# Stats March 2023
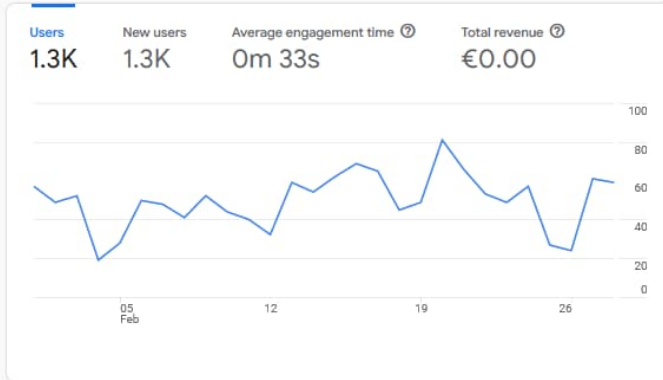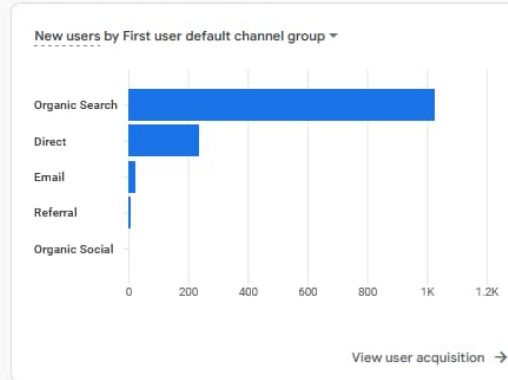


WHERE DO YOUR NEW USERS COME FROM?

**Users** | New users | Average engagement time | Total revenue
1.3K | 1.3K | 0m 33s | €0.00

**New users by First user default channel group**

- Organic Search
- Direct
- Email
- Referral
- Organic Social

View user acquisition →

**Users by Country**

| COUNTRY | USERS |
|---|---|
| United States | 238 |
| India | 176 |
| Finland | 128 |
| Philippines | 108 |
| China | 70 |
| Canada | 39 |
| Indonesia | 39 |

View countries →

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**HOW ARE ACTIVE USERS TRENDING?**

**User activity over time**

- 30 DAYS 1.5K
- 7 DAYS 325
- 1 DAY 59
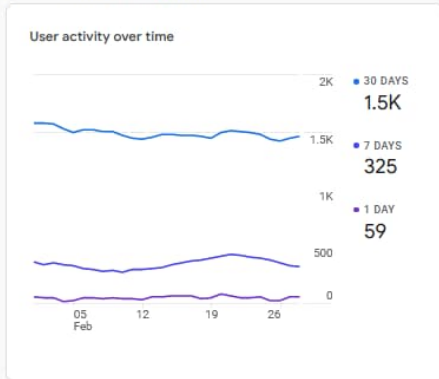
**HOW WELL DO YOU RETAIN YOUR USERS?**

**User activity by cohort**
Based on device data only

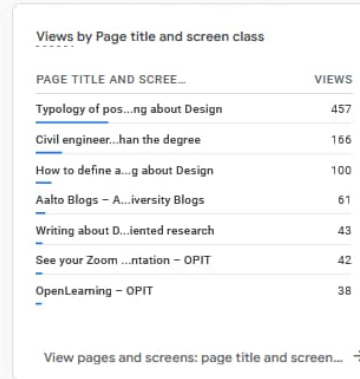| | Week 0 | Week 1 | Week 2 | Week 3 | Week 4 | Week 5 |
|---|---|---|---|---|---|---|
| All Users | 100.0% | 1.0% | 0.2% | 0.5% | 0.2% | 0.0% |
| Apr 9 - Apr 15 | | | | | | |
| Apr 16 - Apr 22 | | | | | | |
| Apr 23 - Apr 29 | | | | | | |
| Apr 30 - May 6 | | | | | | |
| May 7 - May 13 | | | | | | |
| May 14 - May 20 | | | | | | |

6 weeks ending May 20

View retention →
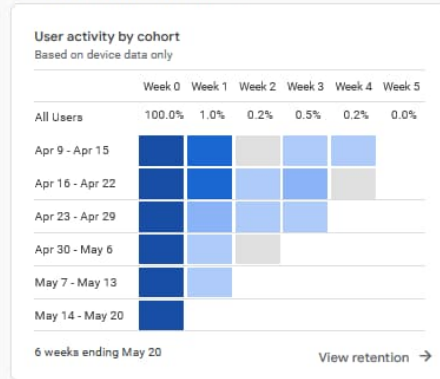
**WHICH PAGES AND SCREENS GET THE MOST VIEWS?**

**Views by Page title and screen class**

| PAGE TITLE AND SCREE... | VIEWS |
|---|---|
| Typology of pos...ng about Design | 457 |
| Civil engineer...han the degree | 166 |
| How to define a...g about Design | 100 |
| Aalto Blogs – A...iversity Blogs | 61 |
| Writing about D...iented research | 43 |
| See your Zoom ...ntation – OPIT | 42 |
| OpenLearning – OPIT | 38 |

View pages and screens: page title and screen... →

Aalto-yliopisto
Aalto-universitetet
Aalto University

| | Page title and screen class | ↓ Views | Users | Views per user | Average engagement time | Event count All events |
|---|---|---|---|---|---|---|
| | | **1,991** 100% of total | **1,336** 100% of total | **1.49** Avg 0% | **0m 33s** Avg 0% | **6,583** 100% of total |
| 1 | Typology of possible research findings (i.e., "contributions") \| Writing about Design | 457 | 369 | 1.24 | 0m 39s | 1,653 |
| 2 | Civil engineering Day Speech \| More than the degree | 166 | 117 | 1.42 | 0m 09s | 491 |
| 3 | How to define a research question or a design problem \| Writing about Design | 100 | 80 | 1.25 | 0m 50s | 354 |
| 4 | Aalto Blogs – Aalto University Blogs | 61 | 43 | 1.42 | 0m 13s | 194 |
| 5 | Writing about Design \| Principles and tips for design-oriented research | 43 | 38 | 1.13 | 0m 39s | 132 |
| 6 | See your Zoom participants and chat while sharing presentation – OPIT | 42 | 38 | 1.11 | 0m 43s | 176 |
| 7 | OpenLearning – OPIT | 38 | 16 | 2.38 | 0m 01s | 88 |
| 8 | Three types of legs \| Dr. J's Blog | 37 | 32 | 1.16 | 0m 27s | 143 |
| 9 | How to include reflection to the text \| Writing about Design | 36 | 27 | 1.33 | 0m 18s | 115 |
| 10 | Writing a good storyline for a thesis or an article \| Writing about Design | 35 | 30 | 1.17 | 0m 27s | 129 |
| 11 | Tip of the week – OPIT | 33 | 18 | 1.83 | 0m 07s | 82 |
| 12 | Databases at Aalto Department of Finance | 32 | 26 | 1.23 | 0m 12s | 122 |
| 13 | How much money do you need to study in Finland? \| More than the degree | 25 | 18 | 1.39 | 0m 47s | 87 |
| 14 | How to merge SDC Platinum and Compustat Data? – Databases at Aalto Department of Finance | 24 | 19 | 1.26 | 0m 25s | 109 |
| 15 | Fire Safety Engineering at Aalto \| Posts about the research and education of fire safety engineering. | 20 | 12 | 1.67 | 0m 15s | 68 |
| 16 | How to utilize psychologists' support for your teaching? – OPIT | 20 | 18 | 1.11 | 0m 13s | 55 |
| 17 | ADA 2024 – Advances in Decision Analysis \| July 10-12, 2024 \| Helsinki-Espoo, Finland | 19 | 1 | 19.00 | 0m 34s | 40 |
| 18 | Lighting concepts in Computer Graphics – Light and Lighting | 19 | 14 | 1.36 | 0m 16s | 63 |
| 19 | From teacher to teacher – OPIT | 18 | 10 | 1.80 | 0m 25s | 49 |
| 20 | Page not found – Aalto Blogs | 17 | 14 | 1.21 | 0m 01s | 56 |
| 21 | Light and Shadows in Material Design System – Light and Lighting | 15 | 13 | 1.15 | 1m 30s | 55 |
| 22 | 8 practical tips for Eikon Excel Plug-in – Databases at Aalto Department of Finance | 14 | 14 | 1.00 | 0m 26s | 55 |
| 23 | Water Resources Management and Environmental Hydraulics \| – A Research Team at Aalto University | 14 | 11 | 1.27 | 2m 29s | 49 |
| 24 | Making groups and group assignments work in MyCourses – OPIT | 11 | 9 | 1.22 | 0m 17s | 42 |
| 25 | Light & Rendering Maths – Light and Lighting | 10 | 8 | 1.25 | 0m 09s | 33 |

A?