

PROBLEM

Wyze sells smart home devices with access to premium features through paid subscriptions.

Most users stay free — but raw **Firestore logs don't reveal who is converting or where they stall.**

GOAL

Reconstruct each user's path to the paywall, pinpoint drop-off points, and identify the behaviors that separate subscribers from non-subscribers — so Wyze can intervene precisely.

DATA SCOPE

- 32M+ raw event logs
- 10,000+ unique users
- 7-day observation window

PROJECT PIPELINE

- 1 Device & App Exploration
- 2 Mapping Journey Flows
- 3 Creating an Event Dictionary
- 4 Funnel Analysis
- 5 Impact & Recommendation

KEY RESULT

1,223 stuck users
split into 3 intent profiles, each mapped to a targeted intervention

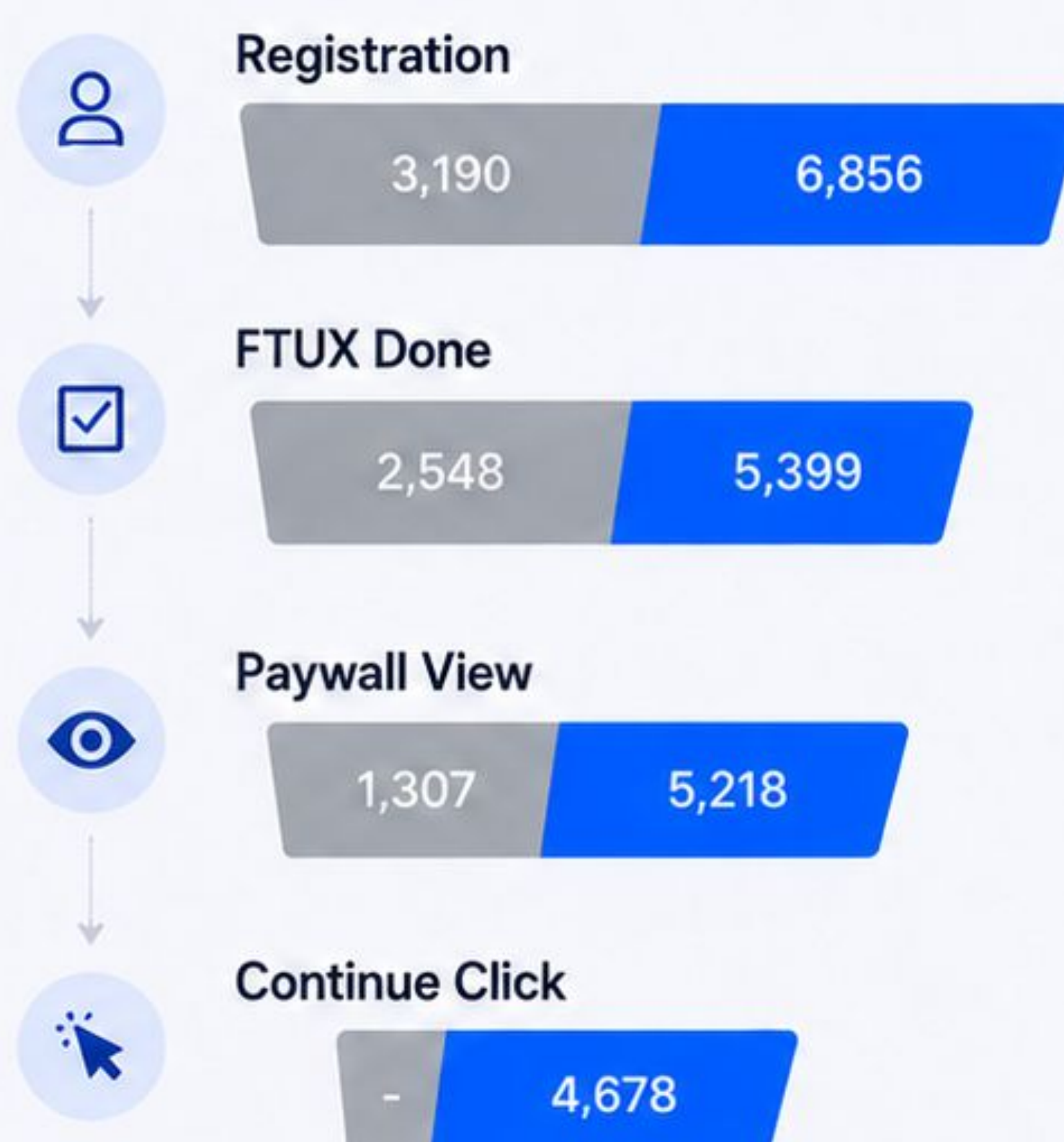
Funnel Analysis

STEP-BY-STEP

STEP 1 — MAP THE FUNNEL

Pass-through rates: subscribers vs non-subscribers

■ Non-Subscribers ■ Subscribers



Sharp drop from Paywall View to Continue Click among non-subscribers

STEP 2 — FIND THE BOTTLENECK

Non-subscribers who saw the paywall

3,190 non-subscribers 100% of sample

1,307 reached paywall 41% reached

1,223 STUCK 94% didn't click Continue

BIGGEST DIVERGENCE POINT

Subscribers convert at 90%.
Non-subscribers at just 6%.
The paywall is the single biggest lever.

STEP 3 — PROFILE THE DROPPERS

3 distinct intent profiles among 1,223 stuck users

Comparison Shopper 58%
712 users
Explores thoroughly, then walks away

Hesitant Browser 36%
446 users
Glances at paywall, drifts away

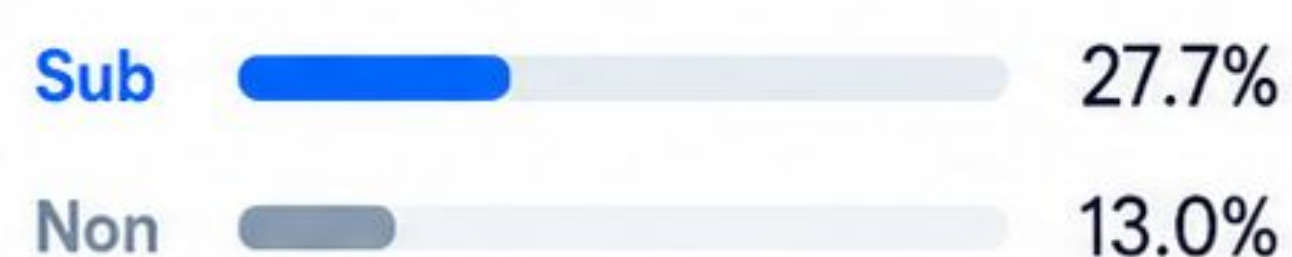
Quick Rejector 5%
65 users
Closes within 30 seconds

Six Behaviors Subscribers Do More

IDENTIFIED VIA KL DIVERGENCE + HANDS-ON APP EXPLORATION

MILESTONE 01

Set up Wyze camera



+14.7% difference

MILESTONE 02 · TOP GAP

Used camera (video, played event)



+46.4% difference ⚡

MILESTONE 03

Viewed subscription paywall



+33.5% difference

MILESTONE 04

Compared higher-tier plans



+37.7% difference

MILESTONE 05

Checked storage settings



+34.8% difference

MILESTONE 06

Clicked "Start Free Trial"



+49.8% difference

DROPPER PROFILES & INTERVENTIONS

Comparison Shopper 58%

MISSING MILESTONE
#6: Clicking "Start Free Trial"

INTERVENTION

1-step Free Trial, no card required

Hesitant Browser 36%

MISSING MILESTONE
#4: Looking at higher-tier plans

INTERVENTION

Surface tier comparison earlier in the flow

Quick Rejector 5%

MISSING MILESTONE
#2: Using Camera (Engagement)

INTERVENTION

Drive camera engagement first, defer paywall

VALUE DELIVERED

OUR PROJECT VALUE

\$80K

per Wyze estimated

- Improved event mapping
- Subscription journey insights
- Behavioral signal identification
- Foundation for future experimentation & optimization

RECOMMENDATION

1 Run an A/B Test

Test a persona-aware paywall.

2 Where to invest

- Easier Free Trial — Shoppers (712)
- Plan comparison — Browsers (446)
- Camera first — Rejectors (65)

REVENUE OPPORTUNITY ANALYSIS

\$423K – \$2.1M

Central Estimate: \$1.0M

ASSUMPTIONS

- 1,223 users stuck at sample
- Average Revenue Per User: \$43
- Estimated capture rate: 0.5–10%
- Scaling factor: 517

INTERPRETATION

Represents the potential revenue opportunity before accounting for implementation, testing, marketing, and operational costs.

