Norbu user activity log analysis

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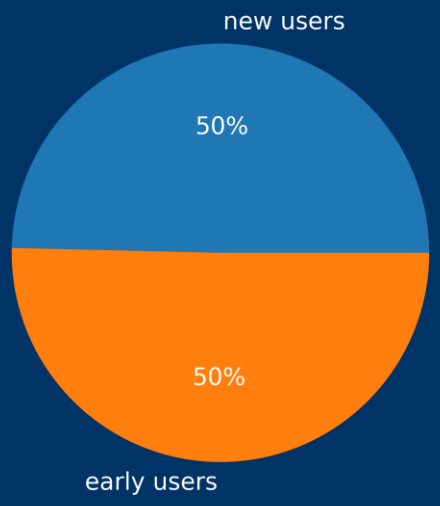
General information

Data Collection period ➔ 2022-01-27 to 2022-03-28
60 days

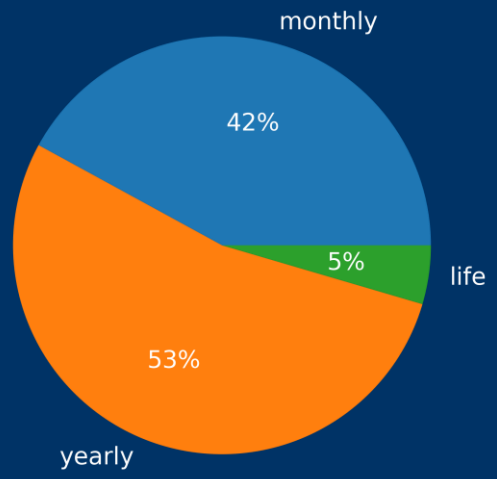
Total users

83,298



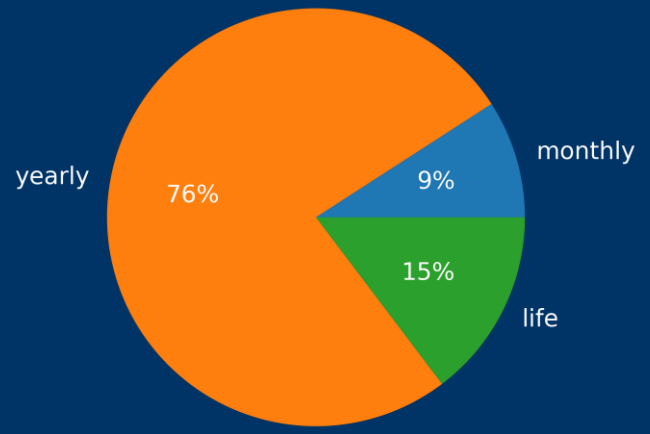
Purchase counts

88



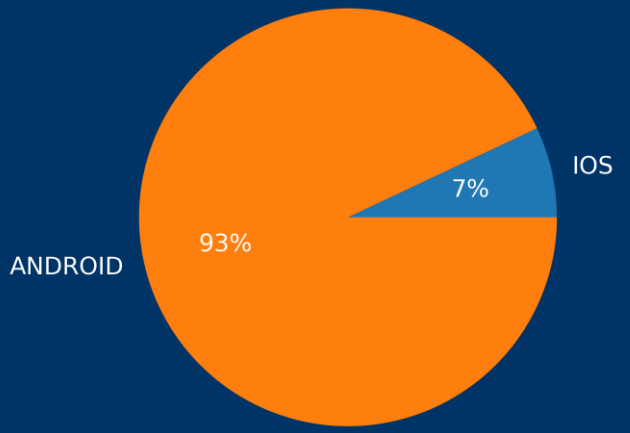
Revenue

1276 $



Platforms

IOS / AND



Cohort retention rate

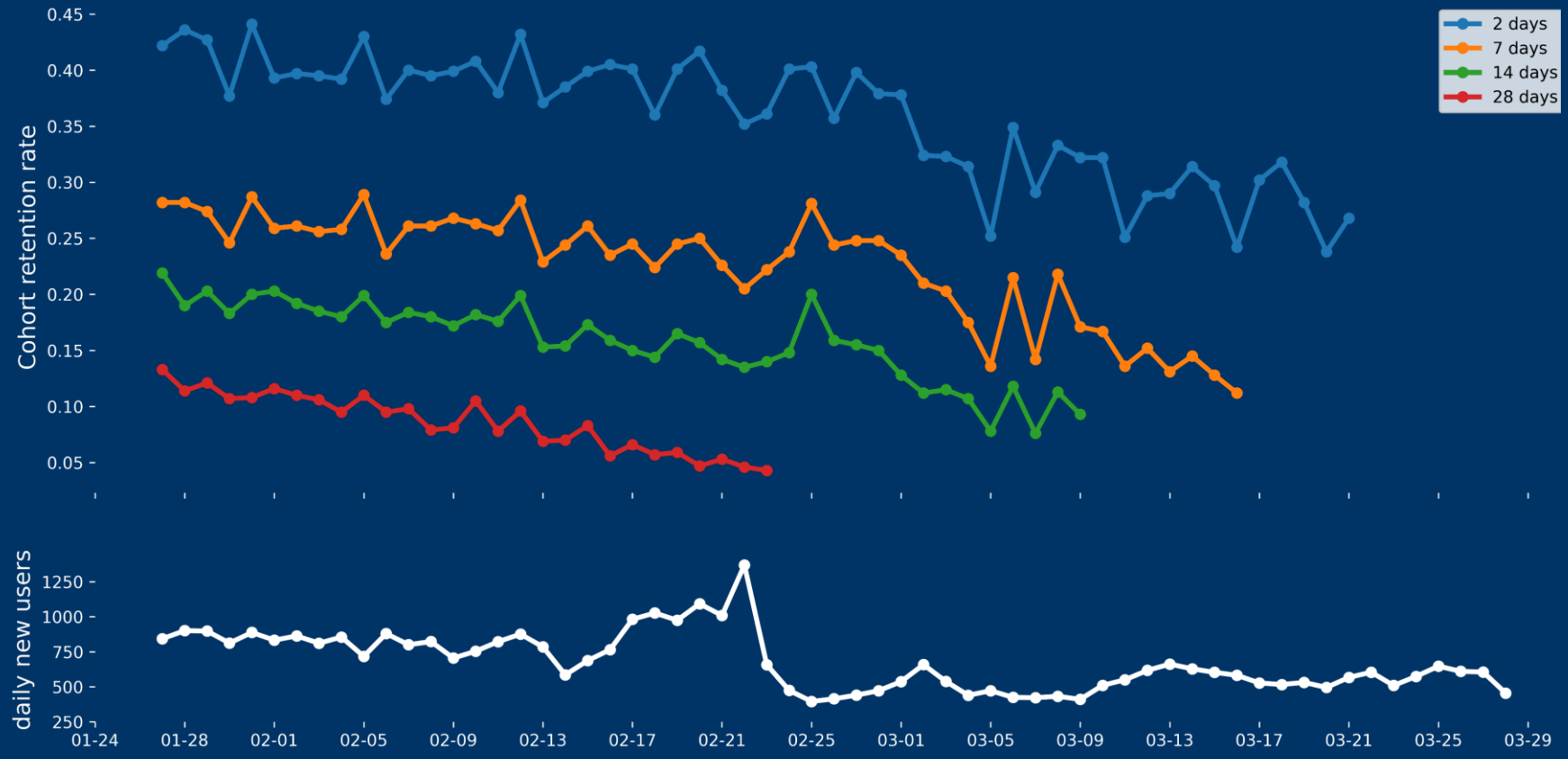
Users are grouped into cohorts with the date at which they opened the app for the first time.

At least 5 events each day to be considered as active.

The retention rate only applies to users who first launch the app in the data collection period.

2 days	**0.36**
4 days	**0.22**
7 days	**0.16**
28 days	**0.08**

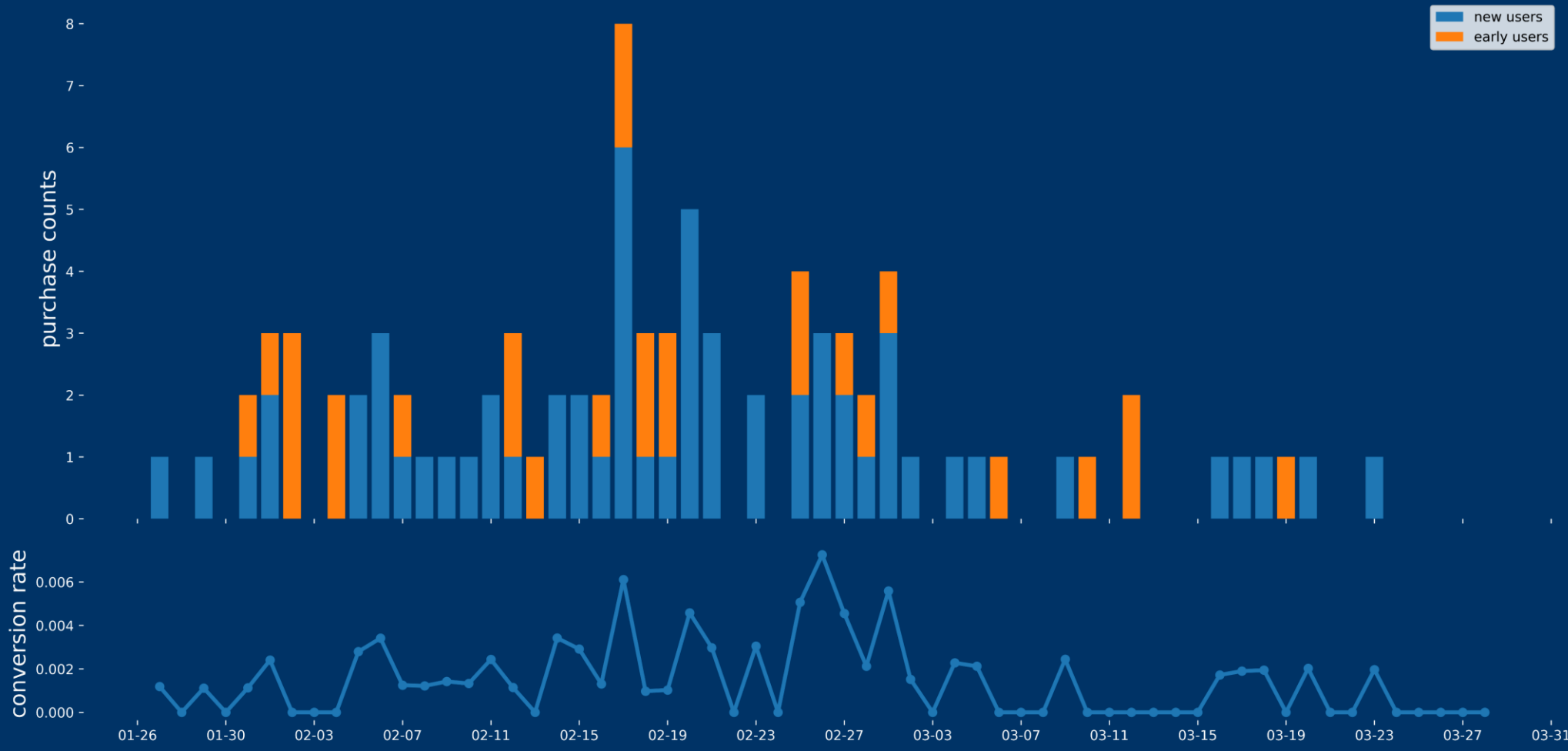
The average retention rate is pretty normal, comparable to other meditation apps.



Cohort conversion

Users are grouped into cohorts. Purchase counts and conversion are plotted for each cohort.

User conversion is calculated as the ratio of purchased user counts with cohort user counts.



New users

41335

Purchase users

60

Mean Conversion

0.15 %

Early users

41963

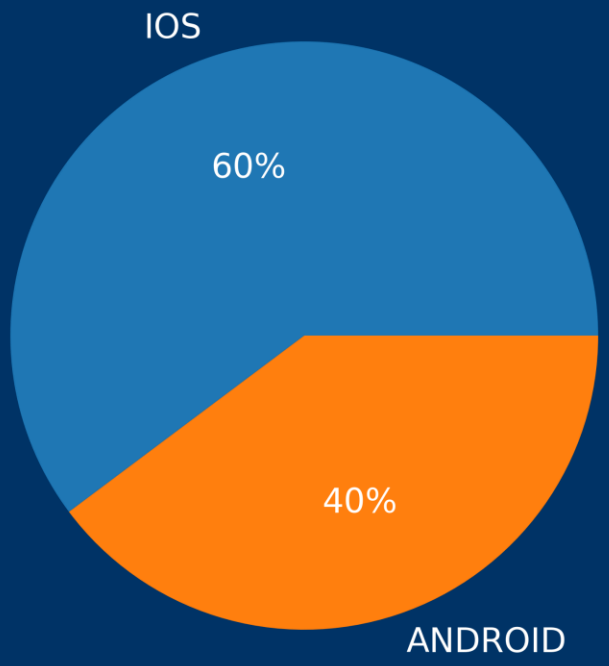
Purchase users

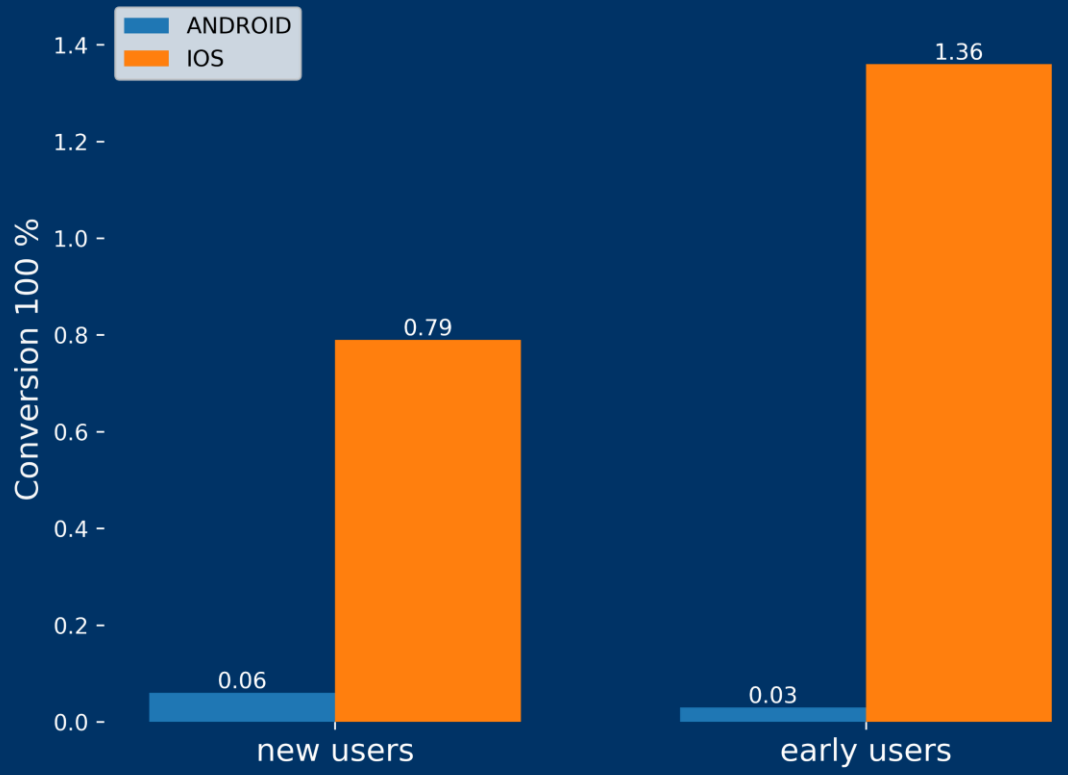
28

Mean Conversion

0.067 %

Conversion: platform





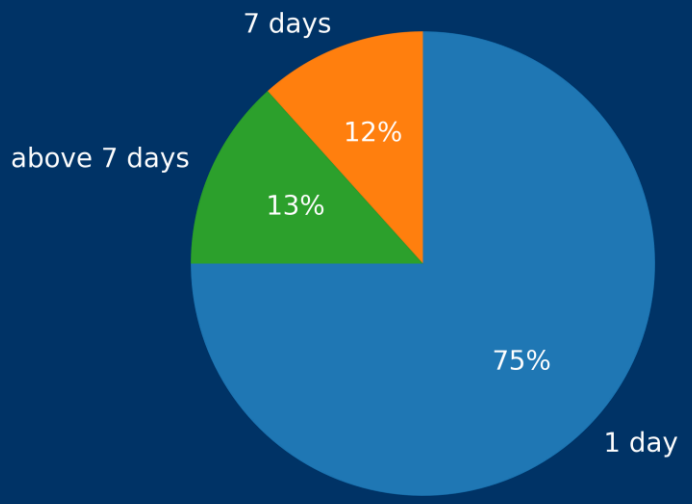
Subs in IOS
53

Subs in ANDROID
35

IOS conversion is 10 times more than ANDROID conversion

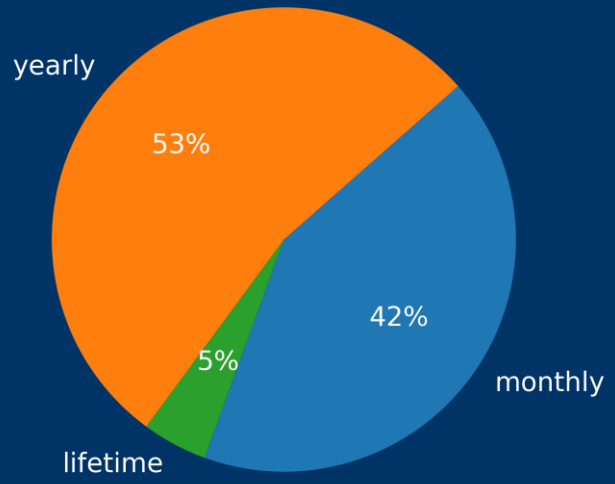
Conversion: statistics

Days until subscription



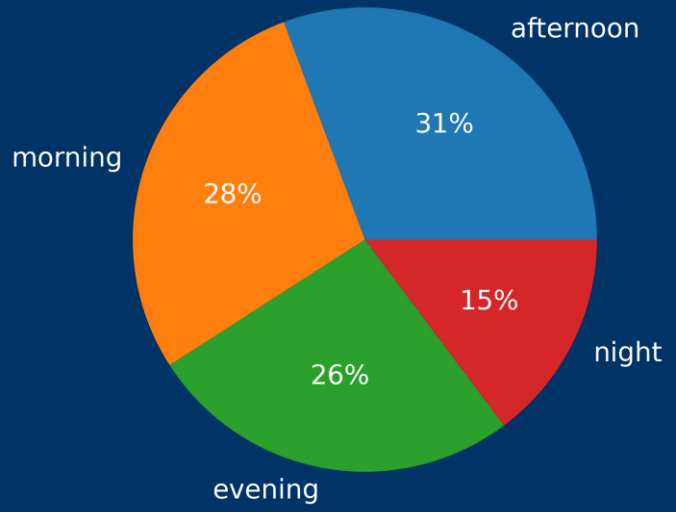
- 45 users → 1 day
- 7 users → 7 days
- Rest → 1 month

Subscription preference



- 23 yearly subs
- 19 monthly subs
- 3 Lifelong subs

Subscription time of day

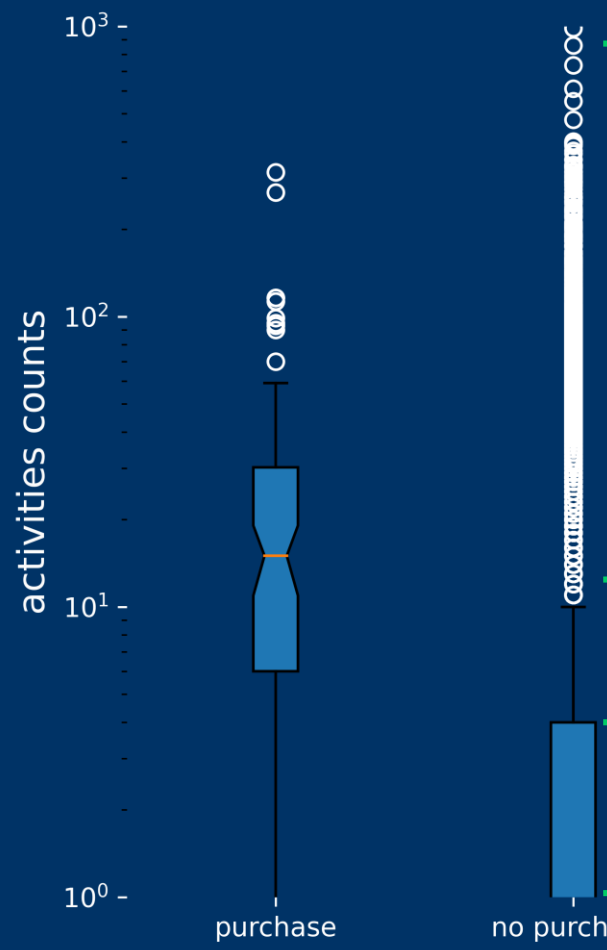


- No significant difference

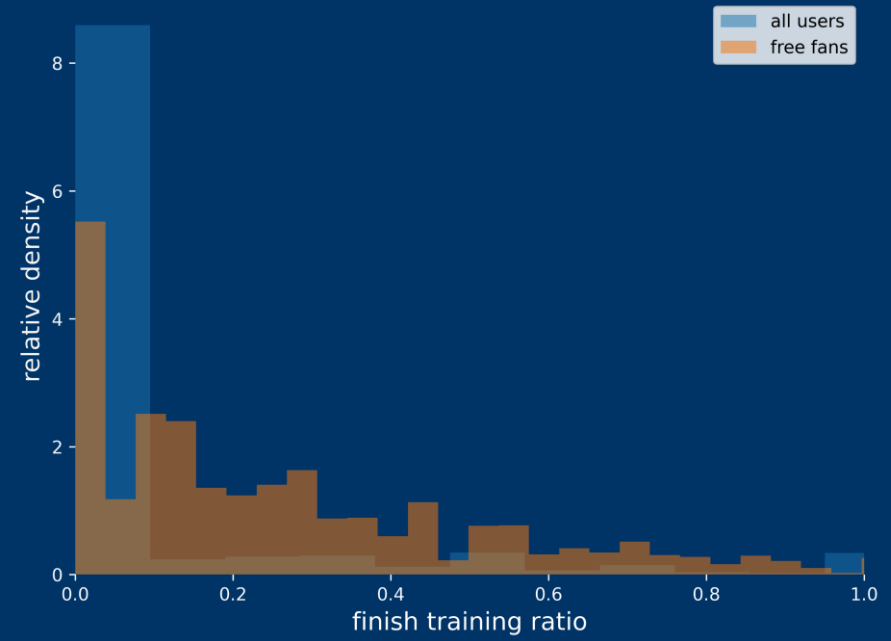
User behavior: free fans

Activities counts are the sum of training, meditation, breathing and games events .

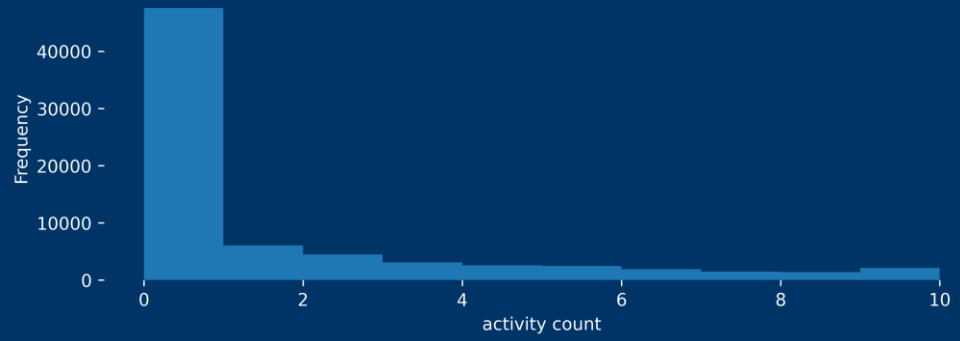
Finish training ratio is the ratio of finish training counts and start training counts.



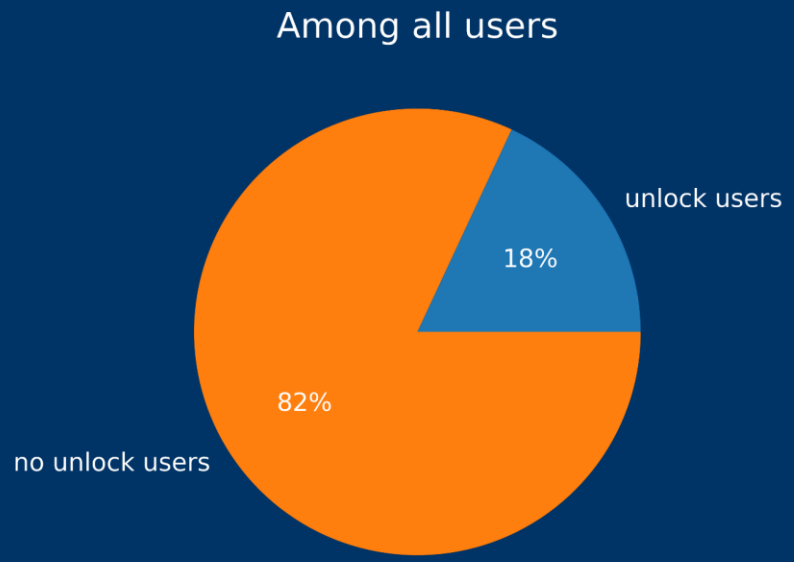
free fans 7624

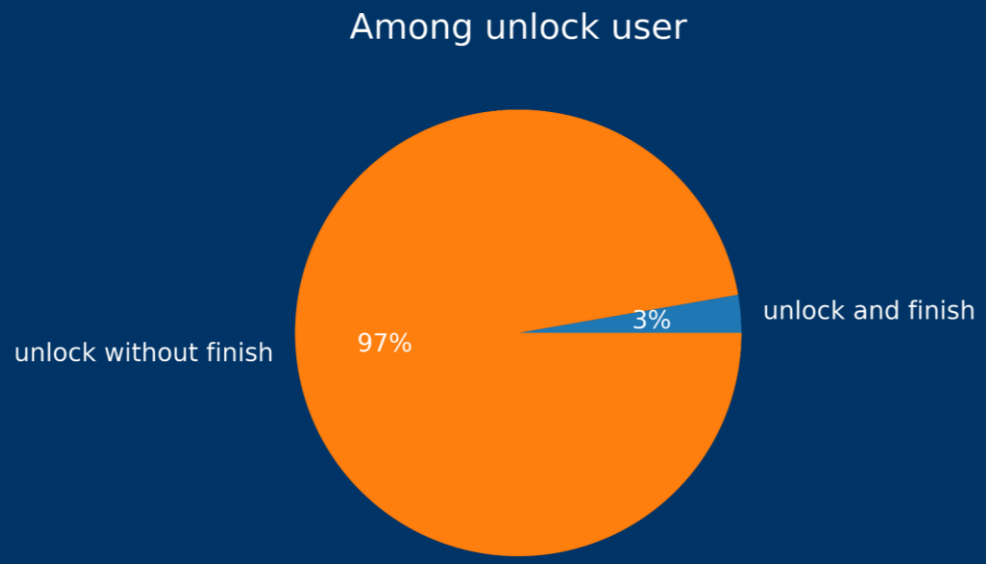


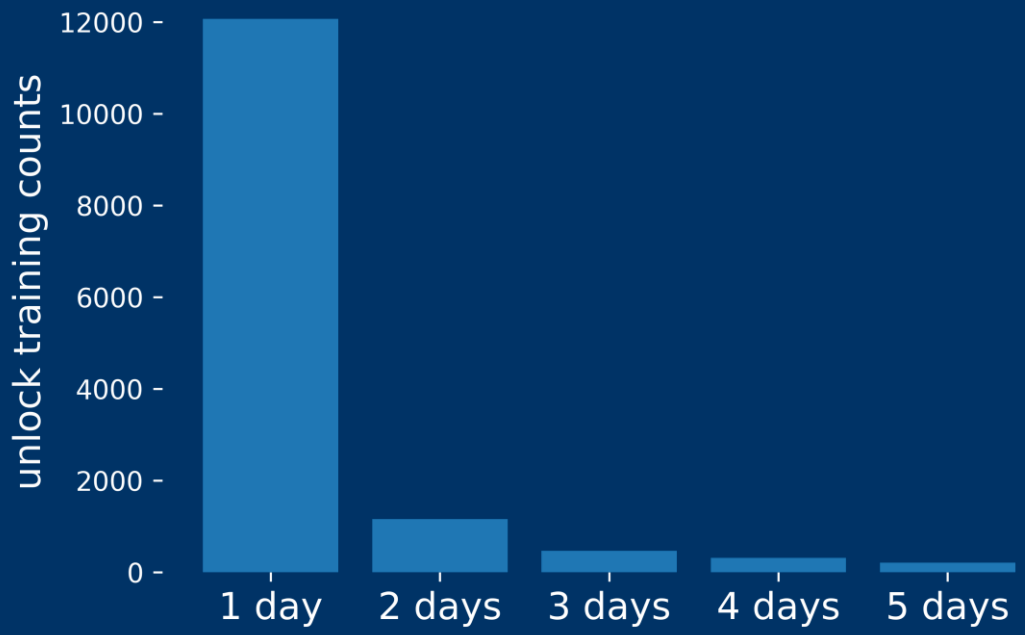
Users w/o activities



User behavior: Unlock 5 days ➔ free







Less than 10 % users can persist through the second day.

Summary

- Retention rate
  - More than 50 % of users did not conduct any activity
  - Correlates to the unretained users
- Conversion
  - 75 % Subscription decision is made within 1 day
  - IOS users have significantly higher conversion rate than android users
- Subscription
  - Users prefer yearly subscription
  - Yearly subscription constitutes the majority of revenue
- Highly polarized unsubscribed users
  - Free fans
  - Users with less than 4 activities

Q & A

- What may increase retention rate?
  - **Clearer** and **simpler** interface, because more than **50 %** of unretained users did not perform any activity (training or game).
  - Introduce new users with some popular training immediately before they get confused and quit.
- What may increase conversion rate?
  - **Free fans** who have abnormally high activity counts. They are **dedicated** users, and shall be **targeted** for subscription marketing.
  - Increase the **coverage** of users from **IOS** platform. As IOS users have significantly higher conversion rate than Android users.
  - Promoting the **yearly subscription**, as it is being widely accepted by the subscribers.
- General advice
  - Focus on the first **2 days of user experience**, as it determines both the **retention** and **conversion**!
  - The analysis shows the 5 days plan is not widely accepted by users