User Interaction Analytics (Yandex.Zen)
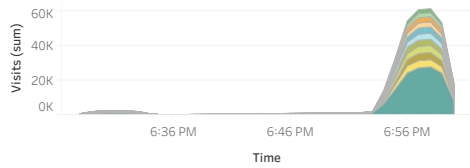
Data on user interactions with cards related to their themes, sources and age groups of users.

Age group
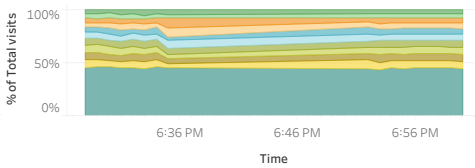All
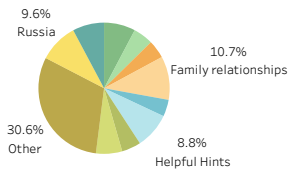
Time
All values

Card topic
All

Interactions by card themes (abs)

Interactions by card themes (%)

Interactions by source themes (%)

Source topics - card topics look-up table

	Art	Auto	Celebriti..	Children	Clothing	Construc..	Do it you..	Family	Family r..	Finance	Food	Garden a..	Health	Helpful ..	History	Interiors	Money	Movie	Music	Politics	Psycholo..	Repair	R..
Art	512	145	1,083	639	209	53	128	404	754	4	7	43	70	331	596	164	98	1,254	223	121	98	172	
Beauty	232	29	1,313	703	428	174	466	274	748	56	253	513	736	1,227	177	185	48	472	38	282	171	172	
Celebrities	356	29	445	145	467	50	6	234	764	59	36	21	139	178	644	12	55	408	55	35	88	3	
Children	238	192	1,444	621	320	103	354	558	1,184	53	675	633	346	1,541	455	97	228	474	9	135	128	174	
Collections	257	551	1,353	319	1,612	361	364	424	1,386	26	871	522	396	2,795	597	122	217	1,403	190	43	396	479	
Culture	682	103	1,508	578	295	86	76	482	892	9	55	100	41	231	636	124	46	1,543	178	308	81	154	
Family	288	50	689	361	544	351	434	1,131	1,489	38	1,236	548	275	1,293	266	321	458	486	41	78	176	447	
Health	64	232	962	798	518	106	548	247	814	19	558	542	404	2,335	68	57	95	156	20	121	214	145	