands	2	2	2	0.666667
South Korea	2	0	4	0.444444
Switzerland	2	0	1	0.5
Afghanistan	1	1	1	1
Argentina	1	1	1	1
Bahamas	1	1	1	1
Dominican Republic	1	1	1	1
France	1	0	1	0.333333
Guernsey	1	1	1	1
Iran	1	0	0	0
Kyrgyzstan	1	1	1	1
Latvia	1	1	1	1
Norway	1	0	0	0
Oman	1	1	1	1
Panama	1	0	1	1
Romania	1	1	1	1
Russia	1	1	1	0.5
Serbia	1	1	1	1
Sweden	1	1	1	1
Czechia	0	0	0	0
Hungary	0	0	0	0
Kenya	0	0	0	0
Maldives	0	0	0	0
Pakistan	0	0	0	0

Sri Lanka	0	0	0	0
Ukraine	0	0	0	0

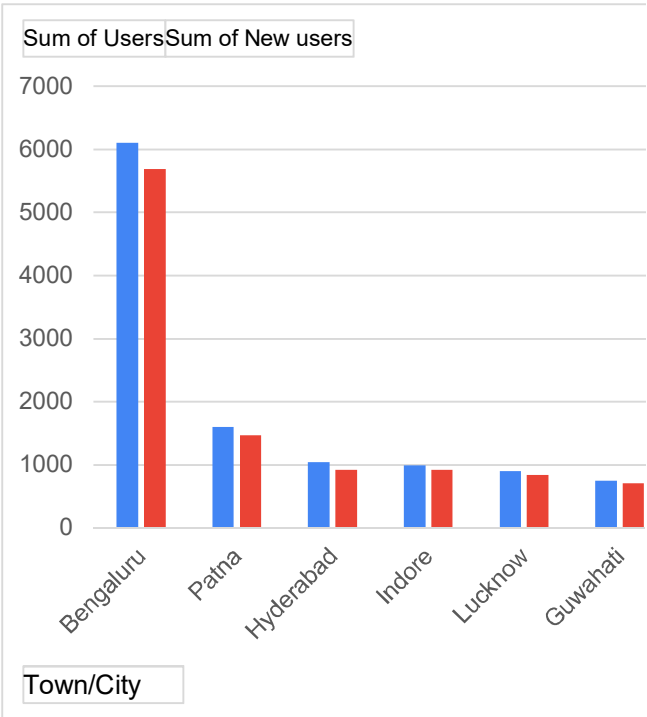
Engaged sessions per user	Average engagement time	Event count	Conversions
1.801555	334.8166	1312097	192766
0.724265	50.96324	3157	643
0.675676	43.21622	410	121
0.65	61.85	289	43
0.764706	70	299	29
1	51.45455	283	24
0.8	26.9	132	22
1.428571	49.85714	121	20
0.857143	15.42857	82	9
1	536	507	19
0.714286	13.85714	74	18
0.857143	25.28571	74	13
0.6	7.6	64	15
1.25	36.5	91	11
2.666667	47	142	16
1	20.66667	27	4
2	61	42	5
1	8.5	21	3
0.5	72	61	4
1	14.5	23	4
1	156.5	58	10
2	45	49	11
0.5	2	9	2
1	17	6	2
1	12	6	2
1	13	6	2
1	160	25	2
1	14	18	7
1	30	8	2
0	1	3	1
1	20	11	2
1	16	7	1
0	1	7	1
1	2	9	2
1	6	9	1
1	13	6	1
1	152	23	4
1	32	8	2
1	9	8	2
0	0	2	2
0	0	1	1
0	0	1	0
0	0	1	1
0	0	3	2

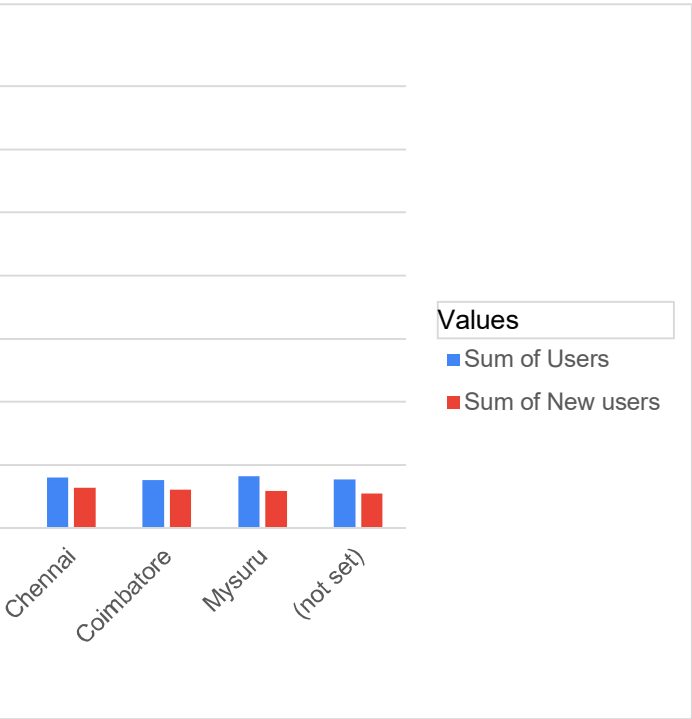
0	0	1	1
0	0	7	7

[illegible]

	0
	0

Row Labels	Sum of Users	Sum of New users
Bengaluru	6097	5685
Patna	1594	1467
Hyderabad	1038	920
Indore	983	915
Lucknow	897	839
Guwahati	745	700
Chennai	798	631
Coimbatore	749	596
Mysuru	809	585
(not set)	767	536
Grand Total	14477	12874





Town/City	Users	New users	Engaged sessions	Engagement rate
Bengaluru	6097	5685	15013	0.769385
Patna	1594	1467	2127	0.440646
Hyderabad	1038	920	1578	0.569264
Indore	983	915	1241	0.42646
Lucknow	897	839	1125	0.45018
Mysuru	809	585	1220	0.630491
Chennai	798	631	1910	0.706361
(not set)	767	536	777	0.530014
Coimbatore	749	596	1412	0.635178
Guwahati	745	700	902	0.435959
Ahmedabad	719	667	873	0.469607
Kochi	655	573	1049	0.545786
Nagpur	645	593	721	0.433815
Bhubaneswar	572	551	658	0.445498
Agra	561	509	606	0.412807
Jaipur	492	445	595	0.442051
Siliguri	468	434	558	0.446757
Pune	439	346	524	0.479414
Kolkata	405	349	473	0.517505
Imphal	359	303	426	0.467105
Ludhiana	348	306	367	0.411435
Delhi	345	262	367	0.504814
Visakhapatnam	322	286	370	0.459627
Madurai	314	271	454	0.495093
Shimla	294	289	327	0.451657
Mumbai	245	207	301	0.534636
Panipat	196	159	196	0.409186
Ranchi	190	129	173	0.463807
Chandigarh	184	129	163	0.405473
Jammu	184	168	265	0.487132
Srinagar	172	161	138	0.370968
Muzaffarpur	142	98	149	0.415042
Jodhpur	104	84	106	0.403042
Salem	97	78	179	0.600671
Surat	96	87	109	0.521531
Kozhikode	93	60	141	0.52809
Thiruvananthapuram	88	58	92	0.446602
Raipur	86	67	86	0.438776
Shillong	86	60	68	0.395349
Tiruchirappalli	83	62	210	0.619469
Bhopal	81	59	70	0.376344
Mountain View	80	79	64	0.444444
Sonipat	75	53	52	0.374101
Vijayawada	73	56	80	0.56338

Tiruppur	72	48	161	0.712389
Thrissur	70	58	95	0.633333
Mangaluru	69	41	105	0.63253
Durgapur	67	49	51	0.401575
Kharagpur	67	49	59	0.385621
Nashik	49	42	47	0.431193
Prayagraj	48	36	46	0.370968
Moradabad	47	29	31	0.382716
Meerut	46	31	41	0.465909
Varanasi	39	25	41	0.5125
Agartala	38	25	28	0.4
Dehradun	38	30	23	0.323944
Kollam	38	31	30	0.416667
San Francisco	35	35	34	0.62963
Gurgaon	34	24	25	0.543478
Vadodara	32	30	30	0.461538
New Delhi	30	26	31	0.596154
Amritsar	29	23	31	0.424658
Secunderabad	29	25	37	0.569231
Junagadh	25	15	23	0.433962
Navi Mumbai	25	22	29	0.537037
Kanpur	24	21	24	0.48
Karnal	24	17	17	0.314815
Rajkot	22	19	15	0.375
Ghaziabad	21	14	20	0.5
Guntur	21	13	20	0.526316
Rohtak	21	12	13	0.419355
Coffeyville	20	20	15	1
Jalandhar	20	18	23	0.45098
Palakkad	20	17	19	0.612903
Gwalior	19	11	17	0.414634
Hisar	19	13	19	0.431818
Jabalpur	19	18	24	0.545455
Mehsana	19	16	18	0.4
Noida	19	15	11	0.366667
Midnapore	18	9	12	0.387097
Thane	18	11	19	0.542857
Aurangabad	17	12	15	0.483871
Berhampore	17	8	16	0.380952
Bhavnagar	17	17	15	0.46875
Gorakhpur	17	12	22	0.360656
Bathinda	16	12	16	0.551724
Motihari	16	4	19	0.527778
Aizawl	15	13	15	0.483871
Anantapur	15	9	14	0.482759
Bhagalpur	15	6	7	0.28

Darbhanga	15	4	8	0.444444
Jamnagar	15	7	14	0.341463
Montreal	15	7	7	0.259259
Pimpri-Chinchwad	15	15	10	0.416667
Alwar	14	14	10	0.416667
Gandhidham	14	10	11	0.366667
Hosur	14	4	12	0.631579
Bharuch	13	6	15	0.483871
Kota	13	10	17	0.485714
Los Angeles	13	6	5	0.3125
Mangalore	13	10	20	0.869565
Nadiad	13	9	9	0.257143
Navsari	13	12	13	0.590909
Shivamogga	13	10	37	0.393617
Chicago	12	5	7	0.411765
Gonda	12	4	13	0.448276
Howrah	12	9	11	0.578947
Kolhapur	12	10	15	0.535714
Kurnool	12	8	23	0.547619
Tirupati	12	5	11	0.55
Udupi	12	6	18	0.5625
Anand	11	10	7	0.388889
Bareilly	11	9	9	0.473684
Hassan	11	6	11	0.6875
Hubli	11	7	8	0.470588
Nagercoil	11	9	9	0.529412
Tirur	11	6	38	0.469136
Ullal	11	10	12	0.545455
Aligarh	10	7	3	0.2
Bhuj	10	5	8	0.421053
Dallas	10	8	7	0.583333
Dhanbad	10	10	16	0.727273
Jamshedpur	10	8	8	0.235294
London	10	3	9	0.45
Sydney	10	7	8	0.5
Vancouver	10	4	7	0.636364
Atlanta	9	5	5	0.384615
Belagavi	9	4	9	0.642857
Bulandshahr	9	5	7	0.636364
Dimapur	9	6	9	0.642857
Hanamkonda	9	7	8	0.470588
Lakhimpur	9	7	9	0.6
Morbi	9	8	6	0.4
Patiala	9	8	6	0.3
Secaucus	9	7	8	0.666667
Shinagawa City	9	6	6	0.428571

Vapi	9	8	11	0.478261
Vellore	9	5	7	0.466667
Begambur	8	4	18	0.75
Hubballi	8	4	13	0.433333
New York	8	4	8	0.666667
Palanpur	8	8	6	0.428571
Seattle	8	2	4	0.4
Udaipur	8	6	7	0.5
Ankleshwar	7	7	9	0.391304
Bokaro Steel City	7	7	9	0.692308
Davanagere	7	0	4	0.333333
Dharmapuri	7	3	46	0.851852
Erode	7	2	10	0.666667
Krishnanagar	7	4	4	0.363636
Kuala Lumpur	7	6	6	0.6
Puducherry	7	5	7	0.466667
Silchar	7	6	6	0.545455
Toronto	7	4	4	0.285714
Dharwad	6	3	13	0.464286
Dombivli	6	4	9	0.818182
Greater Noida	6	6	6	0.666667
Jagdalpur	6	6	5	0.384615
Kakinada	6	4	6	0.5
Kovvur	6	4	2	0.25
Miami	6	3	5	0.416667
Nala Sopara	6	4	9	0.529412
Nellore	6	6	4	0.444444
Nizamabad	6	5	11	0.733333
Rourkela	6	6	3	0.375
San Jose	6	4	3	0.5
Thanjavur	6	2	5	0.625
Thoothukudi	6	6	8	1
Asansol	5	4	5	0.625
Bangaon	5	4	2	0.285714
Godhra	5	4	6	0.5
Hapur	5	5	5	0.714286
Karimnagar	5	3	4	0.4
Perintalmanna	5	1	10	0.714286
Rajahmundry	5	5	4	0.4
Saharanpur	5	3	4	0.571429
Singapore	5	1	3	0.6
Thalassery	5	1	2	0.4
Vizianagaram	5	3	3	0.3
Arrah	4	4	4	0.4
Ballari	4	1	0	0
Batala	4	4	4	0.8

Bhiwandi	4	4	3	0.5
Bolpur	4	3	1	0.333333
Bongaigaon	4	3	3	0.75
Chittoor	4	3	10	0.909091
Faridabad	4	3	4	0.666667
Haridwar	4	4	2	0.285714
Kadapa	4	1	2	0.333333
Kannur	4	3	5	1
Kathmandu	4	1	3	0.428571
Khammam	4	4	4	0.8
Mancherial	4	4	5	0.555556
Mandi Dabwali	4	3	2	0.333333
Manipal	4	3	5	1
Ongole	4	4	4	0.666667
Palwal	4	2	3	0.5
Rewari	4	3	2	0.333333
Sikar	4	4	2	0.4
Solapur	4	4	3	0.333333
Tirunelveli	4	4	4	0.571429
Tumakuru	4	3	3	0.6
Ulhasnagar	4	4	4	0.444444
Alappuzha	3	3	3	0.5
Ashburn	3	1	2	0.4
Azamgarh	3	2	1	0.25
Bagalkote	3	3	3	0.75
Bapatla	3	3	2	0.5
Betul	3	2	2	0.5
Bhilai	3	3	3	0.6
Burdwan	3	3	9	0.9
Chirala	3	2	10	0.625
Clifton	3	1	1	0.25
Dahod	3	3	0	0
Daltonganj	3	2	2	0.4
Deesa	3	1	3	0.75
Doha	3	2	3	0.6
Elayavoor	3	3	3	0.428571
Frankfurt	3	1	2	0.333333
Gandhinagar	3	3	1	0.25
Jalgaon	3	3	21	0.875
Kalyan	3	2	4	0.444444
Kanhangad	3	3	2	0.4
Karaikudi	3	1	3	0.333333
Karjat	3	3	3	0.6
Madanapalle	3	3	3	0.6
Mahbubnagar	3	3	4	0.8
Malerkotla	3	3	3	0.75

Margao	3	3	4	0.571429
Muzaffarnagar	3	1	3	0.75
Nadukuthagai	3	1	6	0.428571
Narasaraopeta	3	3	2	0.333333
Panchkula	3	3	3	0.75
Payyanur	3	1	6	0.75
Ramagundam	3	3	3	0.75
Ratnagiri	3	2	3	0.6
Sagar	3	1	3	0.6
Sharjah	3	3	3	0.5
Siddipet	3	2	3	0.5
Tanuku	3	1	5	0.625
Vijayapura	3	2	4	0.8
Ahmednagar	2	2	4	0.8
Ambala Cantt	2	1	1	0.333333
Ambernath	2	2	6	0.428571
Amravati	2	2	1	0.25
Baddi	2	2	2	1
Bankura	2	0	2	0.4
Bantwal	2	1	4	0.571429
Baranagar	2	2	2	0.666667
Barnala	2	1	0	0
Bharatpur	2	1	1	0.25
Bhimavaram	2	2	2	0.666667
Bilaspur	2	1	1	0.25
Boston	2	2	1	0.333333
Byasanagar	2	2	2	1
Chakdaha	2	1	1	0.25
Chandausi	2	2	2	1
Chikmagalur	2	1	3	1
Cuttack	2	1	1	0.25
Darjeeling	2	2	1	0.25
Dehri	2	2	1	0.5
Denver	2	2	1	0.2
Deoghar	2	2	2	0.666667
Dhaka	2	1	2	0.666667
Dubai	2	0	0	0
Farrukhabad	2	2	2	1
Gudivada	2	0	2	0.5
Hanumangarh	2	2	0	0
Hialeah Gardens	2	1	1	0.333333
Hindupuram	2	2	1	0.2
Hoshiarpur	2	0	1	0.25
Jeddah	2	2	2	1
Kalaburagi	2	2	2	0.5
Kavali	2	1	3	1

Kitchener	2	1	5	1
Kosamba	2	1	2	0.5
Kottayam	2	2	1	0.333333
Kumbakonam	2	2	3	1
Mandya	2	0	1	0.5
Maraimalai Nagar	2	1	2	1
Mathura	2	0	1	0.5
Meiyur	2	2	4	1
Mira Bhayandar	2	1	2	0.4
Moga	2	0	0	0
Neyveli T.S	2	1	0	0
Palakollu	2	1	1	1
Pathanamthitta	2	0	2	0.666667
Phagwara	2	2	3	1
Raichur	2	1	3	1
Rajnandgaon	2	2	0	0
Rampur	2	2	0	0
Raniganj	2	2	1	0.5
Rasayani	2	2	2	0.666667
Reston	2	2	1	0.25
Rishikesh	2	2	2	1
Riyadh	2	1	2	0.5
Sahibzada Ajit Singh Nagar	2	1	0	0
Santa Clara	2	0	1	0.25
Seoul	2	0	4	0.444444
Sikandrabad	2	2	1	0.25
Slough	2	2	2	1
Sri Ganganagar	2	2	3	0.6
Sunnyvale	2	2	2	1
Talegaon Dabhade	2	2	2	0.666667
Tarn Taran Sahib	2	1	1	0.5
Tenali	2	0	3	0.5
Valsad	2	2	1	0.5
Vasai-Virar	2	2	1	0.25
Yangon	2	2	4	0.4
Zahirabad	2	2	5	0.625
Zurich	2	0	1	0.5
Abohar	1	1	1	0.111111
Abu Dhabi	1	0	0	0
Adoni	1	0	1	0.5
Ambur	1	1	1	1
Anakapalle	1	0	2	1
Anekal	1	1	1	1
Angul	1	1	1	0.5
Anora Kala	1	1	1	1
Attappallam	1	0	1	1

Ayeyarwady	1	0	1	1
Azhiyur	1	1	1	1
Badlapur	1	1	1	0.5
Bagdogra	1	1	1	0.5
Balasore	1	1	0	0
Barabanki	1	0	1	0.5
Barh	1	0	0	0
Begusarai	1	1	0	0
Belda	1	1	1	0.333333
Bettiah	1	1	0	0
Bhatkal	1	1	0	0
Bhilwara	1	1	1	0.333333
Bhind	1	1	0	0
Bidar	1	0	1	0.5
Bihar Sharif	1	0	1	1
Bijnor	1	1	1	1
Bikaner	1	1	1	1
Bilimora	1	1	1	0.333333
Bishkek	1	1	1	1
Brahmapur	1	1	1	1
Bramavara	1	1	1	0.5
Bucharest	1	1	1	1
Budaun	1	1	5	1
Bull Run	1	1	1	1
Bundi	1	0	1	1
Central Hope Town	1	1	1	0.333333
Chandrapur	1	1	1	1
Chapra	1	1	0	0
Chattogram	1	0	2	1
Chavara	1	1	1	0.333333
Chengalpattu	1	0	0	0
Chhindwara	1	1	3	1
Chidambaram	1	0	0	0
Chilakaluripet	1	0	1	1
Chinchoti	1	1	2	1
Contai	1	1	1	1
Cork	1	1	0	0
Crema	1	1	1	1
Dahanu	1	1	1	0.333333
Dammam	1	0	0	0
Damoh	1	1	1	1
Dhule	1	0	2	1
Doddaballapura	1	0	0	0
Dublin	1	1	1	0.5
Dumka	1	1	1	1
Eluru	1	1	1	1

Etah	1	1	1	0.5
Firozpur	1	0	0	0
Frisco	1	1	1	0.5
Gannavaram	1	1	2	0.666667
Gaya	1	1	0	0
Giridih	1	1	1	0.5
Gondal	1	1	1	1
Guangzhou	1	1	3	1
Guna	1	1	1	0.5
Guntakal	1	1	1	1
Guruvayur	1	1	1	0.5
Haarlem	1	1	1	1
Habra	1	1	1	1
Haldia	1	1	0	0
Hanuman Junction	1	1	2	0.5
Harda	1	1	0	0
Hardoi	1	1	1	1
Hazaribagh	1	1	1	0.333333
Himatnagar	1	1	1	1
Hosapete	1	1	0	0
Hunsur	1	0	1	1
Ibrahimpatnam	1	0	1	1
Jagraon	1	0	0	0
Jagtial	1	1	1	1
Jashore	1	1	0	0
Jaunpur	1	1	1	0.25
Jetpur	1	1	0	0
Jhargram	1	0	1	1
Jigani	1	1	1	1
Jorhat	1	1	1	0.5
Kabul	1	1	1	1
Kaithal	1	1	1	0.5
Kallelibhagom	1	1	0	0
Kalol	1	1	0	0
Kasaragod	1	1	1	1
Katihar	1	0	1	0.333333
Kayamkulam	1	1	0	0
Kazipet	1	1	1	0.5
Kelambakkam	1	0	4	1
Khanna	1	1	1	1
Kharar	1	1	1	1
Khopoli	1	0	3	0.75
Kichha	1	1	1	1
Killa-pardi	1	1	0	0
Kizhakkummuri	1	1	1	1
Kolar	1	0	0	0

Korba	1	1	1	0.5
Koyilandy	1	1	0	0
Kudal	1	1	1	1
Lakkaram	1	1	1	1
Las Vegas	1	0	0	0
Latur	1	1	0	0
Livermore	1	1	0	0
Lonavla	1	1	1	0.5
Lonikand	1	0	1	1
Machilipatnam	1	1	2	0.5
Madhubani	1	0	2	1
Madhupur	1	1	1	1
Malda	1	0	1	1
Mambakkam	1	0	2	1
Manchar	1	1	1	1
Manjeri	1	1	0	0
Marampally	1	1	1	0.5
Mavelikara	1	1	1	0.5
Mayiladuthurai	1	0	3	0.75
Mayyanad	1	0	0	0
Modasa	1	1	1	0.5
Modinagar	1	1	0	0
Monywa	1	0	2	1
Muradnagar	1	1	1	1
Muvattupuzha	1	1	1	1
Myitkyina	1	0	1	1
Naaldwijk	1	1	1	0.5
Nagapattinam	1	1	1	0.5
Nalgonda	1	1	0	0
Namburu	1	1	2	1
Nandurbar	1	0	4	0.363636
Narnaul	1	1	1	0.5
Nassau	1	1	1	1
New Mahe	1	1	1	1
New Town	1	1	1	1
Neyyattinkara	1	1	1	1
North Bergen	1	0	0	0
Ogden	1	0	1	1
Ojhar	1	1	0	0
Orai	1	1	0	0
Oslo Municipality	1	0	0	0
Padur	1	1	1	0.333333
Palmakole	1	1	1	1
Panaji	1	1	1	1
Parbhani	1	1	1	1
Paris	1	0	1	0.5

Pathankot	1	0	1	0.5
Phoenix	1	0	0	0
Pilibhit	1	0	1	1
Pocatello	1	0	1	1
Pudupakkam	1	0	1	1
Purnia	1	1	1	1
Purulia	1	0	2	1
Rajamahendravaram	1	1	1	0.5
Rajampet	1	1	1	0.5
Rajgurunagar	1	1	1	0.166667
Ramgarh Cantonment	1	1	0	0
Rasipuram	1	1	0	0
Ratlam	1	1	0	0
Rayachoty	1	1	1	1
Richardson	1	1	1	1
Riga	1	1	1	1
Roorkee	1	1	1	1
Rudrapur	1	1	0	0
Saint Petersburg	1	1	1	1
Samarlakota	1	1	1	0.5
Sambalpur	1	1	1	1
Sangli Miraj Kupwad	1	1	1	1
Santiago del Estero	1	1	1	1
Satara	1	1	0	0
Sattenapalle	1	0	1	1
Sawai Madhopur	1	1	1	1
Shahapur	1	1	1	1
Shamli	1	1	1	1
Siddhpur	1	1	2	0.333333
Sijuk	1	0	1	1
Simpang Ampat	1	1	1	1
Sirsa	1	1	0	0
Sitamarhi	1	1	0	0
Sivakasi	1	1	1	0.25
Siwan	1	0	1	0.5
Sobhaganj	1	1	0	0
Solan	1	0	1	1
Srikakulam	1	1	1	1
St. Petersburg	1	0	1	1
Stockholm	1	1	1	1
Sullurupeta	1	1	1	1
Sulur	1	1	1	1
Sylhet	1	0	1	0.5
Tabuk	1	1	1	1
Tehran	1	0	0	0
Tenka	1	0	0	0

Tezpur	1	0	1	0.25
Thamarassery	1	0	0	0
Thiruvalla	1	1	0	0
Udumalaipettai	1	1	1	1
Una	1	1	0	0
Unjha	1	1	2	1
Uttarpara	1	1	1	1
Vaniyambadi	1	1	1	1
Vasco da Gama	1	1	1	0.5
Viluppuram	1	1	1	1
Virar	1	0	0	0
Warangal	1	0	1	0.25
Yavatmal	1	1	0	0
3974	0	0	0	0
Anjuna	0	0	0	0
Armur	0	0	0	0
Benaulim	0	0	0	0
Bhiwadi	0	0	0	0
Bhusawal	0	0	0	0
Bridgwater	0	0	0	0
Chandannagar	0	0	0	0
Colombo	0	0	0	0
Concord	0	0	0	0
Cooch Behar	0	0	0	0
Dharamshala	0	0	0	0
Farooqnagar	0	0	0	0
Fremont	0	0	0	0
Gondia	0	0	0	0
Gudur	0	0	0	0
Halol	0	0	0	0
Hialeah	0	0	0	0
Igatpuri	0	0	0	0
Itarsi	0	0	0	0
Kagal	0	0	0	0
Karachi	0	0	0	0
Kashipur	0	0	0	0
Kharabwadi	0	0	0	0
Kishanganj	0	0	0	0
Kolar Gold Fields	0	0	0	0
Lahore	0	0	0	0
Male	0	0	0	0
Malegaon	0	0	0	0
Malumichampatti	0	0	0	0
Manneguda	0	0	0	0
Mapusa	0	0	0	0
Mevalurkuppam	0	0	0	0

Milan	0	0	0	0
Miryalaguda	0	0	0	0
Moscow	0	0	0	0
Nalagarh	0	0	0	0
Nanded	0	0	0	0
Neemrana	0	0	0	0
Nuremberg	0	0	0	0
Palani	0	0	0	0
Perumbavoor	0	0	0	0
Prague	0	0	0	0
Puri	0	0	0	0
Rajapalayam	0	0	0	0
Ranebennur	0	0	0	0
Ranipet	0	0	0	0
Richmond	0	0	0	0
Shahdol	0	0	0	0
Tandur	0	0	0	0
Tirupathur	0	0	0	0
Tiruvannamalai	0	0	0	0
Titwala	0	0	0	0
Vagator	0	0	0	0
Vellakoil	0	0	0	0
Wardha	0	0	0	0
Washington	0	0	0	0

Engaged sessions per user	Average engagement time	Event count	Conversions
2.462359	762.2055	607200	62939
1.334379	98.22208	38830	6980
1.520231	243.6908	96826	34103
1.262462	67.89115	21383	4121
1.254181	83.4058	21041	3650
1.508035	331.3473	48183	5735
2.393484	329.7343	84723	9772
1.013038	200.3455	25686	3085
1.88518	329.5701	41275	4602
1.210738	73.20268	16200	3159
1.214186	75.36579	20487	3223
1.601527	265.9893	27187	3633
1.117829	71.33953	14953	2820
1.15035	85.56119	16643	5463
1.080214	60.98217	11424	2301
1.20935	80.55894	10999	2162
1.192308	57.06838	10356	1792
1.193622	105.2073	12871	3187
1.167901	107.4222	9769	1636
1.18663	99.49582	7211	1341
1.054598	55.11207	7271	1543
1.063768	123.6812	7961	1109
1.149068	130.4037	10406	1681
1.44586	205.379	14357	1755
1.112245	53.95918	5080	1090
1.228571	130.4204	7825	1399
1	54.65306	3804	710
0.910526	59.52105	3011	528
0.88587	62.19022	2996	593
1.440217	1649.217	8043	955
0.802326	43.73256	2966	615
1.049296	56.61972	2845	492
1.019231	99.18269	2033	341
1.845361	338.6289	4936	643
1.135417	46.22917	1861	376
1.516129	98.46237	2230	454
1.045455	73.30682	1751	393
1	46.66279	1497	289
0.790698	69.96512	1274	283
2.53012	196.0602	3787	424
0.864198	76.71605	1332	239
0.8	47.275	992	236
0.693333	30.66667	932	217
1.09589	173.3288	1853	184

2.236111	664.375	6028	198
1.357143	193.8429	3046	600
1.521739	338.8551	4696	647
0.761194	59.04478	1135	201
0.880597	39.8209	1068	222
0.959184	57.73469	1540	588
0.958333	45.97917	906	191
0.659574	35.74468	646	125
0.891304	74.32609	776	114
1.051282	84.07692	763	109
0.736842	43.26316	492	94
0.605263	42.23684	429	98
0.789474	69.21053	786	159
0.971429	48.65714	507	89
0.735294	64.61765	768	65
0.9375	157	551	96
1.033333	119.2	650	94
1.068966	44.58621	544	93
1.275862	228.8621	1388	189
0.92	30.44	439	80
1.16	143.56	2596	696
1	116.125	561	66
0.708333	10.75	274	62
0.681818	72.04545	340	57
0.952381	68.90476	386	55
0.952381	144.5238	1654	444
0.619048	21.42857	184	40
0.75	179.35	229	29
1.15	43.65	332	65
0.95	142.25	607	68
0.894737	26.63158	286	53
1	62.52632	318	56
1.263158	109	475	60
0.947368	45.63158	407	86
0.578947	61.89474	332	63
0.666667	31	202	41
1.055556	75	442	53
0.882353	53.23529	241	41
0.941176	39.23529	252	53
0.882353	51.17647	341	46
1.294118	32.23529	430	70
1	48.625	250	43
1.1875	117.625	242	46
1	61.66667	279	42
0.933333	112.6667	417	58
0.466667	16.33333	166	32

0.533333	8.733333	122	26
0.933333	34.93333	273	53
0.466667	7.933333	179	85
0.666667	83.66667	229	40
0.714286	23.71429	152	39
0.785714	16.35714	180	44
0.857143	220.9286	462	10
1.153846	34.38462	226	38
1.307692	63.15385	426	51
0.384615	10.46154	84	19
1.538462	377.5385	435	11
0.692308	16.23077	182	43
1	30.92308	173	34
2.846154	191.3846	1340	150
0.583333	17.25	106	23
1.083333	25.5	206	37
0.916667	138.6667	295	31
1.25	36.16667	240	38
1.916667	335.25	765	113
0.916667	151.3333	361	49
1.5	383.8333	773	70
0.636364	7.727273	85	24
0.818182	17.09091	161	34
1	177.1818	468	39
0.727273	456.0909	457	27
0.818182	36.09091	197	25
3.454545	55.27273	558	84
1.090909	396.7273	764	27
0.3	51.2	154	24
0.8	64.4	212	26
0.7	22.5	104	21
1.6	205.6	467	36
0.8	16	144	42
0.9	32.4	118	22
0.8	26.9	132	22
0.7	12.7	74	14
0.555556	32.11111	69	14
1	164.6667	202	24
0.777778	119.2222	162	13
1	31	109	20
0.888889	68	543	190
1	15.22222	98	23
0.666667	12	92	22
0.666667	11.88889	93	26
0.888889	45.44444	124	18
0.666667	28.66667	125	18

1.222222	26.77778	198	32
0.777778	145.5556	258	37
2.25	209.375	269	5
1.625	337	546	43
1	29	86	14
0.75	18.625	115	28
0.5	6.875	61	14
0.875	33.5	107	21
1.285714	67.14286	182	32
1.285714	67.57143	126	17
0.571429	306.8571	190	8
6.571429	1202.143	776	26
1.428571	1042.714	752	5
0.571429	42.28571	78	15
0.857143	519.5714	490	18
1	137.2857	247	50
0.857143	73.85714	138	16
0.571429	65.71429	61	14
2.166667	109.8333	276	31
1.5	78.5	86	14
1	293.6667	282	17
0.833333	12	58	18
1	217.3333	337	27
0.333333	200.6667	170	20
0.833333	10.16667	44	20
1.5	412.3333	277	22
0.666667	197	184	18
1.833333	120.8333	180	20
0.5	33.16667	60	13
0.5	19.66667	66	13
0.833333	25.83333	89	7
1.333333	83.16667	133	16
1	395.2	181	10
0.4	18	42	11
1.2	42.8	85	21
1	15	62	15
0.8	121.2	1325	460
2	35	95	15
0.8	51.8	76	15
0.8	107.4	122	9
0.6	87.8	61	4
0.4	8.6	43	8
0.6	7.8	46	13
1	64	93	16
0	41.25	44	4
1	10	35	8

0.75	217.25	126	10
0.25	3.25	18	5
0.75	8.75	33	6
2.5	542.75	371	16
1	64.75	47	8
0.5	4.75	36	12
0.5	9.5	61	18
1.25	61	60	6
0.75	18	39	9
1	130.25	110	8
1.25	28	62	14
0.5	7	28	10
1.25	357.25	178	10
1	169.75	163	13
0.75	16.75	48	9
0.5	23.5	57	8
0.5	7.75	26	7
0.75	20.5	60	13
1	16.75	50	9
0.75	87.25	82	13
1	89.5	154	14
1	51.66667	41	7
0.666667	30	34	5
0.333333	1	17	4
1	74	58	19
0.666667	54.33333	53	7
0.666667	2	16	5
1	64	54	7
3	264.3333	296	46
3.333333	989	284	7
0.333333	113.3333	52	2
0	6.666667	36	9
0.666667	78.33333	43	6
1	15	28	5
1	20.66667	27	4
1	6.666667	37	10
0.666667	18.66667	40	3
0.333333	45.33333	61	9
7	569	539	32
1.333333	134.6667	70	12
0.666667	79.33333	161	46
1	195.6667	127	9
1	8	37	8
1	214	67	8
1.333333	78.33333	82	7
1	25.33333	41	6

1.333333	349.6667	143	10
1	33	36	6
2	479.6667	124	10
0.666667	28	41	10
1	159.6667	36	10
2	88	63	11
1	267.3333	98	7
1	33.33333	46	7
1	16.66667	46	5
1	11.66667	41	9
1	45	55	8
1.666667	70	124	17
1.333333	191	114	11
2	695	98	4
0.5	7.5	16	4
3	77	98	16
0.5	6.5	17	5
1	115	21	2
1	14	28	4
2	382.5	173	8
1	188.5	104	5
0	1.5	13	3
0.5	3	16	4
1	167.5	52	6
0.5	4	59	34
0.5	4	16	5
1	5	21	3
0.5	20.5	26	3
1	118	52	8
1.5	185.5	44	1
0.5	75	27	3
0.5	14.5	18	6
0.5	9	19	5
0.5	8	13	6
1	10	20	7
1	18.5	27	5
0	1.5	19	5
1	20.5	19	5
1	112	23	2
0	0	11	4
0.5	4.5	18	4
0.5	68	57	6
0.5	7.5	11	5
1	23.5	19	3
1	178	63	6
1.5	17	31	6

2.5	433.5	75	2
1	9.5	15	5
0.5	8.5	17	5
1.5	89	35	7
0.5	15.5	13	0
1	8.5	71	34
0.5	14	13	2
2	326.5	95	6
1	11	23	4
0	1.5	16	4
0	0.5	24	5
0.5	7	12	5
1	147	53	2
1.5	277.5	138	39
1.5	216	53	8
0	2	14	2
0	1.5	17	4
0.5	69	107	54
1	62	54	4
0.5	12	24	6
1	8	15	4
1	37	19	5
0	4	24	4
0.5	15.5	12	3
2	45	49	11
0.5	24	31	6
1	137.5	63	6
1.5	114.5	49	8
1	45	28	4
1	272	60	5
0.5	7.5	15	3
1.5	243.5	119	6
0.5	200	46	5
0.5	353.5	81	15
2	48	94	12
2.5	49.5	95	9
0.5	2	9	2
1	32	41	10
0	0	4	1
1	29	11	2
1	303	16	1
2	30	30	2
1	203	26	6
1	22	12	2
1	24	10	3
1	55	9	1

1	20	19	1
1	4	24	10
1	45	19	3
1	126	79	3
0	1	6	3
1	303	53	6
0	0	7	1
0	7	6	2
1	6	14	4
0	1	7	3
0	0	4	2
1	1	13	5
0	8	8	2
1	10	22	3
1	34	25	1
1	139	44	2
1	10	9	3
1	11	13	4
1	20	11	2
1	9	11	2
1	628	71	6
1	13	6	1
5	2721	216	40
1	18	9	2
1	37	9	1
1	215	60	4
1	12	10	2
0	2	10	2
2	98	22	2
1	394	44	3
0	0	5	2
3	34	25	4
0	5	9	2
1	6	7	2
2	18	34	3
1	4	7	3
0	124	48	1
1	8	8	1
1	16	22	4
0	0	5	1
1	10	10	3
2	2	9	3
0	0	7	1
1	20	13	3
1	253	55	5
1	1477	124	4

1	7	5	3
0	16	11	0
1	6	12	4
2	42	25	3
0	0	8	5
1	16	9	3
1	51	7	1
3	107	34	4
1	123	22	2
1	0	7	3
1	38	21	3
1	11	13	7
1	194	154	62
0	4	9	2
2	24	31	5
0	5	15	4
1	286	24	2
1	11	16	5
1	86	10	1
0	1	7	2
1	9	9	0
1	5	11	2
0	3	7	1
1	13	12	2
0	2	7	3
1	18	20	5
0	9	20	4
1	1	6	1
1	420	42	5
1	257	30	3
1	17	6	2
1	26	18	3
0	0	3	2
0	4	7	3
1	4	13	2
1	36	22	4
0	8	25	4
1	12	15	3
4	213	24	0
1	12	10	2
1	9	10	2
3	72	35	4
1	9	9	2
0	7	14	3
1	67	29	2
0	309	38	5

1	30	21	3
0	1	8	4
1	3	7	1
1	344	59	2
0	0	1	0
0	2	8	3
0	16	12	1
1	4	5	3
1	8	9	2
2	32	22	5
2	23	26	6
1	10	13	2
1	17	4	0
2	89	22	1
1	187	20	1
0	5	7	3
1	20	10	3
1	43	13	2
3	77	28	5
0	4	2	0
1	9	10	3
0	0	6	3
2	20	16	2
1	207	26	1
1	19	9	2
1	4	11	1
1	302	45	3
1	108	37	3
0	0	7	2
2	997	138	3
4	155	65	10
1	56	11	2
1	13	6	2
1	127	10	2
1	705	87	2
1	11	9	2
0	272	13	0
1	27	7	1
0	0	16	4
0	3	6	2
0	1	7	1
1	65	34	4
1	233	63	2
1	11	9	2
1	8	9	2
1	14	15	6

1	11	9	2
0	5	7	1
1	14	8	1
1	161	12	1
1	721	10	0
1	0	3	2
2	57	18	0
1	789	160	4
1	17	10	2
1	3	23	7
0	2	4	2
0	1	7	3
0	5	8	2
1	12	8	1
1	2	6	2
1	16	7	1
1	112	27	3
0	3	7	3
1	152	22	4
1	175	35	3
1	75	15	1
1	4	8	2
1	12	6	2
0	5	12	4
1	19	8	1
1	8	9	2
1	9	8	1
1	11	8	2
2	150	38	7
1	9	10	1
1	115	17	1
0	3	7	3
0	0	3	2
1	24	31	5
1	15	10	1
0	6	10	3
1	8	7	2
1	18	13	1
1	19	9	1
1	9	8	2
1	9	9	2
1	67	25	2
1	3	4	2
1	32	12	1
0	1	3	1
0	187	40	1

1	6	11	4
0	2	7	1
0	2	4	2
1	13	9	2
0	6	6	2
2	19	24	4
1	21	11	4
1	310	28	2
1	116	10	3
1	6	11	2
0	17	12	0
1	72	263	115
0	1	7	3
0	0	1	1
0	0	11	11
0	0	10	10
0	0	23	23
0	0	1	1
0	0	1	1
0	0	4	2
0	0	1	1
0	0	1	1
0	0	5	2
0	0	1	1
0	0	1	1
0	0	1	1
0	0	5	3
0	0	1	1
0	0	14	8
0	0	1	1
0	0	1	1
0	0	1	1
0	0	1	0
0	0	2	1
0	0	1	0
0	0	1	1
0	0	1	1
0	0	1	0
0	0	112	67
0	0	1	1
0	0	1	1
0	0	1	0
0	0	1	1
0	0	13	9
0	0	3	2
0	0	1	0

0	0	1	1
0	0	29	29
0	0	1	0
0	0	1	1
0	0	1	1
0	0	2	1
0	0	1	1
0	0	1	0
0	0	5	3
0	0	1	1
0	0	1	1
0	0	1	1
0	0	1	1
0	0	2	1
0	0	6	3
0	0	1	1
0	0	1	1
0	0	6	1
0	0	2	2
0	0	1	1
0	0	16	16
0	0	1	0
0	0	1	1
0	0	1	1

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

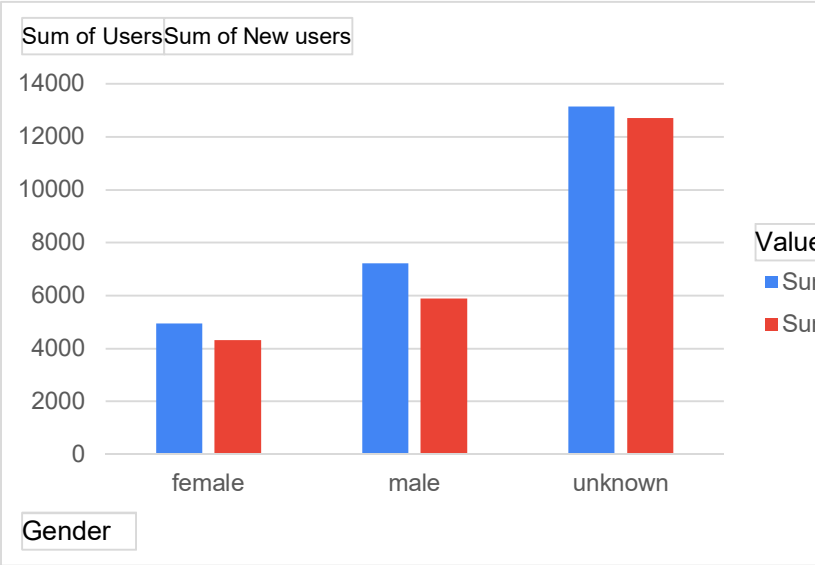
[illegible]

[illegible]

[illegible]

[illegible]

Row Labels	Sum of Users	Sum of New users
female	4944	4304
male	7218	5877
unknown	13142	
Grand Total	25304	



es

m of Users

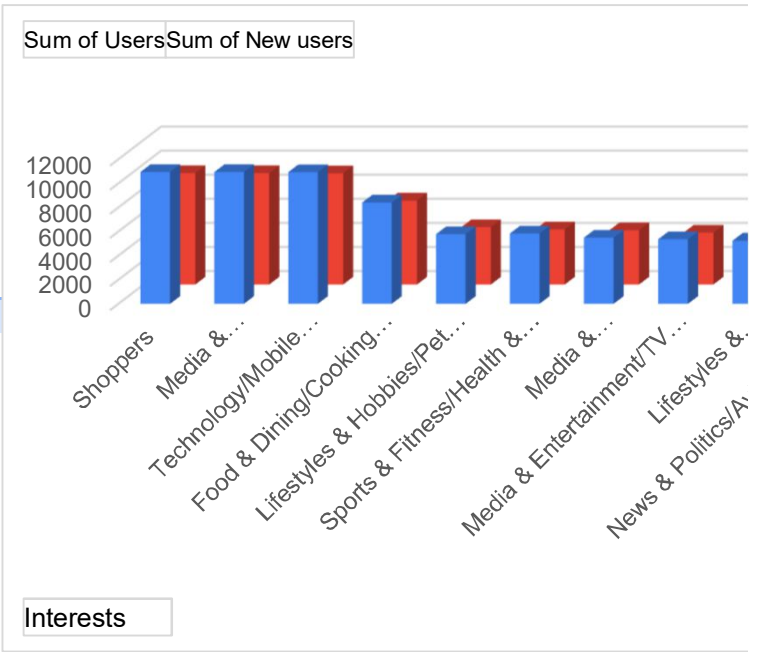
m of New users

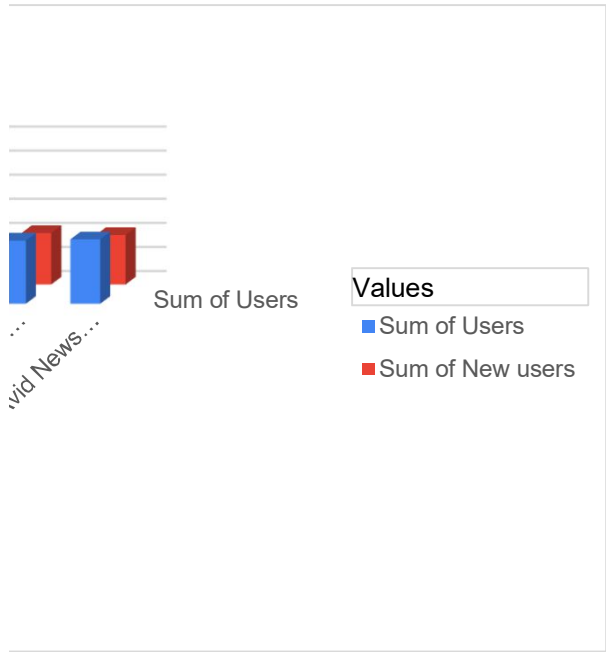
Gender	Users	New users	Engaged sessions	Engagement rate
unknown	13142	12691	23161	0.564077
male	7218	5877	10467	0.543091
female	4944	4304	7877	0.63771

Engaged sessions per user	Average engagement time	Event count	Conversions
1.762365	439.5776	761771	93180
1.450125	128.2319	282504	65651
1.593244	208.7407	274254	35083

Total revenue	Column1
	0
	0
	0

Row Labels	Sum of Users	Sum of New users
Shoppers	10950	9256
Media & Entertainment/Comics & Animation Fans		
Technology/Mobile Enthusiasts		
Food & Dining/Cooking Enthusiasts		
Lifestyles & Hobbies/Pet Lovers		
Sports & Fitness/Health & Fitness Buffs		
Media & Entertainment/Music Lovers		
Media & Entertainment/TV Lovers		
Lifestyles & Hobbies/Outdoor Enthusiasts		
News & Politics/Avid News Readers		
Grand Total		





Interests	Users
Shoppers	10950
Media & Entertainment/Comics & Animation Fans	10946
Technology/Mobile Enthusiasts	10934
Food & Dining/Cooking Enthusiasts	8410
Sports & Fitness/Health & Fitness Buffs	5844
Lifestyles & Hobbies/Pet Lovers	5785
Media & Entertainment/Music Lovers	5488
Media & Entertainment/TV Lovers	5363
News & Politics/Avid News Readers	5352
Lifestyles & Hobbies/Outdoor Enthusiasts	5247
Media & Entertainment/Movie Lovers	4874
Food & Dining/Cooking Enthusiasts/30 Minute Chefs	4619
Lifestyles & Hobbies/Family-Focused	4593
Sports & Fitness/Sports Fans	4560
Lifestyles & Hobbies/Fashionistas	4522
Food & Dining/Fast Food Cravers	4448
Sports & Fitness/Sports Fans/Soccer Fans	4169
Shoppers/Value Shoppers	3942
Lifestyles & Hobbies/Art & Theater Aficionados	3911
Media & Entertainment/Gamers	3757
News & Politics/Avid News Readers/Avid Political News Readers	3753
Technology/Social Media Enthusiasts	3656
Media & Entertainment/Gamers/Casual & Social Gamers	3652
Food & Dining/Foodies	3612
Lifestyles & Hobbies/Business Professionals	3559
Media & Entertainment/Gamers/Action Game Fans	3557
Vehicles & Transportation/Auto Enthusiasts	3489
Technology/Technophiles	3337
Media & Entertainment/Book Lovers	3298
Home & Garden/Do-It-Yourselfers	3239
Lifestyles & Hobbies/Shutterbugs	3212
Shoppers/Shoppers by Store Type/Convenience Store Shoppers	3156
Beauty & Wellness/Beauty Mavens	3045
Home & Garden/Home Decor Enthusiasts	3036
Travel/Travel Buffs	3032
Shoppers/Luxury Shoppers	2979
Media & Entertainment/Light TV Viewers	2734
Banking & Finance/Avid Investors	2395
Beauty & Wellness/Frequently Visits Salons	2328
Media & Entertainment/Gamers/Roleplaying Game Fans	2214
Media & Entertainment/Gamers/Hardcore Gamers	2210
Food & Dining/Frequently Dines Out/Diners by Meal/Frequently Eats Dinner Out	2171
Food & Dining/Coffee Shop Regulars	2001
Media & Entertainment/Gamers/Adventure & Strategy Game Fans	1983

Lifestyles & Hobbies/Nightlife Enthusiasts	1942
Lifestyles & Hobbies/Green Living Enthusiasts	1925
Food & Dining/Cooking Enthusiasts/Aspiring Chefs	1893
Shoppers/Shopping Enthusiasts	1886
Shoppers/Bargain Hunters	1876
Food & Dining/Frequently Dines Out/Diners by Meal/Frequently Eats Lunch Out	1868
Media & Entertainment/Gamers/Driving & Racing Game Fans	1566
Lifestyles & Hobbies/Frequently Attends Live Events	1562
Shoppers/Shoppers by Store Type/Department Store Shoppers	1341
Travel/Business Travelers	1149
Lifestyles & Hobbies/Thrill Seekers	1067
Media & Entertainment/Gamers/Shooter Game Fans	889
Media & Entertainment/Music Lovers/World Music Fans	806
Vehicles & Transportation/Auto Enthusiasts/Motorcycle Enthusiasts	795
Media & Entertainment/Gamers/Sports Game Fans	651
Media & Entertainment/TV Lovers/TV Drama Fans	619
News & Politics/Avid News Readers/Entertainment News Enthusiasts	582
Food & Dining/Frequently Dines Out/Diners by Meal/Frequently Eats Breakfast Out	535
Media & Entertainment/Music Lovers/Rap & Hip Hop Fans	462
Media & Entertainment/Movie Lovers/Fans of South Asian Film	446
News & Politics/Avid News Readers/Avid Local News Readers	279
Media & Entertainment/TV Lovers/Game, Reality & Talk Show Fans	211
Media & Entertainment/Music Lovers/Pop Music Fans	107
Media & Entertainment/Music Lovers/Country Music Fans	103
Sports & Fitness/Sports Fans/Cricket Enthusiasts	94
News & Politics/Avid News Readers/Avid Business News Readers	78
Sports & Fitness/Sports Fans/Golf Enthusiasts	73
Lifestyles & Hobbies/Pet Lovers/Dog Lovers	69
Media & Entertainment/Music Lovers/Electronic Dance Music Fans	39
Media & Entertainment/TV Lovers/TV Comedy Fans	33
Beauty & Wellness	29
Media & Entertainment/Movie Lovers/Action & Adventure Movie Fans	28
Sports & Fitness/Sports Fans/Fight & Wrestling Fans	24
Shoppers/Shoppers by Store Type	23
Media & Entertainment/Movie Lovers/Romance & Drama Movie Fans	19
Media & Entertainment/Movie Lovers/Sci-Fi & Fantasy Movie Fans	19
Sports & Fitness/Sports Fans/Basketball Fans	19
Banking & Finance	18
Media & Entertainment/Movie Lovers/Comedy Movie Fans	17
Media & Entertainment/Movie Lovers/Horror Movie Fans	17
Food & Dining	15
Home & Garden	15
Sports & Fitness/Sports Fans/Racquetball Enthusiasts	11
Vehicles & Transportation	11
Sports & Fitness/Sports Fans/Fans of American Football	10

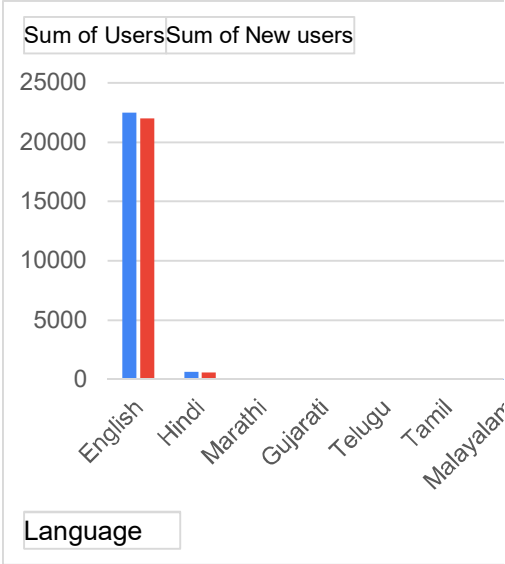
New users	Engaged sessions	Engagement rate	Engaged sessions per user
9256	15652	0.581534	1.429406
9247	15680	0.583008	1.432487
9239	15619	0.582451	1.42848
6970	12332	0.602325	1.46635
4580	8226	0.588328	1.407598
4768	7786	0.592542	1.345895
4504	8011	0.659016	1.45973
4312	7423	0.610444	1.384113
4110	7079	0.552184	1.322683
4271	7441	0.609369	1.418144
3943	7113	0.62869	1.459376
3699	6092	0.617286	1.3189
3591	5443	0.543322	1.185064
3633	6172	0.576499	1.353509
3587	6554	0.627537	1.449359
3559	5899	0.615441	1.326214
3187	5490	0.580707	1.316863
3226	6044	0.692008	1.533232
3204	5954	0.649362	1.522373
2881	4935	0.524498	1.313548
3051	5514	0.65185	1.469225
2872	5768	0.654562	1.577681
2694	4710	0.517355	1.289704
2800	5519	0.652673	1.527962
2884	5137	0.681752	1.443383
2620	4581	0.51792	1.287883
2776	5043	0.622977	1.4454
2804	5502	0.698223	1.648786
2502	4518	0.628023	1.369921
2400	3895	0.543236	1.202532
2491	4611	0.641486	1.435554
2395	3846	0.567424	1.218631
2361	4426	0.658729	1.45353
2452	4521	0.651253	1.48913
2483	4838	0.671478	1.595646
2483	4326	0.666153	1.452165
2235	4577	0.734553	1.674104
1858	3145	0.601453	1.313152
1801	3059	0.654612	1.314003
1616	2685	0.516048	1.212737
1570	2579	0.483411	1.166968
1809	3700	0.745517	1.704284
1566	2608	0.666326	1.303348
1399	2334	0.48253	1.177005

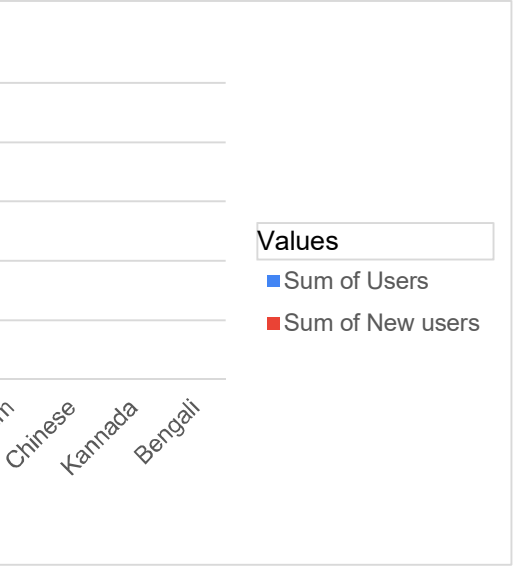
1633	3103	0.730978	1.597837
1430	2747	0.651565	1.427013
1460	2486	0.663287	1.313259
1603	3038	0.74846	1.610817
1282	2412	0.581485	1.285714
1517	2484	0.728873	1.329764
1063	1697	0.458649	1.083653
1079	2228	0.61496	1.426376
963	1773	0.618416	1.322148
783	1326	0.599729	1.154047
735	1426	0.542825	1.336457
573	963	0.475086	1.08324
603	1052	0.685342	1.305211
527	1016	0.556407	1.277987
438	711	0.535392	1.092166
453	977	0.661028	1.578352
382	688	0.604569	1.182131
370	617	0.609684	1.153271
328	638	0.691224	1.380952
302	717	0.69815	1.607623
203	281	0.586639	1.007168
148	436	0.763573	2.066351
72	142	0.68932	1.327103
64	141	0.594937	1.368932
67	138	0.71134	1.468085
59	78	0.655462	1
47	91	0.64539	1.246575
43	62	0.62	0.898551
27	56	0.746667	1.435897
14	46	0.638889	1.393939
13	38	0.567164	1.310345
19	26	0.577778	0.928571
14	37	0.672727	1.541667
13	45	0.714286	1.956522
11	13	0.464286	0.684211
11	13	0.464286	0.684211
15	24	0.8	1.263158
7	14	0.5	0.777778
9	14	0.583333	0.823529
8	15	0.535714	0.882353
4	24	0.489796	1.6
5	12	0.631579	0.8
11	21	0.84	1.909091
3	9	0.45	0.818182
4	18	0.782609	1.8

Average engagement time	Event count	Conversions	Total revenue	Column1
162.8347	490664	86846	0	
165.1772	491025	86845	0	
162.6945	489353	86742	0	
176.9567	409713	73814	0	
155.1451	257831	43074	0	
124.0411	236538	34111	0	
175.9355	282690	48962	0	
163.5937	250592	38664	0	
139.273	176306	34901	0	
126.8186	222219	29529	0	
187.785	253603	40139	0	
117.6584	174955	24355	0	
110.966	142096	23045	0	
139.3072	174818	31539	0	
181.0135	222511	33550	0	
144.0133	189375	33291	0	
156.1538	159993	29630	0	
195.8704	226958	38471	0	
163.7947	206188	31996	0	
117.1153	131043	27556	0	
147.5268	186532	30158	0	
208.6482	206913	29241	0	
135.3488	125080	26660	0	
205.5194	200979	36837	0	
175.0539	189936	32293	0	
136.099	121868	25937	0	
144.5021	172193	25685	0	
238.7755	218944	38411	0	
165.8678	149386	18309	0	
93.272	90814	14184	0	
215.6342	171906	32455	0	
115.2183	101452	15344	0	
190.4378	161542	26714	0	
165.2895	166357	24463	0	
210.8113	185607	33519	0	
140.2877	152762	22576	0	
259.0545	185441	34679	0	
126.9449	101764	24596	0	
149.5619	115513	25469	0	
103.3537	70385	14729	0	
90.91674	68361	16220	0	
222.0682	156812	28284	0	
118.5042	90176	16412	0	
91.09228	54008	9978	0	

214.9418	122067	17350	0
192.7278	96617	21075	0
138.5689	77191	12745	0
218.5541	127581	17571	0
200.9616	80366	17370	0
134.3694	91617	19048	0
71.73372	40372	8274	0
142.098	74649	17924	0
178.5727	64444	15820	0
162.3638	42492	7939	0
135.6804	48492	12093	0
84.74016	27686	7835	0
288.7593	46164	12583	0
139.6604	28942	5988	0
113.321	23948	5661	0
354.588	33231	6077	0
251.689	17436	3234	0
131.4299	25315	8511	0
228.3074	27784	7126	0
435.6659	28928	6171	0
64.32258	5627	1203	0
393.7867	19360	4364	0
244.6729	8759	3279	0
956.4078	5397	904	0
272.9362	5805	1329	0
71.74359	2189	631	0
162.6438	4932	2491	0
100.8696	2082	465	0
256.1795	2554	584	0
354.5758	5745	2971	0
317.5862	1293	93	0
182.1786	1692	580	0
176.75	912	182	0
3471.304	1783	477	0
54.26316	314	41	0
120.2105	1025	384	0
252.6842	3205	1904	0
133.8889	419	49	0
118.6471	4378	2694	0
132.8824	2123	1103	0
70.86667	460	58	0
133.8667	453	107	0
487.4545	736	39	0
71.54545	161	27	0
201.4	375	81	0

Row Labels	Sum of Users	Sum of New users
English	22495	21990
Hindi	586	552
Marathi	85	84
Gujarati	78	77
Telugu	43	42
Tamil	36	36
Malayalam	17	15
Chinese	13	13
Kannada	13	12
Bengali	14	11
Grand Total	23380	22832



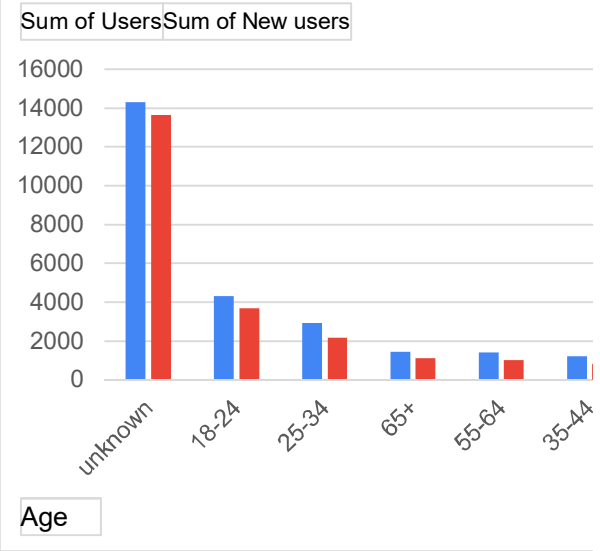


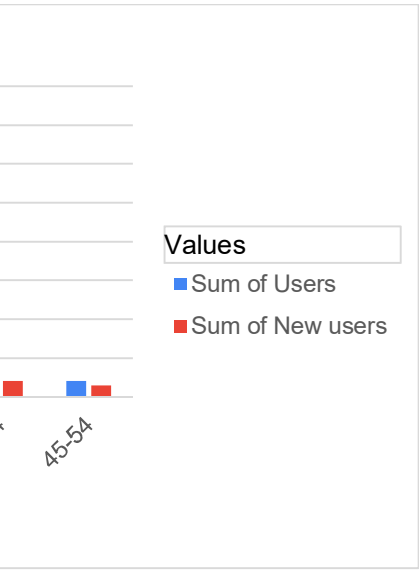
Language	Users	New users	Engaged sessions	Engagement rate
English	22495	21990	40639	0.595147
Hindi	586	552	798	0.406314
Marathi	85	84	98	0.426087
Gujarati	78	77	100	0.44843
Telugu	43	42	56	0.455285
Tamil	36	36	43	0.518072
Malayalam	17	15	36	0.654545
Bengali	14	11	18	0.6
Chinese	13	13	13	1
Kannada	13	12	31	0.5
Panjabi	9	9	17	0.708333
Persian	8	8	6	0.4
Spanish	6	6	8	0.470588
Finnish	4	3	4	0.571429
Japanese	4	4	3	0.428571
Oriya	4	4	2	0.666667
Afrikaans	1	1	1	1
Assamese	1	0	1	1
German	1	1	0	0
Malay	1	1	1	1
Nepali	1	1	1	1
Russian	1	1	0	0
Urdu	1	1	0	0
Sanskrit	0	0	0	0

Engaged sessions per user	Average engagement time	Event count	Conversions
1.806579	341.3635	1297970	189946
1.361775	60.03413	13523	2699
1.152941	38.48235	1589	323
1.282051	46.53846	1794	327
1.302326	36.65116	812	170
1.194444	45.86111	615	115
2.117647	161.9412	548	71
1.285714	50.07143	217	39
1	136.7692	138	20
2.384615	249.0769	680	75
1.888889	92.44444	229	35
0.75	28.25	99	23
1.333333	22.16667	113	22
1	89.25	64	11
0.75	9.25	49	12
0.5	7.5	29	10
1	37	12	2
1	42	6	1
0	0	5	2
1	2	7	2
1	5	7	2
0	70	12	1
0	1	7	4
0	0	4	2

[illegible]

Row Labels	Sum of Users	Sum of New users
unknown	14303	13636
18-24	4282	3678
25-34	2920	2161
65+	1422	1081
55-64	1403	979
35-44	1202	785
45-54	810	552
Grand Total	26342	22872



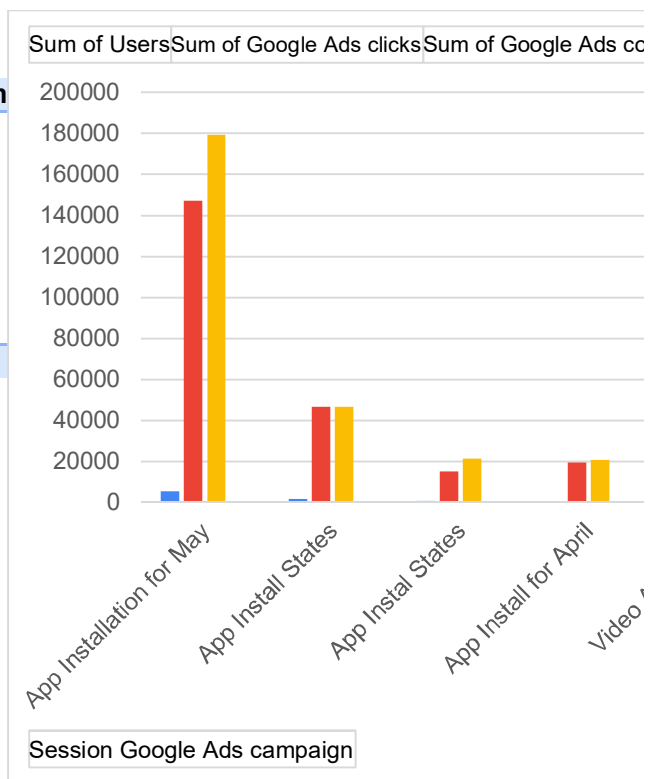


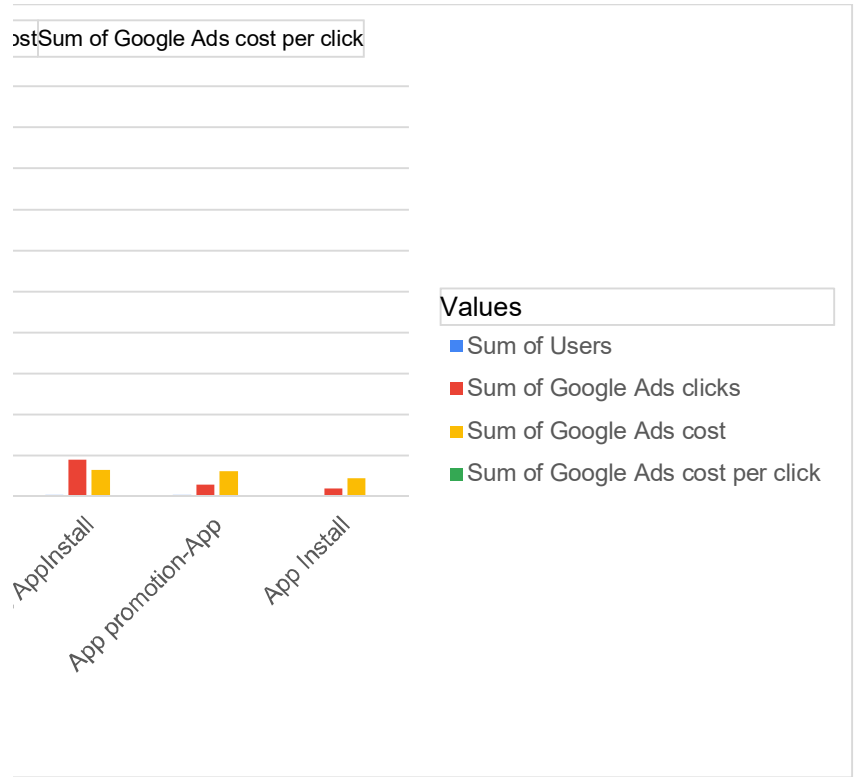
Age	Users	New users	Engaged sessions	Engagement rate
unknown	14303	13636	24976	0.569098
18-24	4282	3678	7291	0.695308
25-34	2920	2161	3749	0.50478
65+	1422	1081	1640	0.539829
55-64	1403	979	1552	0.519411
35-44	1202	785	1420	0.510424
45-54	810	552	881	0.561862

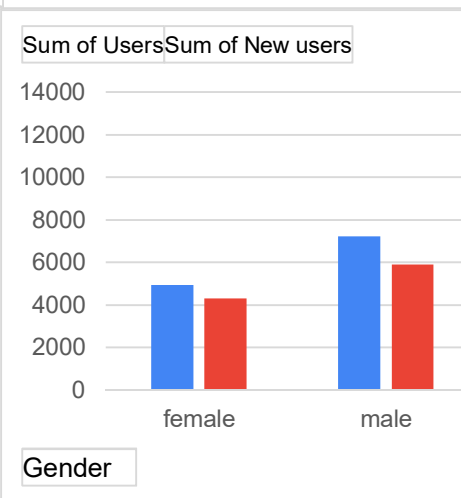
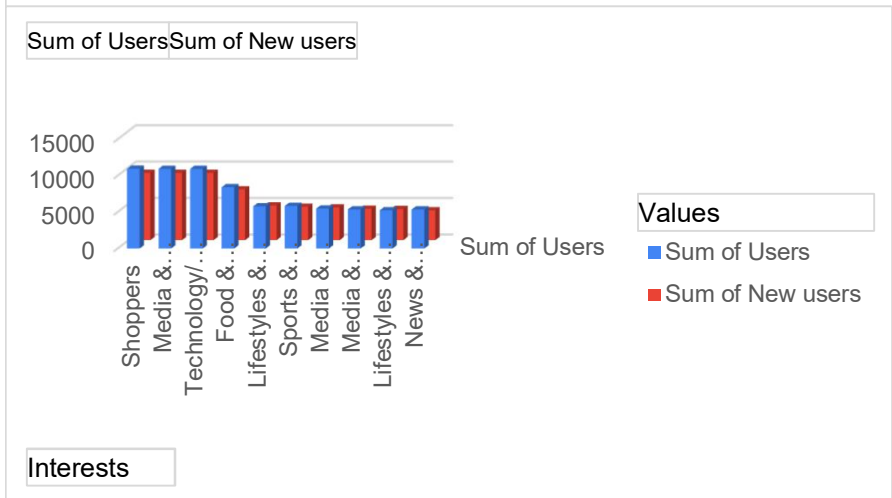
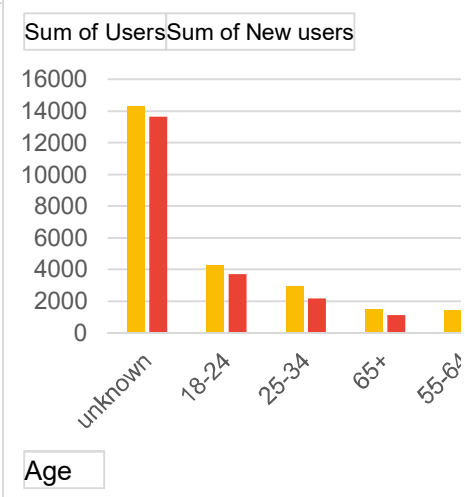
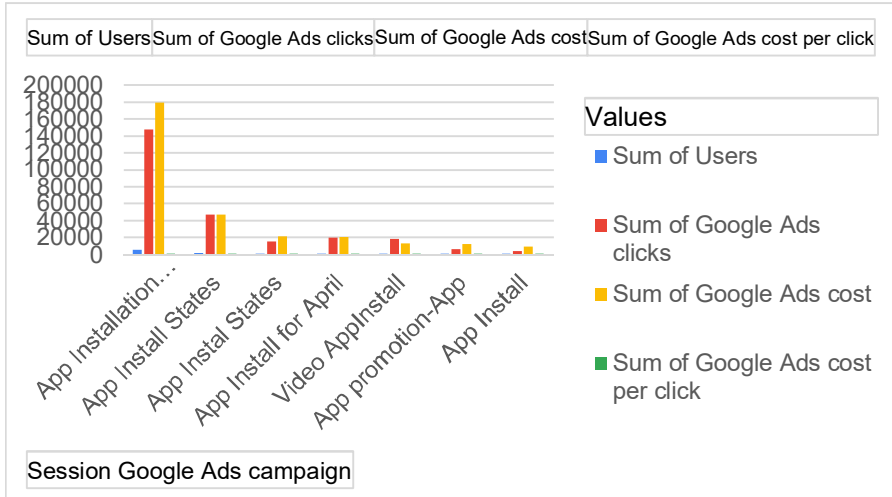
Engaged sessions per user	Average engagement time	Event count	Conversions
1.746207	422.2233	817501	99310
1.702709	251.163	309328	53661
1.283904	97.24144	90074	20172
1.153305	52.30661	24780	4891
1.106201	55.37063	25169	4823
1.181364	96.08236	33016	8111
1.087654	84.54321	18661	2946

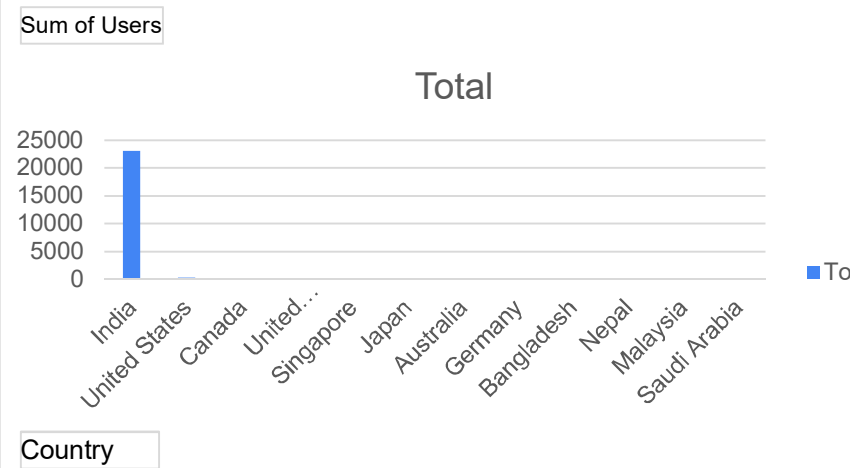
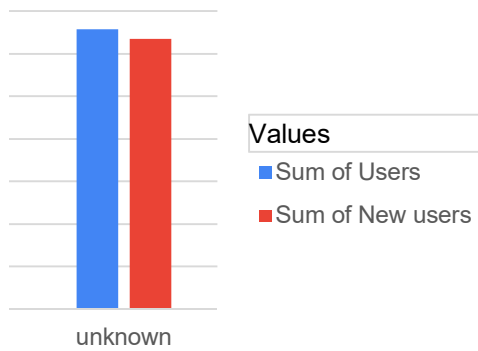
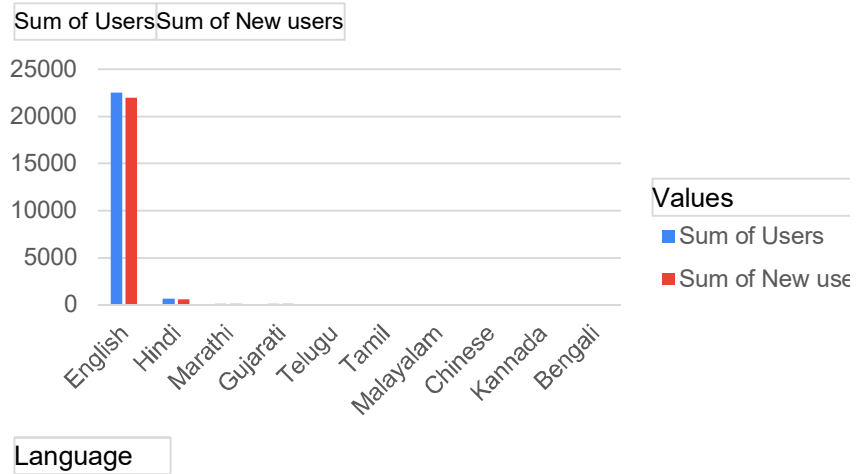
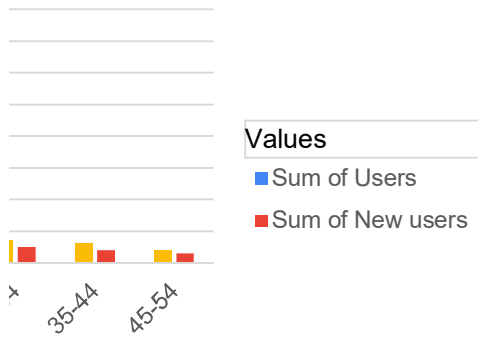
[illegible]

Row Labels	Sum of Users	Sum
App Installation for May	5431	
App Install States	1584	
App Instal States	615	
App Install for April	473	
Video AppInstall	788	
App promotion-App	732	
App Install	370	
Grand Total	9993	









Session Google Ads campaign	Users	Sessions	Engaged sessions
App Installation for May	5429	10936	6276
App Install States	842	1655	968
App Install States	742	1332	780
App Install for April	473	976	546
Video AppInstall	510	966	515
App promotion-App	732	945	763
App Instal States	373	742	425
App Install	370	610	462
App Instal States	242	432	296
Video AppInstall	91	188	112
Video AppInstall	78	124	81
Video AppInstall	46	77	50
Video AppInstall	38	75	39
Video AppInstall	25	49	32
App installation for May	2	5	5

Google Ads clicks	Google Ads cost	Google Ads cost per click	Conversions
147100	179175	1.218049	12257
28742	24309.13	0.84577	1794
17809	22374.58	1.256363	1422
19302	20525.18	1.06337	1115
9831	6377.833	0.648747	1032
5793	12084.04	2.085972	922
10595	11993.01	1.13195	851
3659	8839.723	2.415885	709
4475	9204.696	2.056915	630
1899	1535.27	0.808462	206
893	1903.418	2.131487	150
1851	1263.625	0.682671	101
1706	935.7227	0.548489	76
1649	800.0951	0.4852	53
14	16.62396	1.187426	5

Cost per conversion	Event count	Total revenue	Return on ad spend
14.61818	97802	0	0
13.55024	15311	0	0
15.73458	11640	0	0
18.40823	8001	0	0
6.180071	10323	0	0
13.10633	10825	0	0
14.09285	7504	0	0
12.46787	10864	0	0
14.61063	6092	0	0
7.452768	2172	0	0
12.68945	1600	0	0
12.51114	1268	0	0
12.31214	728	0	0
15.09613	731	0	0
3.324793	163	0	0