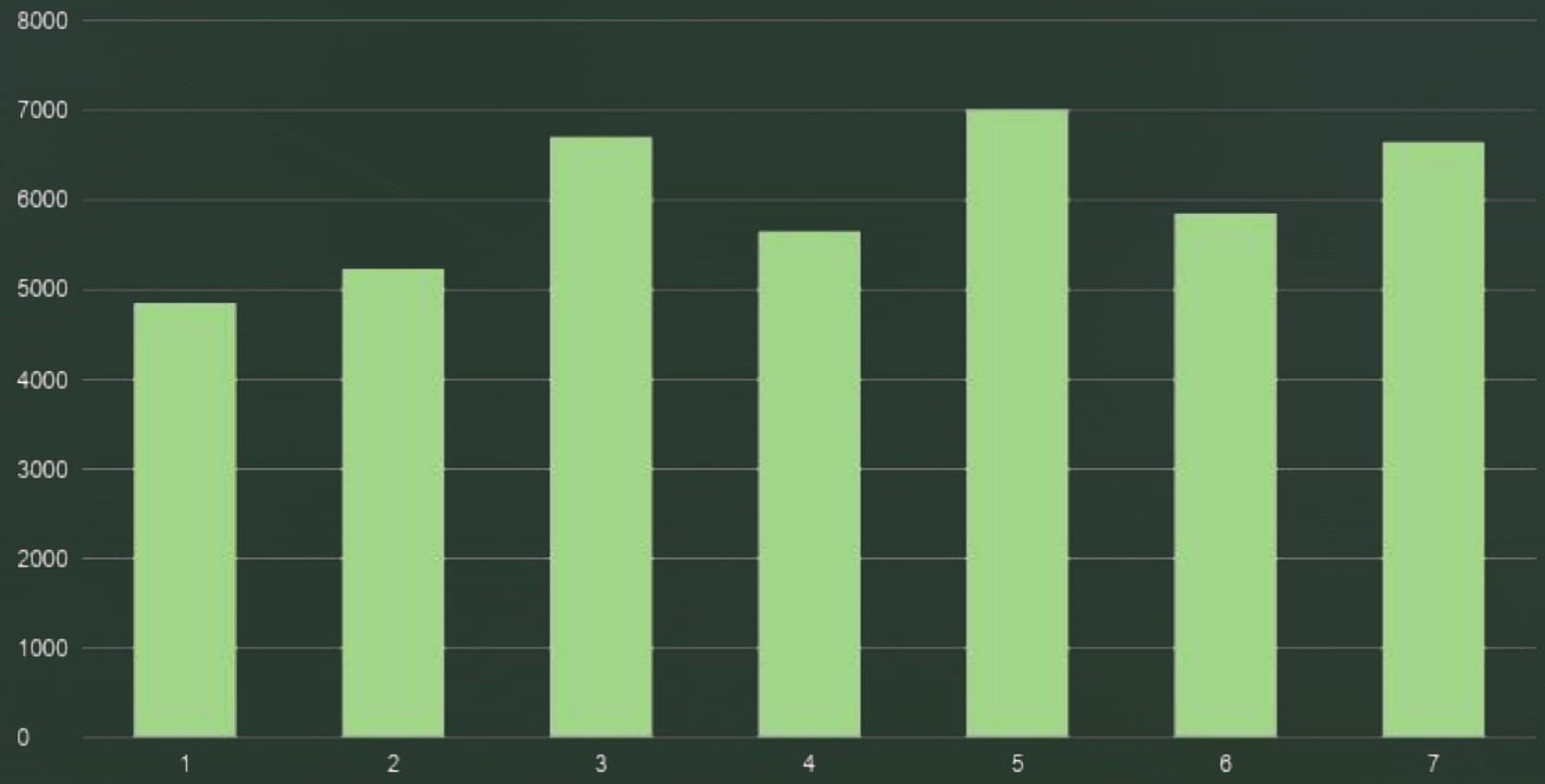
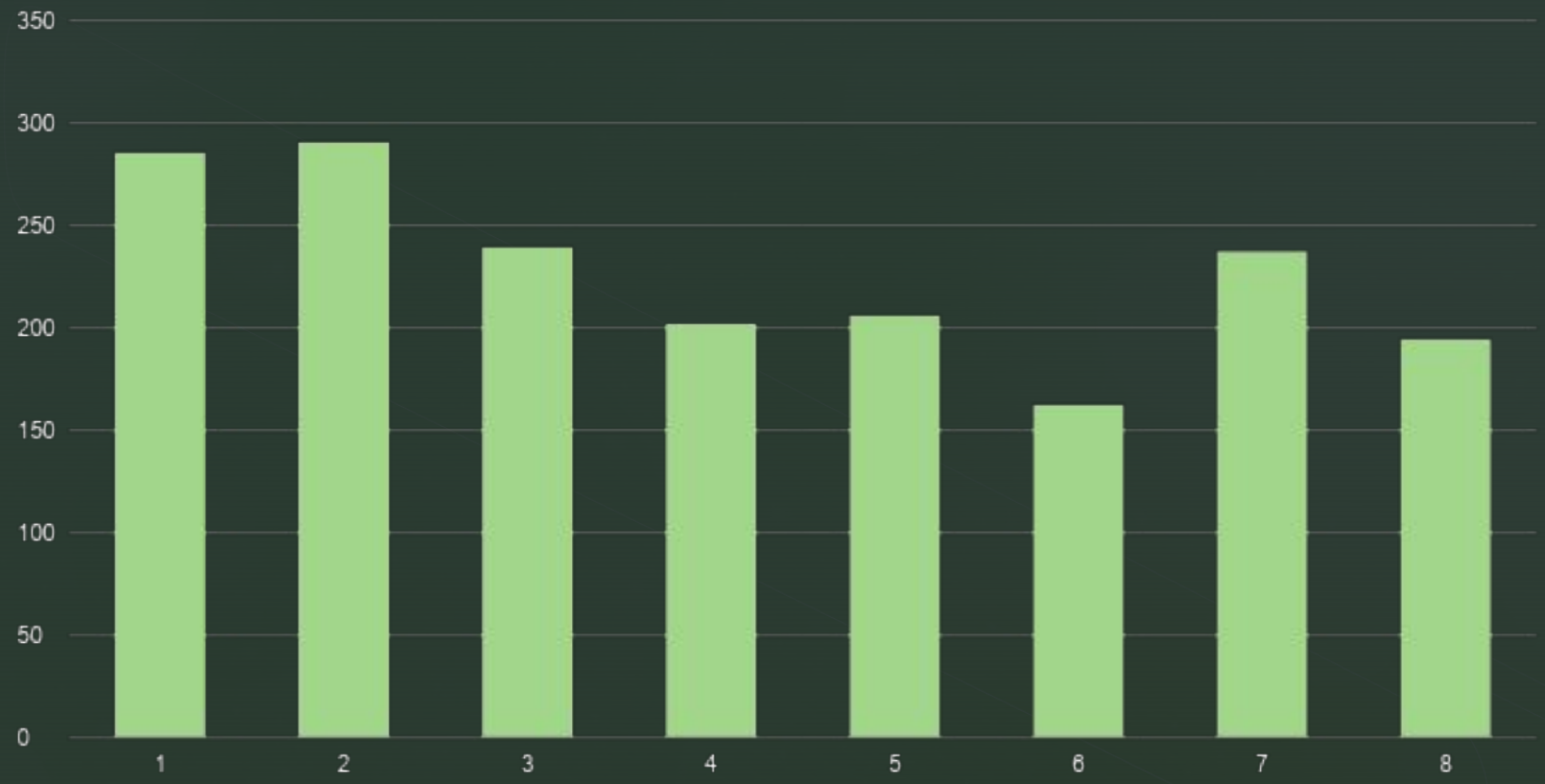
User trend

Sum of user count by month



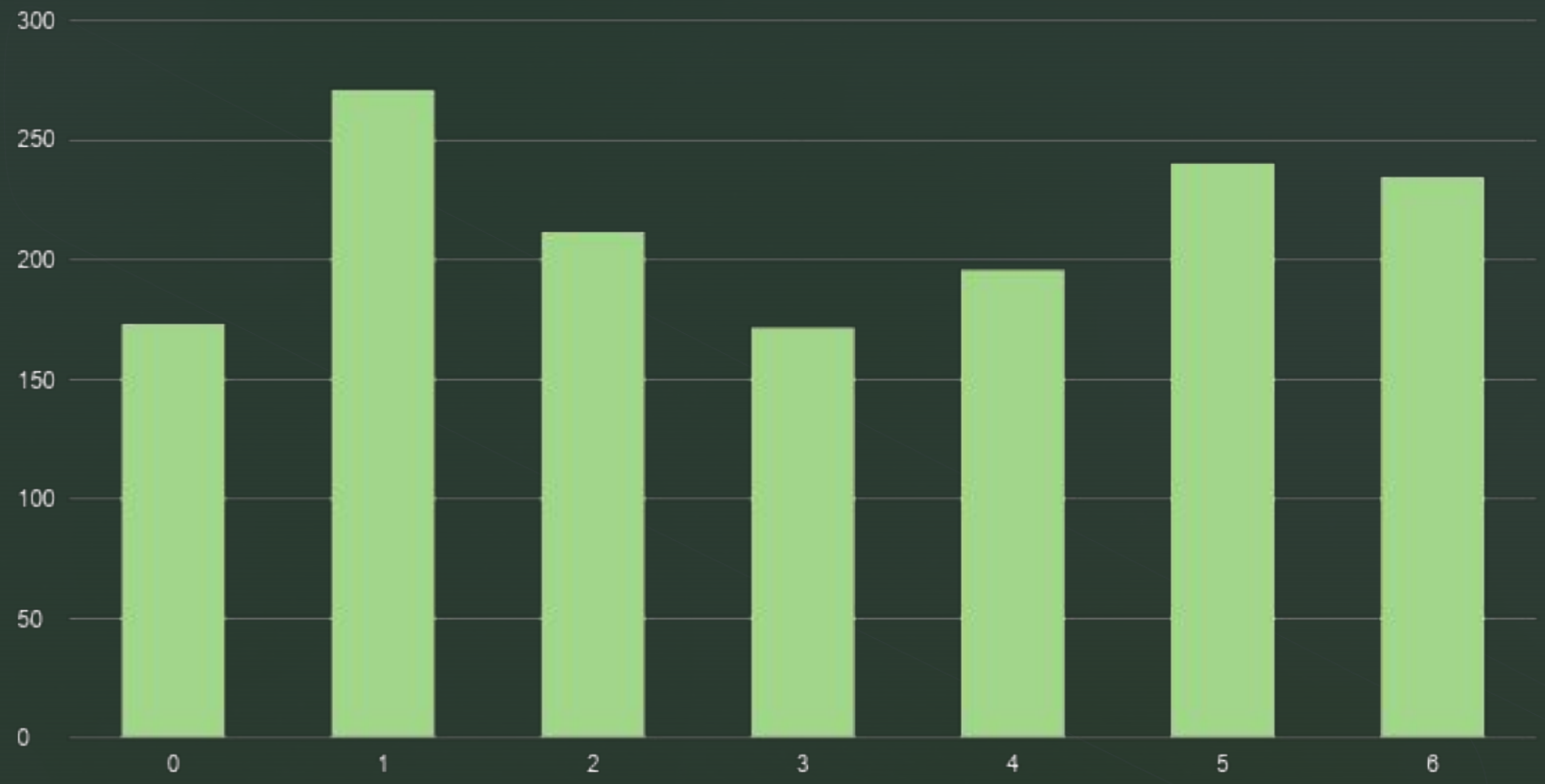
Average of user count by month



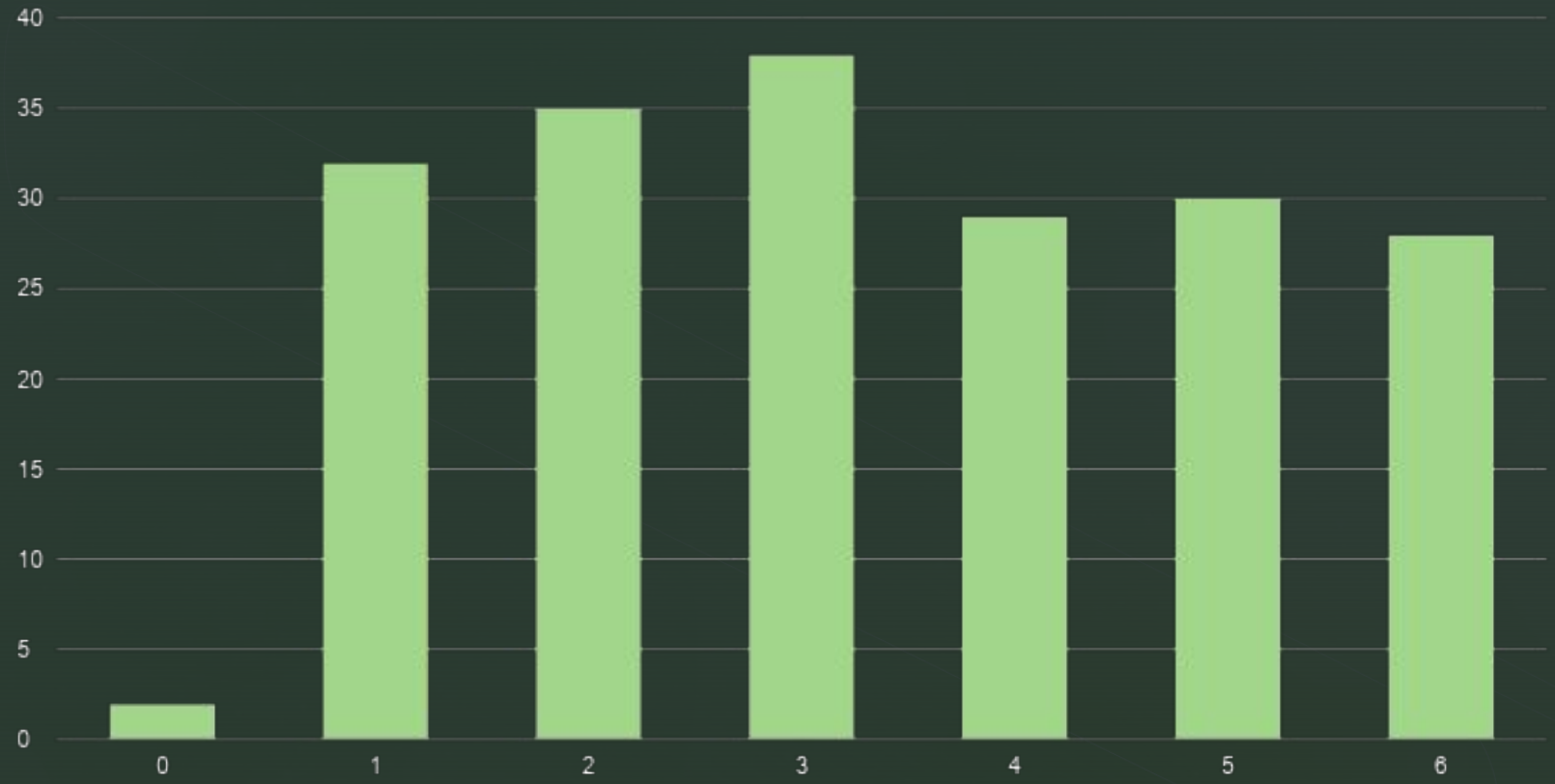
User trend by month

- The number of participants is increasing overall. However, the monthly average number of participants is decreasing. This shows that while the total number of events is increasing, the average number of attendees is decreasing, which means there might be an issue with event quality or marketing.

Average of user per event by weekday



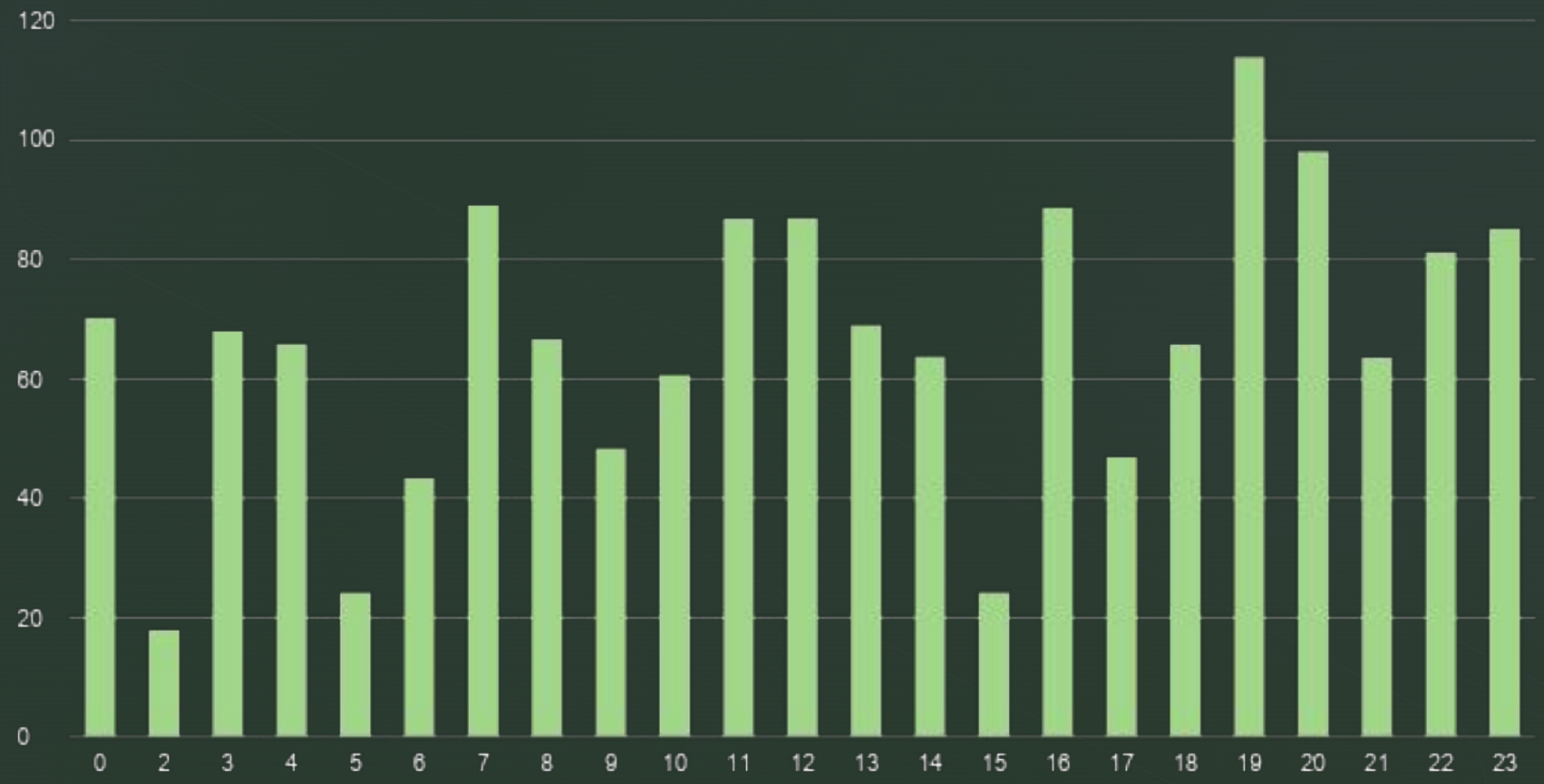
Count of event by weekday



User trend by weekday

- The number of average users per events attended the most on Mondays, then Fridays and Saturdays.
- However, according to past data, the number of events held the most on Tuesday and Wednesday. So, whether it is possible to consider adjusting the time from Tuesday and Wednesday to Monday, Friday, and Saturday.

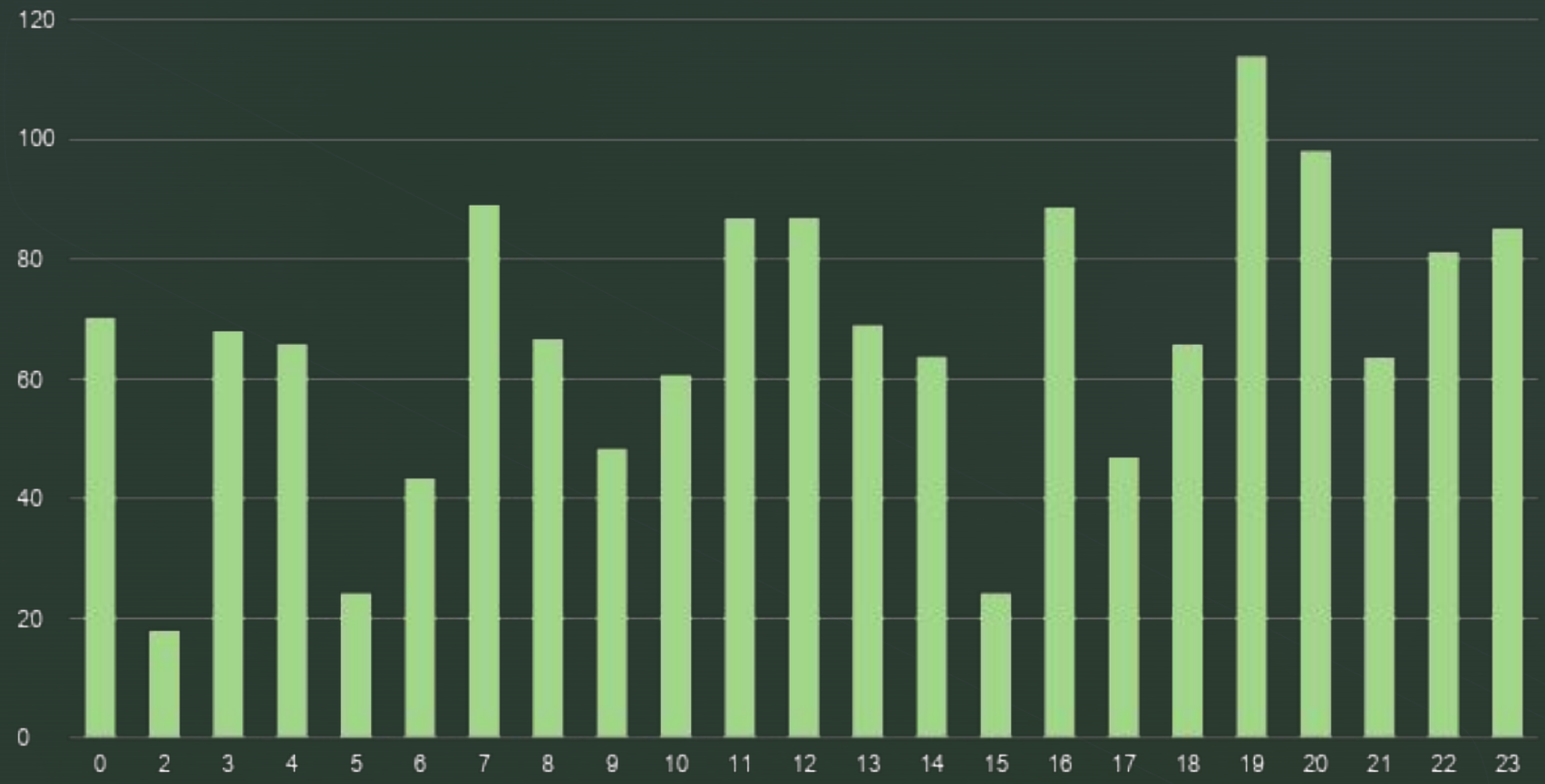
Average of user count by hour



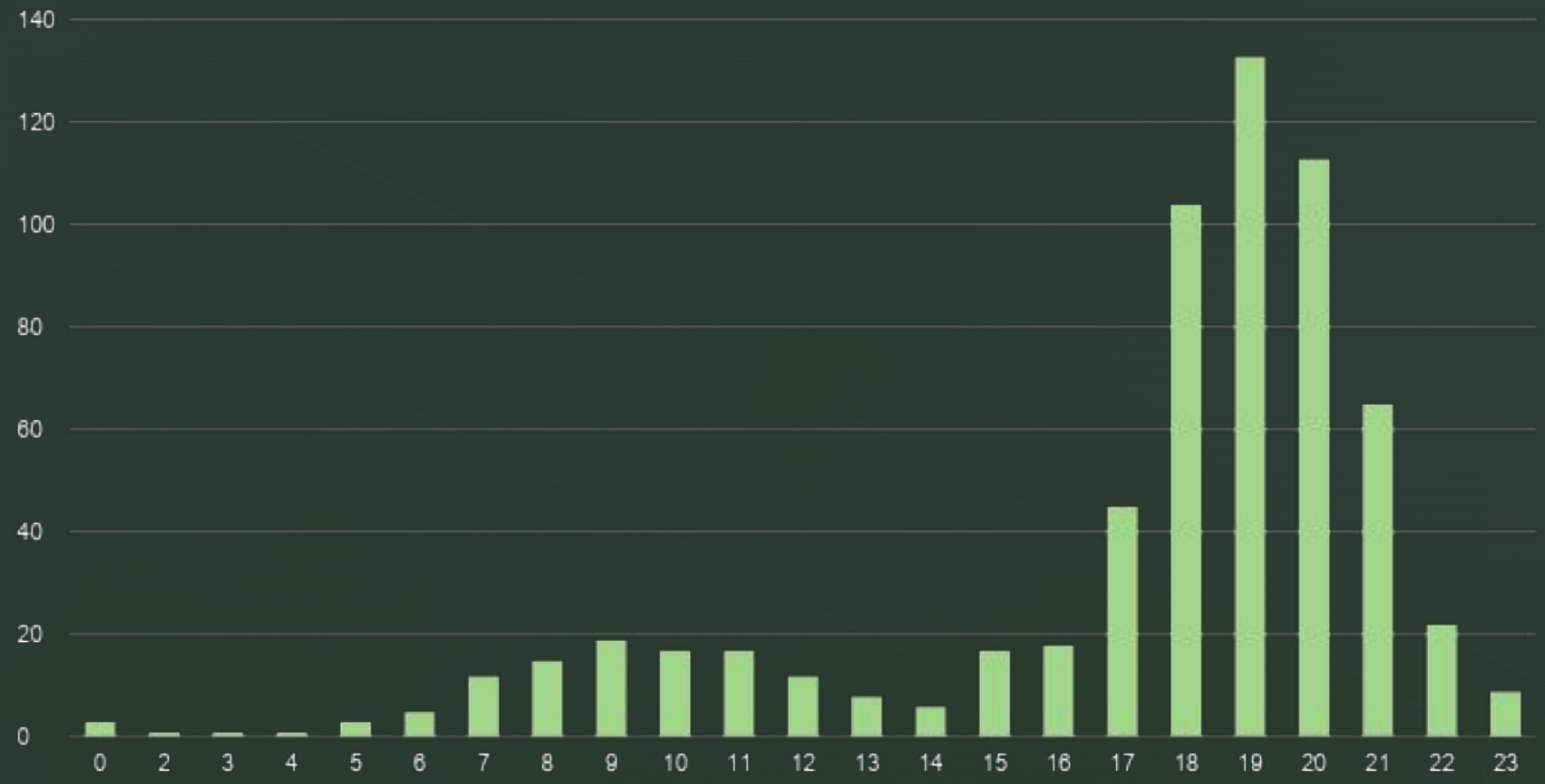
User trend by hour

- This table is used to observe users’ habits.
- At present, it seems that at 19-20 o'clock, the number of users is significantly higher than other time periods. If there are no other factors, it means that this is the prime time for events to be held.
- However, the user may come from different time zones, so it would be better if we could know the specific time zone of users.

Average user per event by hour



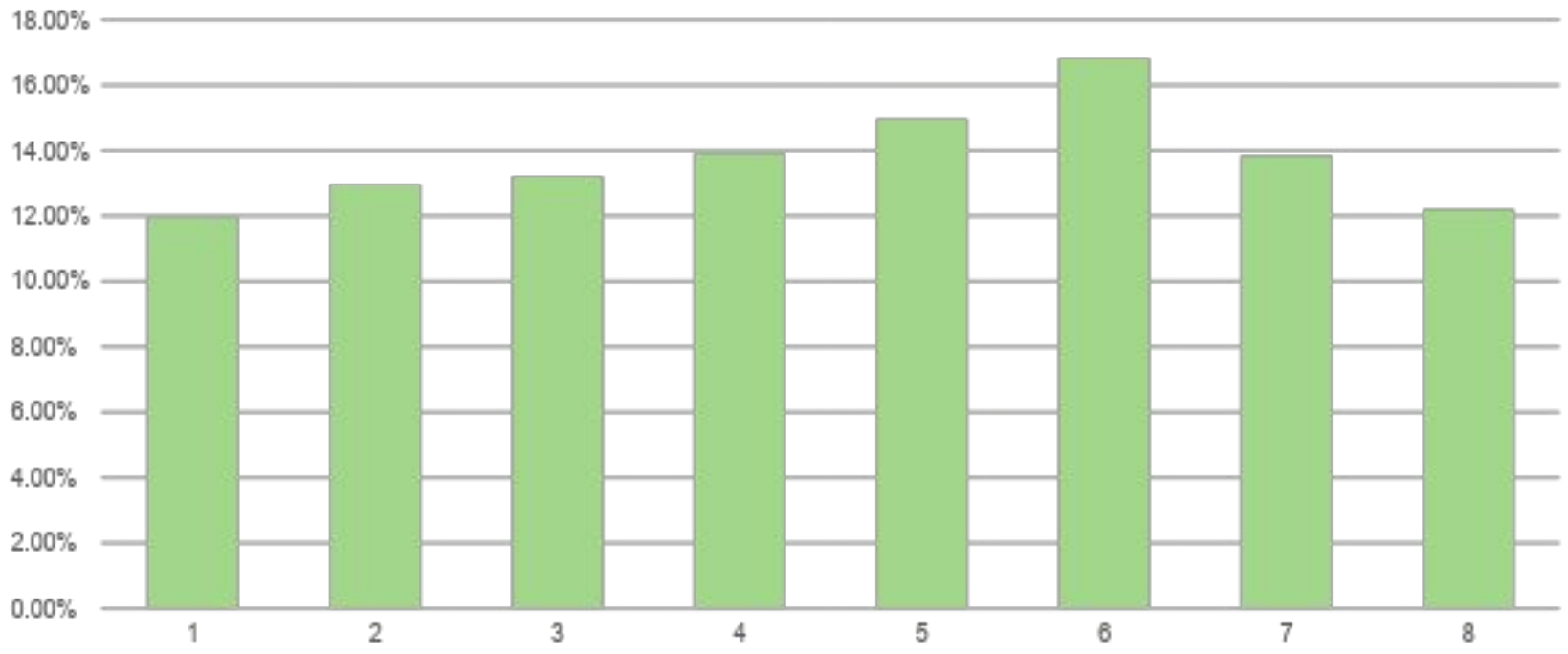
Count of event by hour



- The above table is the distribution of events held by hour. Most of the events are between 8:00 and 11:00, which is in line with the user's habits and is more reasonable than arrangement by weekday.

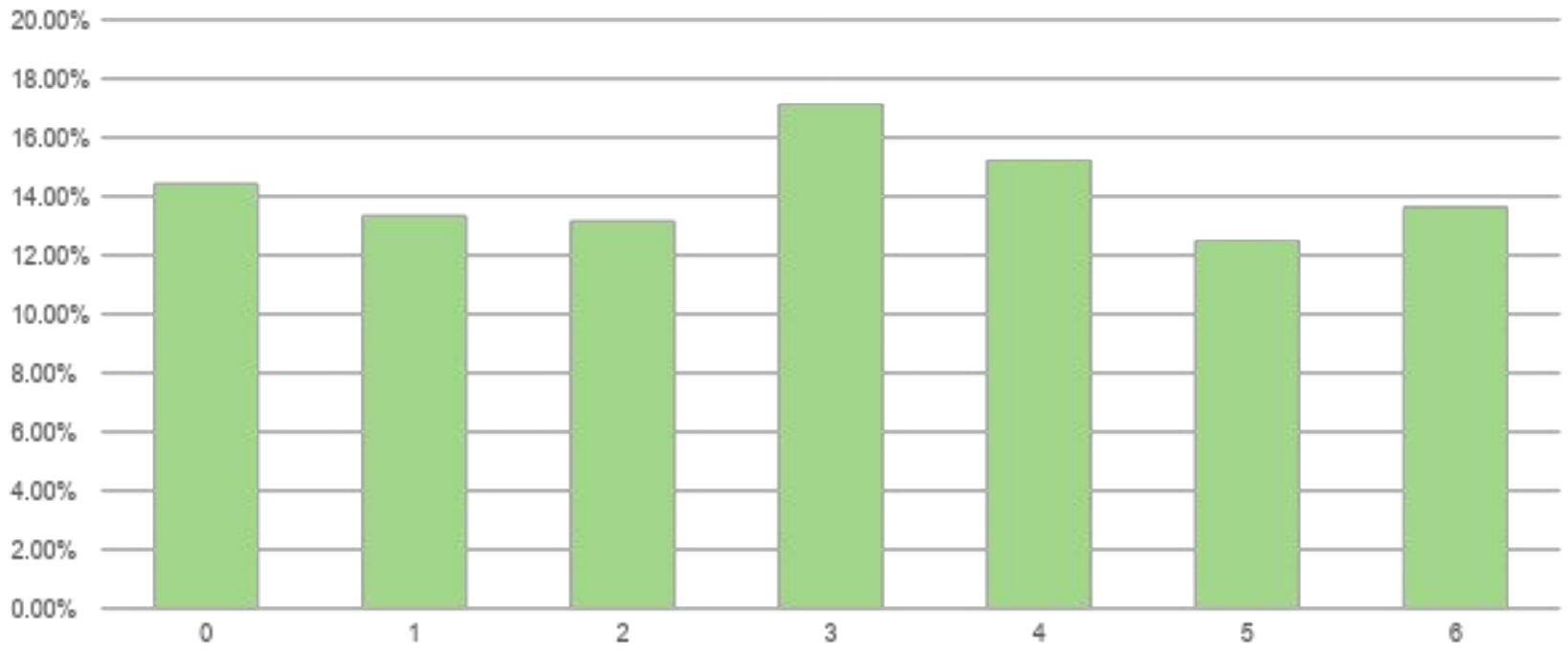
- 用户观看时间%

Average watching time percentage - month



- From the monthly point of view, the overall trend of average of watching time percentage was increasing before April, but then declined in the last two months.

Average watching time percentage - weekday



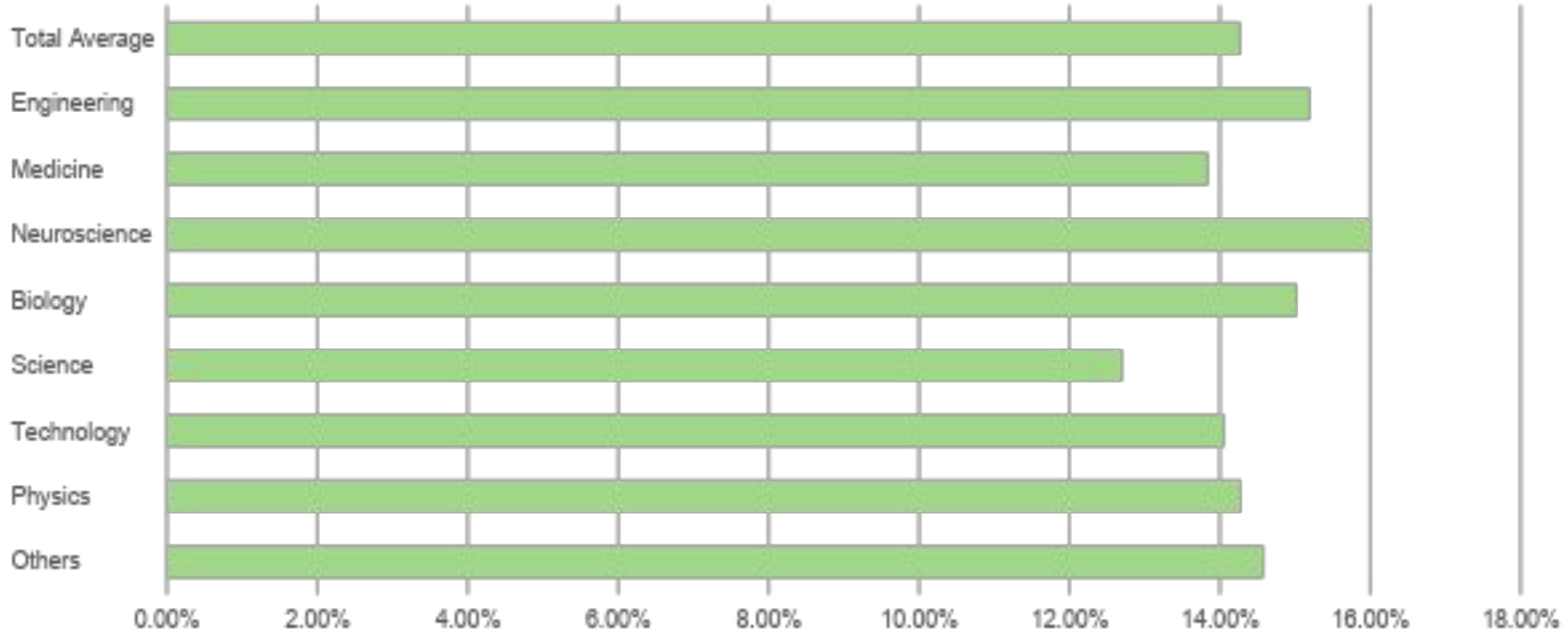
- When looking at weekdays, the average of watching time percentage on Wednesday is significantly higher than other weekdays.

- However, based on the previous average of user per event by weekday, it is abnormal on Wednesday. As we can see the number of users on Wednesday is the least, but the viewing time is the longest.

Category summary

Row Labels	Average percentage of watching time	Count of stemm_category
Others	14.58%	74
Physics	14.28%	24
Technology	14.05%	23
Science	12.70%	22
Biology	15.02%	15
Neuroscience	16.00%	12
Medicine	13.84%	9
Engineering	15.20%	5
Philosophy	18.34%	4
STEMM	9.94%	3
Psychology	10.00%	2
Mathematics	11.54%	2
Cosmological Geometrics	11.44%	1
STEM	12.26%	1
Politics	10.96%	1
Economy	18.62%	1
Bioinorganic Chemistry	12.69%	1
Total average	14.27%	200

Average watching time percentage - category



- From the average of watching time percentage under these top categories, those events number greater than or equal to 5:

- Neuroscience is much higher than other categories, followed by engineering and biology, while science is significantly lower than the total average.

- This may be because the content of science is not that attractive.