

TUTORIAL IMPACT - COHORT ANALYSIS

10/28/2023

11/10/2023

VERSION 1.5.2

Total User

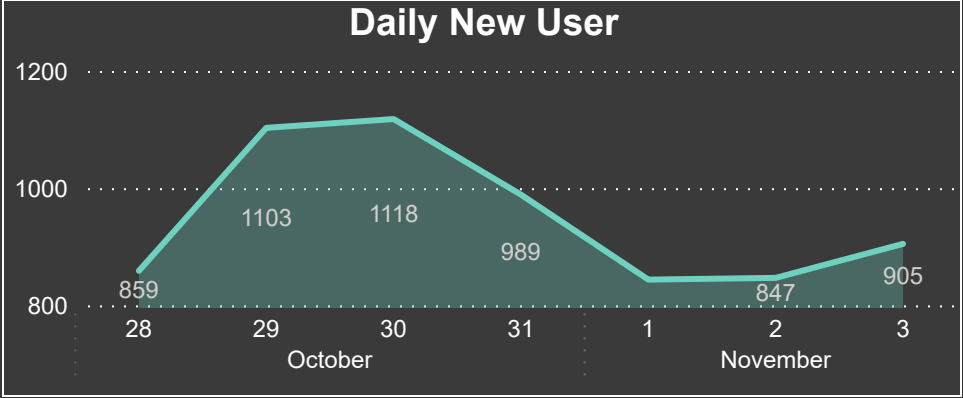
6671

Session Start

16.7K

Engagement

73.4K



Day0	0	1	2	3	4	5	6	7
Oct 28	100.0%	25.8%	11.4%	8.8%	7.3%	4.3%	4.0%	4.1%
Oct 29	100.0%	26.1%	14.4%	8.4%	5.3%	5.5%	3.5%	4.4%
Oct 30	100.0%	26.6%	14.0%	7.3%	5.6%	4.6%	2.6%	2.1%
Oct 31	100.0%	26.9%	13.2%	7.7%	5.8%	4.9%	4.1%	3.0%
Nov 01	100.0%	28.8%	14.8%	7.7%	6.6%	3.4%	2.3%	2.4%
Nov 02	100.0%	26.9%	13.3%	7.3%	5.2%	2.6%	2.1%	1.8%
Nov 03	100.0%	26.1%	11.9%	7.0%	4.8%	3.0%	2.4%	1.3%

Day0	0	1	2	3	4	5	6	7
Oct 28	98.8%	25.4%	11.2%	8.7%	7.2%	4.3%	3.8%	3.8%
Oct 29	98.5%	25.7%	14.3%	8.3%	5.2%	5.4%	3.5%	4.4%
Oct 30	98.5%	26.1%	14.0%	7.2%	5.5%	4.4%	2.5%	2.0%
Oct 31	99.2%	26.7%	13.1%	7.6%	5.7%	4.9%	3.8%	2.9%
Nov 01	98.8%	28.2%	14.5%	7.7%	6.5%	3.4%	2.3%	2.4%
Nov 02	99.5%	26.6%	13.1%	7.2%	5.0%	2.4%	2.1%	1.8%
Nov 03	99.1%	25.3%	11.0%	6.7%	4.8%	2.9%	2.4%	1.2%

VERSION 1.6.0

Total User

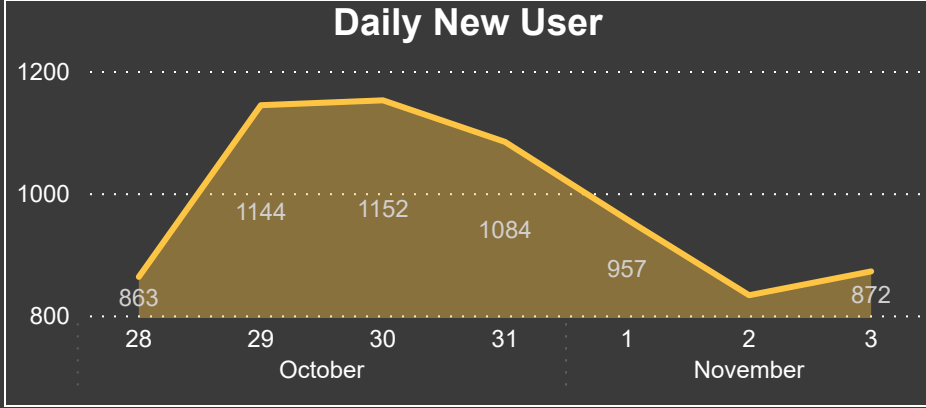
6929

Session Start

19.6K

Engagement

86.5K



Day0	0	1	2	3	4	5	6	7
Oct 28	100.0%	27.6%	14.1%	9.4%	8.2%	6.0%	4.4%	4.9%
Oct 29	100.0%	27.4%	15.6%	11.3%	8.3%	6.6%	5.2%	4.9%
Oct 30	100.0%	25.2%	13.4%	9.5%	8.4%	6.6%	4.3%	2.6%
Oct 31	100.0%	30.5%	14.5%	11.8%	7.2%	6.6%	4.8%	4.8%
Nov 01	100.0%	31.7%	16.9%	11.2%	7.0%	6.3%	5.1%	4.5%
Nov 02	100.0%	29.9%	15.8%	9.1%	6.4%	5.3%	4.8%	3.0%
Nov 03	100.0%	29.4%	15.0%	9.6%	6.8%	5.0%	5.3%	4.7%

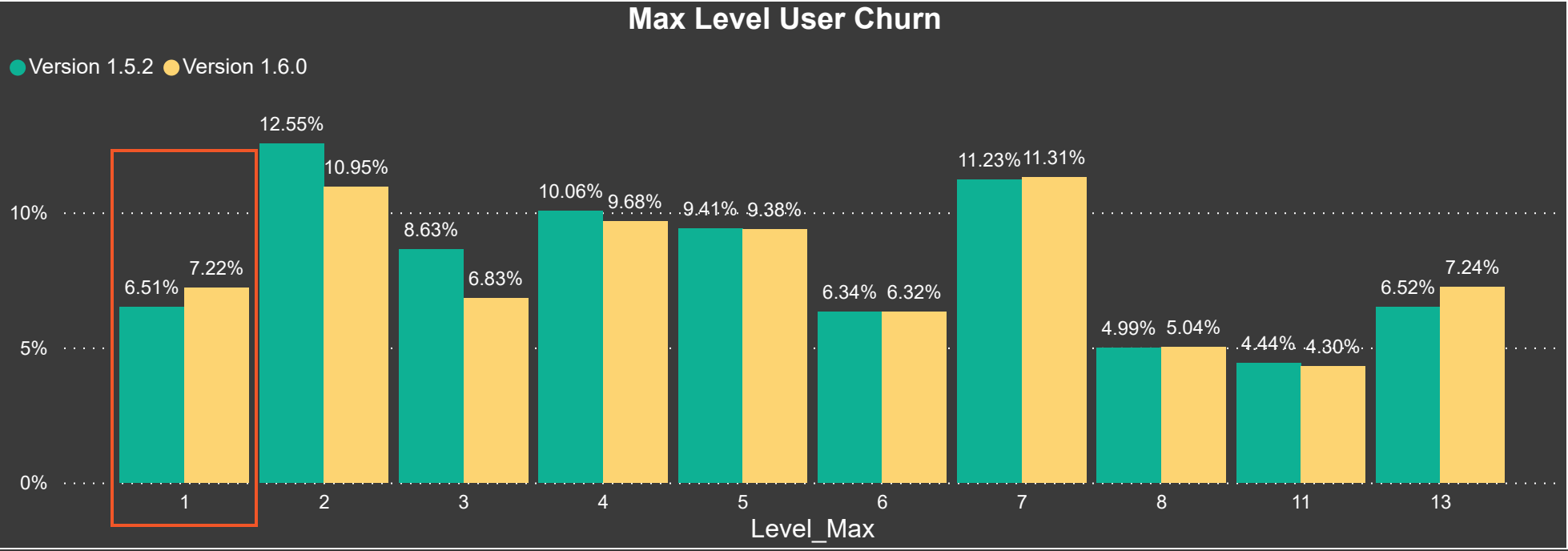
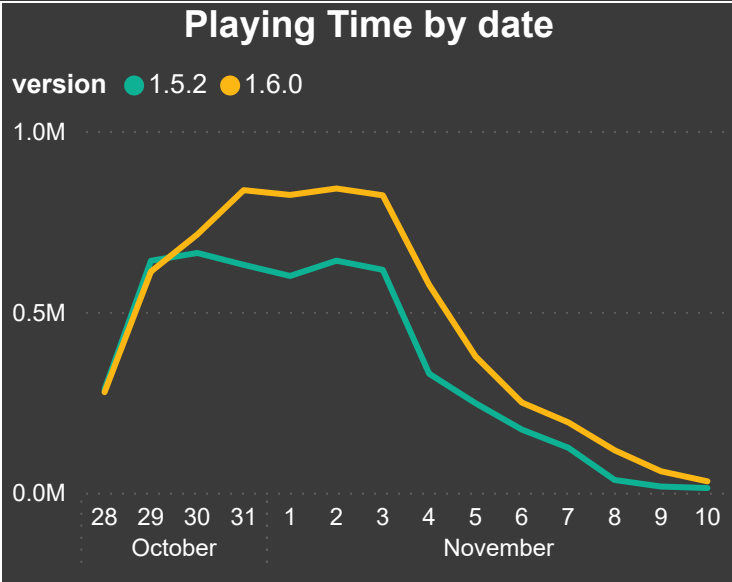
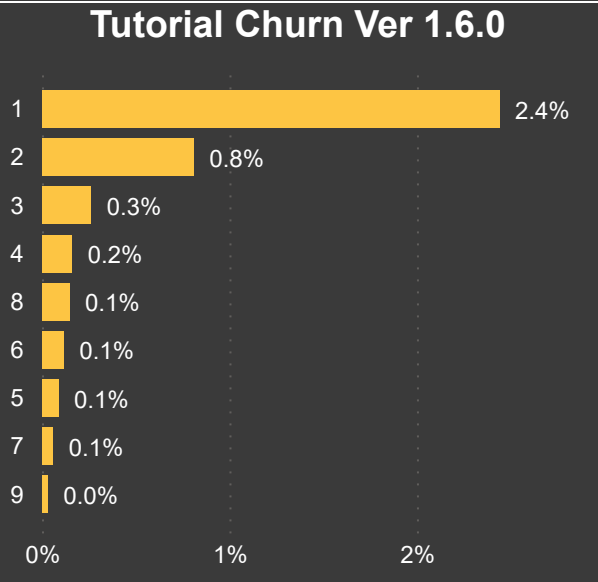
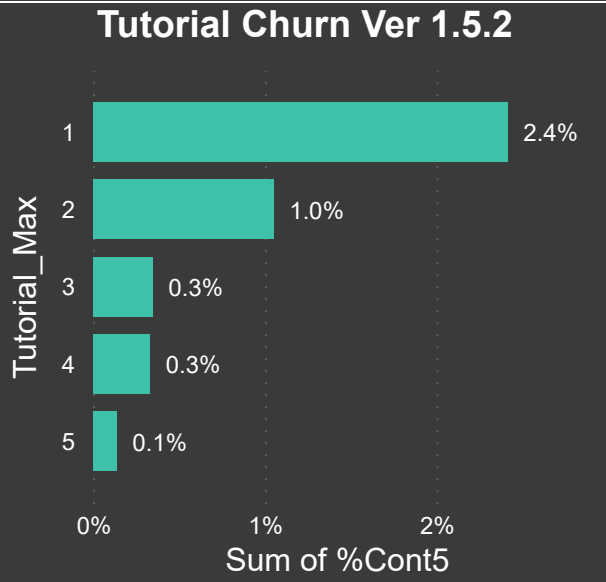
Day0	0	1	2	3	4	5	6	7
Oct 28	97.0%	26.8%	14.0%	9.2%	7.9%	5.9%	4.3%	4.9%
Oct 29	98.3%	26.9%	15.2%	11.0%	8.0%	6.3%	5.2%	4.7%
Oct 30	97.9%	24.6%	13.0%	9.2%	8.1%	6.3%	4.2%	2.4%
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Nov 02	98.3%	29.5%	15.5%	8.6%	6.2%	5.3%	4.8%	3.0%
Nov 03	98.9%	28.7%	14.7%	9.5%	6.3%	4.8%	5.3%	4.6%

TUTORIAL IMPACT - TUTORIAL ANALYSIS

10/28/2023

11/10/2023

Ver 1.5.2	Ver 1.6.0
Tutorial Steps	Tutorial Step
6	10
Completed Tutorial	Completed Tutorial
95.1%	94.8%
Playing Time	Playing Time
5.0M	6.5M
Level Max 1.5	Level Max 1.6
376	519
Level 1 using Tutorial	Level 1 using Tutorial
98.2%	97.9%
Above Level 1 using Tutorial	Above Level 1 using Tutorial
1.6%	1.5%



Level that user will churn on each tutorial steps

Version 1.5.2

Level_Max	1	2	3	4	5	100
1	23	6	8	9	5	354
2	18	7	4	3	1	803
3	13	9		2	2	550
4	11	6	1	1		651
5	14	7	2		1	604
6	5	3				414
7	16	3	2			728
8	3	2	2	1		325
9	1	1				144
10	1	2		1		123
11	3	2				290
12	1	2				63
13	9	2				421
14						21
15	3	1	1			86
16	4	4				140
17	3	3		1		41
18	3	1	2			93
19	1	1				11
20	1	1		1		51
21	2	2				93
Total	161	70	23	22	9	6341

Version 1.6.0

Level_Max	1	2	3	4	5	6	7	8	9	100
1	49	3	1	3	2	1	1	5	2	395
2	13	7	2	3	1					733
3	11	5	2			1				452
4	12	7	4		1	1		1		645
5	16	3	1	2		1		2		622
6	7	4								427
7	13	1		1		2	2			762
8	6	1	2							337
9	5	1								153
10	6	2								132
11		1			1			1		292
12	2				1					76
13	5	7	1	1				1		484
14										32
15	1	1		1						94
16	2	2	1							138
17	2	1								39
18	1	1	1							135
19	1		1							12
20	1		1							71
21		3								104
Total	169	56	18	11	6	8	4	10	2	6571

Changing Tutorial step number in 'quantity' column from

- (-2) to 100: Acknowledges that the user has completed the entire tutorial successfully.
- (-1) to 1: Records the user starting the tutorial.
- 1 to 2
- 2 to 3
- 3 to 4
- 4 to 5
- 5 to 6
- 6 to 7
- 7 to 8
- 8 to 9
- 1, 2, 3, 4, etc. represent individual steps in the tutorial. The exact number depends on the design of the tutorial; there may be more or fewer steps