

Day	Retention D1 (%)	Retention D7 (%)	Retention D30 (%)	DAU	Revenue IAP (Proceed) (USD)	Revenue Ad (USD)	Revenue Ad CN (USD)	Revenue (USD)	ARPPDAU (USD)	Retention Function Calc. (y=a*x^b)		Integral on Retention Function			180 Day LTV Calculation	
										a	b	Days	Retention func.	Integral to date	180d Integral	User days (to 180d)
1	25.69	8.17	1.82	943	4.04	8.95	0.65	13.64	0.0145	28.52027602	-0.7679738206	0				
2	21.79	8.91	0.82	707	0.00	5.91	0.14	6.05	0.0086	28.7806795	-0.9367566396	1	34.50	34.50		\$0.010
3	39.34	4.48	2.27	734	0.00	7.43	0.13	7.56	0.0103	33.75344958	-0.8538454012	2	19.47299161	53.97		\$0.022
4	39.67	10.36	1.59	761	0.00	5.92	0.02	5.94	0.0078	45.677948	-0.9318244327	3	13.11031024	67.08		
5	34.66	6.19	0.33	807	0.00	7.47	0.00	7.47	0.0093	45.2372074	-1.3420154688	4	9.901590153	76.98		
6	41.95	7.58	1.71	852	0.00	8.47	0.25	8.72	0.0102	43.39843769	-0.9374760646	5	7.964265643	84.95		
7	37.22	7.99	0.61	1003	0.21	10.53	0.29	11.03	0.0110	46.86539968	-1.185893047	6	6.666305894	91.61		
8	32.03	7.50	0.58	907	0.11	9.02	0.33	9.46	0.0104	40.67256686	-1.155730019	7	5.735382896	97.35		
9	26.09	5.46	1.62	748	0.00	7.54	0.12	7.66	0.0102	26.2821598	-0.8163748456	8	5.034741939	102.38		
10	36.07	5.43	0.00	732	0.00	5.80	0.00	5.80	0.0079	167.8260463	-3.609750439	9	4.488131057	106.87		
11	40.13	5.68	1.03	731	0.00	5.02	0.02	5.04	0.0069	41.75675599	-1.072907085	10	4.049654816	110.92		
12	32.75	9.74	1.98	752	0.00	6.68	0.03	6.71	0.0089	36.60275627	-0.813922235	11	3.690025849	114.61		
13	42.93	5.38	0.81	845	0.28	6.78	0.10	7.16	0.0085	45.3633027	-1.161856941	12	3.389670884	118.00		
14	33.63	8.50	2.05	955	0.00	8.74	0.20	8.94	0.0094	35.84549365	-0.8162037269	13	3.135007948	121.14		
15	29.24	6.32	1.40	921	0.00	7.11	0.36	7.47	0.0081	31.00508716	-0.8877182237	14	2.916316708	124.05		
16	24.92	4.92	0.33	690	0.64	8.70	0.01	9.35	0.0135	31.71988641	-1.247499664	15	2.726454777	126.78		
17	31.21	7.64	1.59	723	0.00	7.13	0.09	7.22	0.0100	33.93871324	-0.8669731881	16	2.560056112	129.34		
18	38.02	8.77	0.90	756	0.00	8.62	0.06	8.68	0.0115	46.0311419	-1.081681233	17	2.41301056	131.75		
19	35.14	10.61	1.55	769	0.00	8.81	0.00	9.33	0.0121	41.51032804	-0.9011292811	18	2.282116439	134.04		
20	45.23	8.52	0.00	900	0.00	8.29	0.52	8.54	0.0095	232.6210483	-3.666355224	19	2.164842466	136.20		
21	36.59	7.64	0.00	958	0.00	6.23	0.25	6.29	0.0066	187.2110597	-3.604542756	20	2.059160865	138.26		
22	32.56	6.23	0.70	940	0.11	7.00	0.06	7.23	0.0077	37.97548171	-1.113693008	21	1.963427991	140.22		
23	30.79	6.37	1.58	761	0.00	6.38	0.12	6.43	0.0084	31.88615289	-0.8696853776	22	1.876297404	142.10		
24	37.06	7.29	2.33	725	0.10	5.60	0.05	5.77	0.0080	36.60970844	-0.8146517215	23	1.796655533	143.90		
25	35.80	5.38	0.99	700	0.00	7.53	0.07	7.56	0.0108	37.43372802	-1.05049887	24	1.723573374	145.62		
26	37.08	8.04	1.98	756	0.10	6.99	0.00	7.66	0.0101	38.66402306	-0.8573092831	25	1.656269738	147.28		
27	39.00	8.94	1.80	857	0.00	7.20	0.03	7.35	0.0086	42.29970002	-0.896270751	26	1.594082946	148.87		
28	36.96	5.65	2.38	972	0.28	9.62	0.57	9.90	0.0102	33.86232881	-0.815079396	27	1.536448796	150.41		
29	33.23	7.30	1.42	914	0.11	10.27	0.15	10.38	0.0114	36.05696569	-0.9188735917	28	1.482883235	151.89		
30	28.20	8.63	0.00	702	0.12	5.54	0.00	5.66	0.0081	154.141455	-3.521415259	29	1.432968599	153.32		
Ave	34.50	7.32	1.21	817	0.00	8.00	0.00	7.87	0.0096	38.29661666	-0.9757424011	31	1.342689422	156.05		
Sum					6.10	225.28	4.62	236.00				32	1.301732517	157.35		
												33	1.263228658	158.62		
												34	1.226963072	159.84		
												35	1.192745389	161.04		
												36	1.160406275	162.20		
												37	1.129794593	163.33		
												38	1.100775026	164.43		
												39	1.073226055	165.50		
												40	1.047038244	166.55		
												41	1.022112771	167.57		
												42	0.9983601723	168.57		
												43	0.9756992577	169.54		
												44	0.9540561752	170.50		
												45	0.9333635997	171.43		
												46	0.9135600264	172.34		
												47	0.8945891546	173.24		
												48	0.8763993479	174.12		
												49	0.8589431609	174.97		
												50	0.8421769215	175.82		
												51	0.826060363	176.64		
												52	0.8105562962	177.45		
												53	0.79563033	178.25		
												54	0.7812505942	179.03		
												55	0.7673875308	179.80		
												56	0.7540136786	180.55		
												57	0.7411034923	181.29		
												58	0.7286331783	182.02		
												59	0.7165805462	182.74		
												60	0.7049248766	183.44		
												61	0.6936468008	184.14		
												62	0.6827281921	184.82		
												63	0.6721520684	185.49		
												64	0.6619025022	186.15		
												65	0.6519645409	186.80		
												66	0.6423241324	187.45		
												67	0.6329680588	188.08		
												68	0.6238838751	188.70		
												69	0.6150598535	189.32		
												70	0.6064849325	189.93		
												71	0.5981466698	190.52		
												72	0.5900412003	191.11		
												73	0.5821531959	191.70		
												74	0.5744758298	192.27		
												75	0.5670007432	192.84		
												76	0.5597200148	193.40		
												77	0.5526261322	193.95		
												78	0.545711966	194.50		
												79	0.5389707456	195.03		
												80	0.5323960371	195.57		
												81	0.5259817222	196.09		
												82	0.5197219795	196.61		
												83	0.5136112665	197.13		
												84	0.5076443028	197.63		
												85	0.5018160553	198.14		
												86	0.4961217235	198.63		
												87	0.4905567264	199.12		
												88	0.4851166897	199.61		
												89	0.4797974348	200.09		
												90	0.4745949678	200.56		
												91	0.469505469	201.03		
												92	0.4645252841	201.50		
												93	0.4596509148	201.96		
												94	0.4548790109	202.41		
												95	0.4502063623	202.86		
												96	0.4456288922	203.31		
												97	0.4411466495	203.75		
												98	0.436753803	204.18		
												99	0.4324486354	204.62		
												100	0.4282285372	205.04		
												101	0.4240910016	205.47		
												102	0.4200336198	205.89		
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Day	Retention D1 (%)	Retention D7 (%)	Retention D30 (%)	DAU	Revenue IAP (Sales) (AUD)	Revenue IAP (Sales) (USD)	Revenue IAP (Proced) (USD)	Revenue Ad (USD)	Revenue (USD)	ARPDau (USD)	Retention Function Calc (y=a*x^b)		Integral on Retention Function			180 Day LTV Calculation	
											a	b	Days	Retention func.	Integral to date	180d Integral	User days (to 180d)
1	26.28	4.72	0.49	9798	14.47	9.71	6.80	71.02	77.82	0.0079	30.80922373	-1.155049755	0				
2	24.10	4.86	0.70	9125	70.19	47.10	32.97	75.96	108.83	0.0119	27.17198741	-1.028590568	1	26.66	26.66		
3	26.25	3.85	0.67	8643	22.68	15.22	10.65	78.84	89.49	0.0104	27.61575542	-1.073458458	2	14.17553307	40.84		
4	28.51	4.82	0.65	8476	25.80	17.31	12.12	72.21	84.33	0.0099	31.80205241	-1.100846867	3	9.28563891	50.13		
5	28.38	4.73	0.69	8678	3.86	2.59	1.81	80.41	82.22	0.0095	31.20243167	-1.083378605	4	6.87789609	57.00		
6	28.56	5.12	0.89	8834	6.49	4.35	3.05	74.07	77.12	0.0087	30.79165796	-1.012342399	5	5.449320853	62.45		
7	25.93	5.00	0.54	8040	61.39	41.19	28.83	60.25	89.08	0.0111	30.46594093	-1.122321872	6	4.505337922	66.96		
8	24.21	5.10	0.55	7150	58.10	38.99	27.29	55.49	82.78	0.0116	28.75839347	-1.095661471	7	3.835989201	70.79		
9	20.94	4.42	0.58	6554	12.64	8.48	5.94	49.46	55.40	0.0085	24.10133497	-1.040511704	8	3.337110275	74.13		
10	26.73	5.85	0.65	8048	19.57	13.13	9.19	71.56	80.75	0.0100	31.74514789	-1.075679583	9	2.951207613	77.08		
11	29.47	5.21	0.80	8521	17.31	11.62	8.13	73.93	82.06	0.0096	32.36322337	-1.051083966	10	2.643978742	79.73		
12	27.77	5.03	0.62	8771	1.46	0.98	0.69	68.14	68.83	0.0078	31.69501386	-1.104735151	11	2.393702892	82.12		
13	28.09	5.08	0.69	9009	15.57	10.45	7.31	58.34	65.65	0.0073	31.5537539	-1.078230883	12	2.189563722	84.31		
14	27.10	4.91	0.64	9188	2.96	1.99	1.39	57.54	58.93	0.0094	30.65240758	-1.08914634	13	2.010620736	86.32		
15	23.78	3.68	0.99	8635	15.93	10.89	7.48	54.73	62.21	0.0072	23.4467654	-0.935708983	14	1.851199621	88.18		
16	23.41	3.86	0.81	8132	17.87	11.99	8.39	52.87	61.26	0.0075	24.23266663	-0.9856016578	15	1.731930064	89.91		
17	26.97	4.94	0.64	8243	3.53	2.37	1.66	67.94	69.60	0.0084	30.57868903	-1.087472024	16	1.619146471	91.53		
18	28.67	4.58	0.89	8200	16.53	11.09	7.76	79.71	87.47	0.0107	29.93559776	-1.016464441	17	1.519901424	93.05		
19	29.06	4.98	0.69	8330	8.38	5.62	3.94	63.8	67.74	0.0081	32.32673201	-1.089178516	18	1.431908747	94.48		
20	30.19	5.47	0.71	8947	8.91	5.98	4.19	63.36	67.55	0.0076	34.17087143	-1.090275746	19	1.353388202	95.83		
21	27.33	4.87	0.73	8984	27.50	18.45	12.92	74.72	87.64	0.0098	30.15936994	-1.055359132	20	1.282843088	97.12		
22	23.98	4.02	0.87	8677	56.14	37.67	26.37	69.75	96.12	0.0111	24.74955822	-0.9719615517	21	1.219173031	98.34		
23	23.63	4.84	0.57	8148	18.36	12.32	8.62	75.13	83.75	0.0103	27.57771649	-1.079782161	22	1.161410703	99.50		
24	28.10	4.59	0.86	8219	7.77	5.21	3.65	76.11	79.76	0.0097	29.59412853	-1.019972238	23	1.10877515	100.61		
25	28.95	4.35	0.88	8369	56.78	38.10	26.67	70.88	97.35	0.0116	29.80943183	-1.024210161	24	1.060618687	101.67		
26	29.51	5.32	0.83	8720	18.66	12.52	8.76	83.88	92.64	0.0106	32.4002739	-1.040679972	25	1.016391301	102.68		
27	28.33	4.63	1.00	8432	24.75	16.61	11.63	84.63	96.26	0.0114	29.15869397	-0.9803021805	26	0.9756385108	103.66		
28	26.59	4.23	0.88	8486	36.12	24.24	16.97	71.49	88.46	0.0104	27.44468206	-0.9989728089	27	0.9379673776	104.60		
29	26.67	4.42	1.12	7865	14.77	9.91	6.94	70.98	77.82	0.0099	26.79386905	-0.9316273397	28	0.9030432167	105.50		
30	22.47	5.00	0.68	7651	40.13	26.93	18.85	57.84	76.69	0.0100	25.87785472	-1.014418762	29	0.8705779716	106.37		
Ave	26.66	4.75	0.74	8426	23.00	16.00	11.00	69.00	79.86	0.0095	29.21620613	-1.043365861	30	0.8403223806	107.21		
Sum							330.96	2,064.74	2,395.70				31	0.8120596702	108.02		
													32	0.7896004383	108.81		
													33	0.7607784739	109.57		
													34	0.7344743193	110.31		
													35	0.7154774255	111.02		
													36	0.6947537849	111.72		
													37	0.6751739506	112.39		
													38	0.6566463698	113.05		
													39	0.6390889764	113.69		
													40	0.6224279953	114.31		
													41	0.6065969228	114.92		
													42	0.5915356545	115.51		
													43	0.5771897347	116.09		
													44	0.5630597093	116.65		
													45	0.5504505556	117.20		
													46	0.5397124567	117.74		
													47	0.5290342222	118.26		
													48	0.51946051272	118.78		
													49	0.51083524279	119.28		
													50	0.49314714	119.78		
													51	0.4830625762	120.26		
													52	0.4733741236	120.73		
													53	0.464059046	121.20		
													54	0.4550963091	121.65		
													55	0.4464664244	122.10		
													56	0.4381513097	122.54		
													57	0.4301341652	122.97		
													58	0.4223993618	123.39		
													59	0.414862341	123.80		
													60	0.4077195252	124.21		
													61	0.4007482363	124.61		
													62	0.3940066227	125.01		
													63	0.3874835934	125.39		
													64	0.3811687575	125.77		
													65	0.3750523706	126.15		
													66	0.3691252849	126.52		
													67	0.3633789046	126.88		
													68	0.3578051446	127.24		
													69	0.3523963937	127.59		
													70	0.3471454801	127.94		
													71	0.3420456402	128.28		
													72	0.3370904904	128.62		
													73	0.3322740002	128.95		
													74	0.3275994688	129.28		
													75	0.32303495025	129.60		
													76	0.3186099945	129.92		
													77	0.3142851061	130.23		
													78	0.3100822495	130.54		
													79	0.3059890713	130.85		
													80	0.3019984384	131.15		
													81	0.2981094239	131.45		
													82	0.2943172943	131.74		
													83	0.2906184981	132.04		
													84	0.2870096546	132.32		
													85	0.2834875441	132.61		
													86	0.2800490979	132.89		
													87	0.2766913901	133.16		
													88	0.2734116292	133.44		
													89	0.2702071504	133.71		
													90	0.2670754087	133.97		
													91	0.2640139721	134.24		
													92	0.2610205154	134.50		
													93	0.2580928145	134.76		
													94	0.2552287411	135.01		

