**Part 1: New Metrics Ideas**

User Behaviors:

1. **Session Duration** tracks the average time users spend on the site.
   1. Short durations indicate content is not engaging or useful to users.
2. **Exit Pages** identifies the specific pages where users are most frequently leaving.
   1. Pinpoint areas/issues with specific content or page layout that causes users to exit
   2. Categorical data of page names
3. **Time Series Data** indicates the specific time sequence of user activities (e.g., creating accounts, not completing forms, interacting with AI, time since the last visit, etc.)
   1. Provides detailed insights into user actions and identify patterns in user behavior and interaction timing.
   2. DateTime data of different use activities
4. **Marketing Channel (other than the default channels)** indicates specific marketing channels that make new users to create new accounts
   1. Identify channel attributions and understand the new user journey and the effectiveness of each channel
   2. Categorical data of self-defined channel names only if applicable
5. **Feedback Forms** on exit pages or after certain interactions (e.g., cancel account).
   1. Understand directly why users are leaving or what they think about the site
   2. Text data of user inputs

Webpage Performance:

1. **First Input Delay (FID) m**easures the time from when a user first interacts with the site to when the browser responds to that interaction.
   1. Assess user experience and responsiveness of the site
2. **Feedback Forms** on the webpage.
   1. Understand directly user experience with the interaction of the page (e.g., ease of use)
   2. Text data of user inputs

**Part 2: Existing Metrics Under Each Section**

**(Note -> black: include; blue: improvement; red: remove)**

Acquisition:

1. Focus on only the new (user acquisition) or all users (traffic acquisition), and remove one of these metrics?

Engagement

1. Engagement time: measures the average time users spend per activity
2. User stickiness: measures the ratio of active users per relative period, indicating how frequently users return
3. Information about pages and screen: pages are not informative

Monetization

1. This section could be removed fully as the web page doesn’t involve any transaction at all
   1. If contains membership like GPT 4 in the future, then include it afterwards

Retention

1. User retention and Lifetime value: the current values are nearly all 0s, which doesn’t bring valuable information but could be crucial for assessing the long-term value and retention of users in the future when more data is recorded.
   1. Some information is redundant: User retention/engagement by cohort is not helpful since we want to understand the overall user behaviors

User attributes

1. The attributes (demographic) could be included for potential user segmentation analysis
   1. Include gender, age and interest data (it’s empty values for now)
2. Audience (groups of users who share the same attributes): unary value of “All users”, which doesn’t provide useful information

Tech

1. This section could be removed fully as it is about the devices, browsers, or platform of the website being accessed (which is a unary value of “Web”). It won’t be used as part of the analysis.
   1. If to understand how the AI tool performs in different devices/operating systems, keep this for future analysis (e.g., engagement rate in different devices)