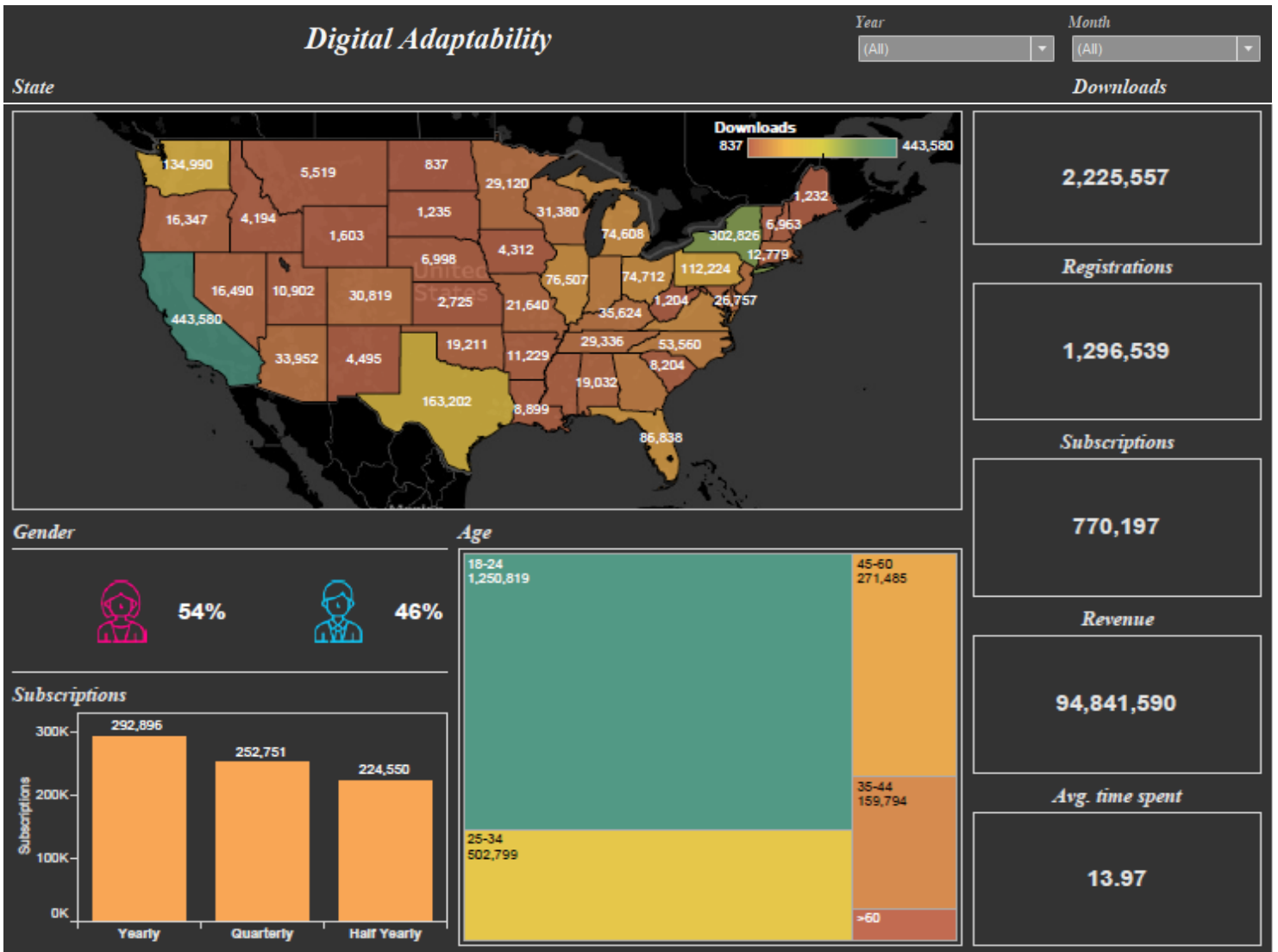


Hello!

BIZ VIZ – Your visualization lookbook!

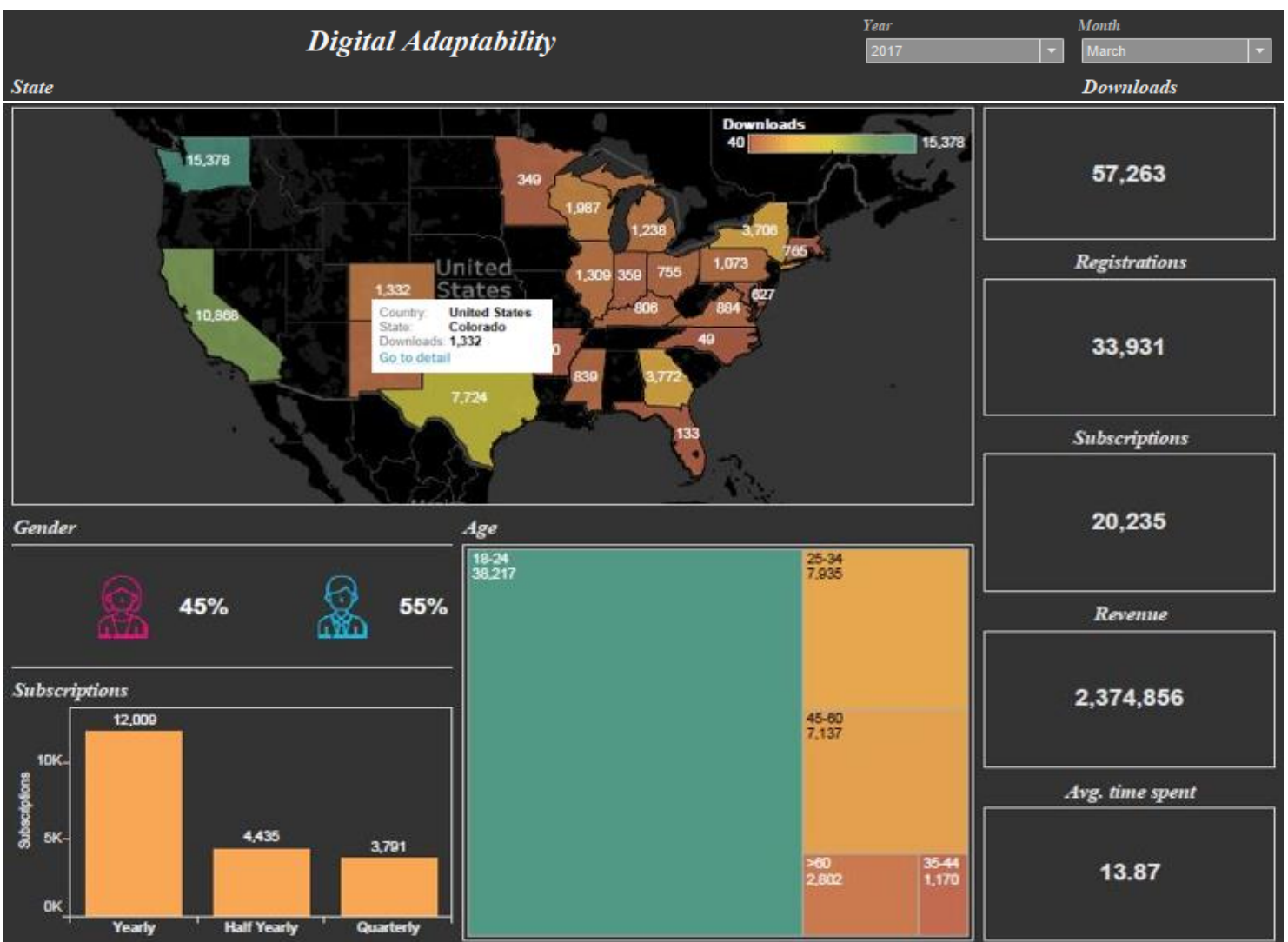


September 2017 – 2nd Issue



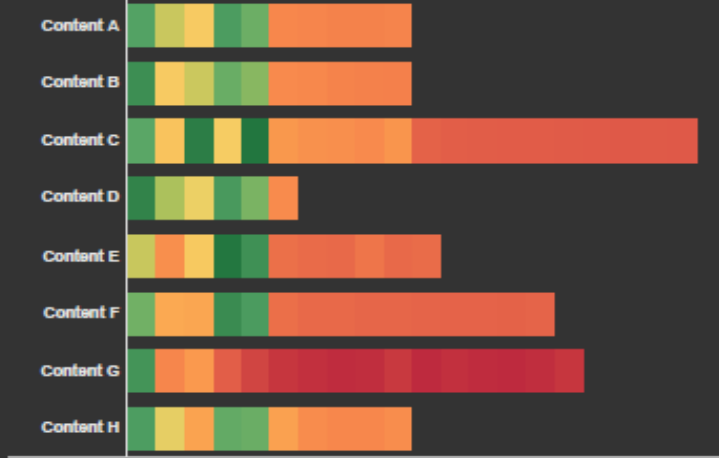
This Visualization helps in identifying the count of downloads, registration and subscription, etc.; for an App over a period of time.

Selecting a particular year and month, will provide us with the information about the state where the count of downloads for an app are more or less along with the count of registration and subscription.



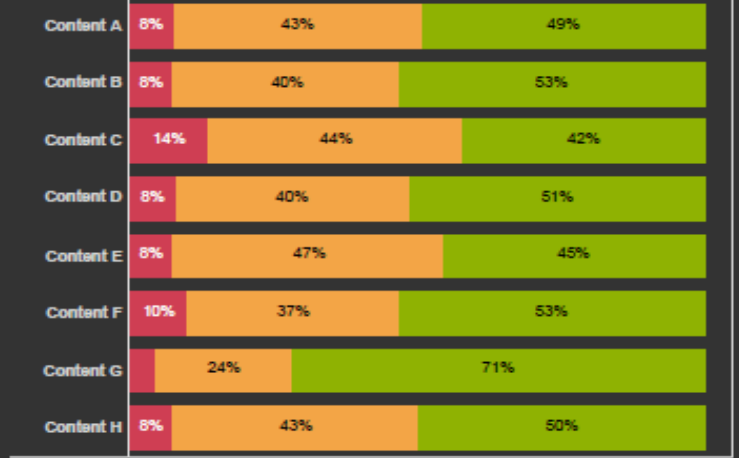
Further selecting a particular State, will take the user to the drill down level to track the number of content completion, count of episode watched per week, time spent, etc.

Content Completion



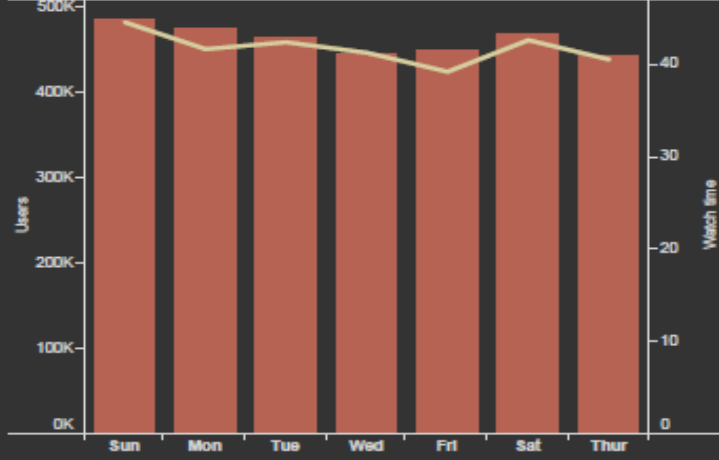
Episodes Per Day

>5 2-5 1



Weekly Users and Time Spent

Users Watch time



Customer Segment

| Recency | Frequency | | | | |
|---------|-----------|--------|--------|---------|---------|
| | F1 | F2 | F3 | F4 | F5 |
| R1 | 23,779 | 22,426 | 17,277 | 24,427 | 55,930 |
| R2 | 20,308 | 29,236 | 25,998 | 50,647 | 183,364 |
| R3 | 19,205 | 28,985 | 31,566 | 69,131 | 371,122 |
| R4 | 7,425 | 36,233 | 31,013 | 64,732 | 351,707 |
| R5 | 1,341 | 41,726 | 54,558 | 147,585 | 861,229 |

DUAL AXES CHART

Dual axes are two independent axes that are layered on top of each other. According to Tableau, dual axes allow you to compare multiple measures and are useful when you have two measures that have different scales.

Learn how to make a Dual Axes Chart in Tableau:

<http://kb.tableau.com/articles/howto/dual-axis-bar-chart-multiple-measures>

Learn how to apply Action Filters in Tableau:

http://onlinehelp.tableau.com/current/pro/desktop/en-us/actions_filter.html