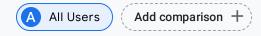# Visitors Summary

May, 2025

A All Users   Add comparison +

Custom   May 1 - May 31, 2025 ▾

Reports snapshot

Active users ⓘ
101K

New users ⓘ
85K

Average engagement time per active user ⓘ
1m 14s > ✓

	6K
	4K
	2K
04 May 11 18 25	0

New users by First user primary channel group (Default Channel Group)▾ ✓ ▾

- Organic Search
- Direct
- Referral
- Unassigned
- Organic Social
- Organic Video
- Paid Social

0   20K   40K   60K

View user acquisition →

Sessions▾ by Session primary channel group...▾ ✓ ▾

SESSION PRIMARY CHAN...	SESSIONS
Organic Search	139K
Direct	18K
Referral	9.7K
Unassigned	820
Organic Social	253
Organic Video	136
Paid Social	45

View traffic acquisition →

Active users▾ by Country ✓ ▾

COUNTRY	ACTIVE USERS
India	95K
United States	1.6K
Australia	854
Germany	470
Canada	338
Japan	309
United Arab Emirat...	244

View countries →

User activity over time ✓ ▾

	120K	● 30 DAYS
	100K	**98K**
	80K	● 7 DAYS
	60K	**26K**
	40K	● 1 DAY
	20K	**3.1K**
04 May 11 18 25	0	

Views by Page title and screen class ✓ ▾

PAGE TITLE AND SCREEN ...	VIEWS
नवीन और नवीकरणीय ऊर्जा मंत्रा...	42K
MINISTRY OF NEW AND REN...	30K
APPROVED LIST OF MODEL...	9.8K
Physical Achievements	MIN...	7.7K
Solar	MINISTRY OF NEW A...	7.6K
Schemes	MINISTRY OF NE...	7.3K
Who's Who	MINISTRY OF NE...	7K

View pages and screens →

Event count by Event name ✓ ▾

EVENT NAME	EVENT COUNT
page_view	305K
user_engagement	236K
session_start	166K
scroll	87K
first_visit	85K
click	77K
file_download	64K

View events →

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%	3.4%	2.1%	1.6%	1.4%	1.2%
Apr 20 - Apr 26						
Apr 27 - May 3						
May 4 - May 10						
May 11 - May 17						
May 18 - May 24						
May 25 - May 31						

6 weeks ending May 31

View retention →

Active users▾ by Device model▾ ✓ ▾

DEVICE MODEL	ACTIVE USERS
iPhone	8K
CPH2467	590
CPH2381	422
iPad	402
Edge 50 Fusion	357
CPH2487	332
SM-S918B	290

View device models →

Active users by Platform ✓ ▾

WEB
100.0%

Web

View platforms →

Active users▾ by App version ✓ ▾

No data available

04 May 11 18 25

View app versions →

Average 120d value by First user primary channel group (Default ...▾ ✓ ▾

No data available

₹0.00   ₹0.20   ₹0.40   ₹0.60   ₹0.80   ₹1.00

View user acquisition cohorts →