

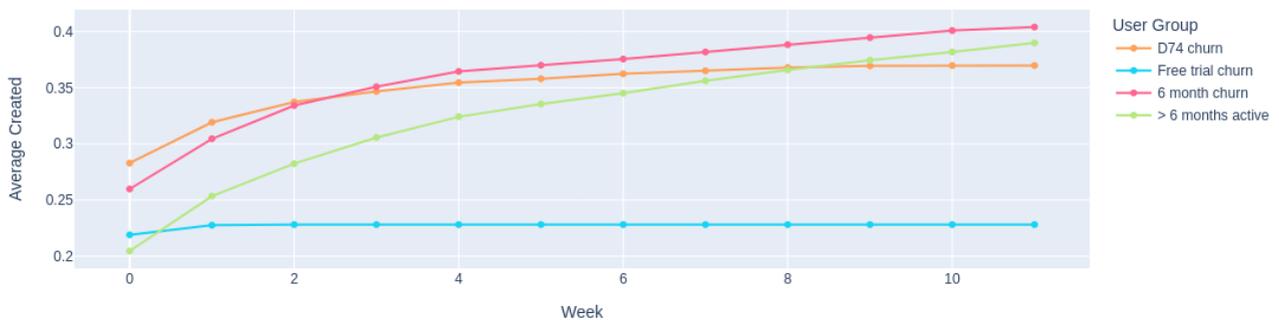
% of users who created booking forms and/or checklists before 90 days

We group users created after 2023-01-01 by when they churned, then look at what they created in their first 90 days. While the difference isn't huge, usage is noticeably higher in the d74 churn group

	category	Multiple of both	Multiple of at least one	One of both	One of at least one	Neither
0	01: Free trial churn	0	5	1	24	75
1	02: D74 churn	0	12	6	32	67
2	03: 6-month churn	0	10	5	27	72
3	04: > 6 months active	1	11	4	28	71

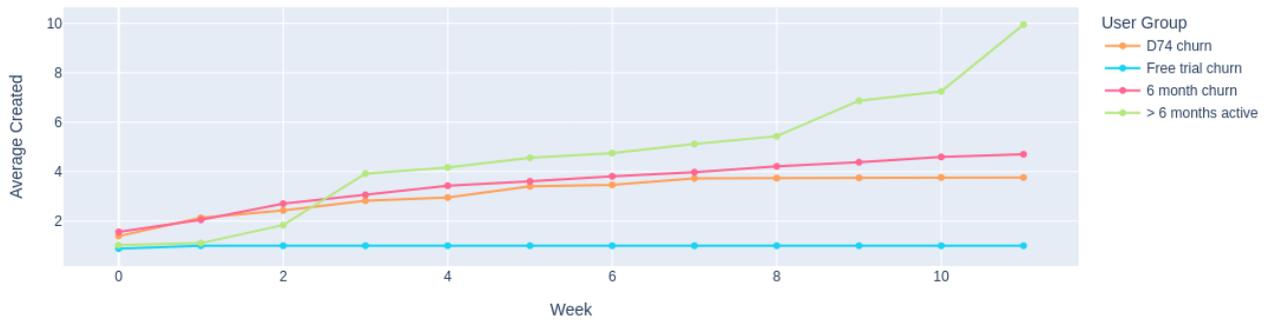
Avg. number of booking forms created by week

Here we see where booking forms are created over time. The churn groups create more earlier, while the active group ramps up to usage more slowly.



Avg. number of checklists created by week

The same story is repeated for checklists, with the active group not moving as fast as the churners.



% of users creating bookings or checklists by scheduled onboarding calls

At a glance, for these metrics, it doesn't look like having an onboarding call impacts usage. Note that this goes by the presence of a "booked_demo_call_at" field in the database - we don't have a way to tell if the call actually took place.

	category	Created both with no call	Created both with a call	Created one with no call	Created one with a call	None with no call	None with a call
0	01: Free trial churn	1	0	23	22	65	9
1	02: D74 churn	3	2	31	29	57	9
2	03: 6-month churn	3	2	26	23	66	6
3	04: > 6 months active	2	2	27	25	66	5