BounceGREEN: include BLUE: new

**Part 1: Firebase**

1. User activity over time
2. Views by Page title and screen class
3. Event count by Event name
4. User activity by cohort
5. Users by Country
6. App stability overview

**Part 2: Life cycle**

1. **Acquisition**:
   1. **Overview:**
      1. Users and New users
      2. Users in last 30 minutes
      3. New users by First user default channel group
      4. Sessions by Session default channel group
      5. Sessions by Session Google Ads campaign
      6. Lifetime value
   2. **User acquisition:** how new users find your website or app for the first time. There are multiple dimensions in this section, like First user campaign, First user default channel group, and so on; however, based on the simple nature of the webpage and our main goal of understanding user retention, we don’t have to include every single dimension in this case. Instead, we can keep only **First user source / medium** (identifies the specific sources and mediums that drive first-time visits and helps in understanding which sources contribute to user acquisition) and **First user default channel group** (categorizes the traffic sources into broader channel groups and this allows for future manual-tagging if needed) as a filter in the final dashboard.
      1. New users: The metric allows you to measure the number of users who interacted with your site or launched your app for the first time.
      2. Engaged sessions: The number of sessions that lasted 10 seconds or longer or had 1 or more key events or 2 or more page or screen views.
      3. Engagement rate: Engagement rate = engaged sessions / total sessions
      4. Engaged sessions per user: The average number of engaged sessions per user.
      5. Average engagement time: The average time that your website was in focus in a user's browser or an app was in the foreground of a user's device. Average engagement time = total user engagement durations / number of active users.
      6. Event count: The number of times users triggered an event.
      7. Key events: The number of times users triggered a key event.
      8. Total revenue
      9. User key event rate (the last 3 metrics are not included because they are all 0 values)
   3. **Traffic acquisition:** where new and returning users come from (both new and existing users). This part will not be included in the dashboard
      1. Users: The number of distinct users who visited your website or application.
      2. Sessions: The number of sessions that began on your website or app.
      3. Engaged sessions: The number of sessions that lasted 10 seconds or longer, or had 1 or more key events or 2 or more page or screen views.
      4. Average engagement time per session: The average time that your website was in focus in a user's browser or an app was in the foreground of a user's device during each session.
      5. Engaged sessions per user: The average number of engaged sessions per user.
      6. Events per session: The average number of events per session.
      7. Engagement rate: The percentage of sessions that were engaged sessions.
      8. Event count: The number of times users triggered an event.
      9. Key events: The number of times users triggered a key event.
      10. Session key event rate: The percentage of sessions in which any key event was triggered.
      11. Total revenue
   4. **User acquisition cohort:** all the values are 0s other than the number of users of channels and therefore this section doesn’t provide insights for analysis.
   5. **New**:
      1. Conversion rate: the percentage of users who complete a desired action (e.g., sign up, make an engagement) -> there is a variable but no data (from Looker data sources).
      2. Money related values (if any):
         1. Cost per acquisition (CPA): total cost of acquiring a new user. This includes marketing expenses divided by the number of new users acquired.
         2. Customer lifetime value (CLV or LTV): the projected revenue a new user will generate over the course of their relationship with the platform.
         3. Return on investment (ROI): the profitability of your acquisition efforts, calculated as (Revenue - Cost) / Cost.
2. **Engagement:**
   1. **Overview**:
      1. Average engagement time: Average engagement time per active user for the time period selected.
      2. Engaged sessions per user
      3. Average engagement time per session
      4. Users in last 30 minutes
      5. Views and Event count
      6. Event count by Event name
      7. Views by Page title and screen class
      8. User activity over time
      9. User stickiness: Ratios of active users per relative time periods (daily actives / monthly actives, daily actives / weekly actives, weekly actives / monthly actives).
   2. **Events**: measure a specific interaction or occurrence on your website or app. This report is about how many times each event is triggered and how many users trigger each event on your website or app. By analyzing the events users trigger on your website or app, you can make improvements to the user experience and increase conversions. The events in this case are all populated automatically from Google Analytics: page\_view (a view of a page on your site that is being tracked by the Analytics tracking code. If a user clicks reload after reaching the page, this is counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview is recorded as well), session\_start (happens every time someone visits your website, even if they have visited before), user\_engagement (if there are at least two *page\_view* events in the same session. Event fires before the redirect, but only if the visitor has stayed at least 10 seconds on the previous page), and first\_visit (the initial interactions between users and your website)
      1. Event count: The number of times users triggered an event.
      2. Total users: The number of unique users (or user IDs) who triggered at least one event.
      3. Event count per user: The average number of events triggered per user.
      4. Total revenue: The total revenue from purchases, in-app purchases, subscriptions, and ad revenue
   3. **Pages and screens:** there are multiple dimensions here as well such as Page title and screen name, Page path and screen class and so on, but they all refer to the same thing in our OpenJustice AI page (Signup, Login, etc.) and will not provide many insights since the web page themselves do not include any content (but the prompt from users are more important).
      1. Views: The number of mobile app screens or web pages your users saw. Repeated views of a single screen or page are counted.
      2. Users: The number of distinct users who visited your website or app.
      3. Views per user: The average number of mobile app screens or web pages viewed per user.
      4. Average engagement time: The average time that your website was in focus in a user's browser or an app was in the foreground of a user's device. Average engagement time = Total user engagement durations / Number of active users.
      5. Event count: The number of times users triggered an event.
      6. Key event: The number of times users triggered a key event (all 0s in this case).
      7. Total revenue: The total revenue from purchases, in-app purchases, subscriptions, and ad revenue (all 0s in this case).
   4. **Landing page:** the first page a visitor lands on when they visit your website and how many visitors land on each page. This part has redundant metrics like new users which we do not consider including.
      1. Sessions: The number of sessions that began on your website or application.
      2. Users
      3. New users: The number of new unique user IDs that logged the first\_open or first\_visit event. The metric allows you to measure the number of users who interacted with your site or launched your app for the first time.
      4. Average engagement time per session: The average time that your website was in focus in a user's browser or an app was in the foreground of a user's device during each session.
      5. Key events
      6. Total revenue
      7. Session key event rate (the last 3 metrics are all 0s)
   5. **New:**
      1. Bounce Rate: The percentage of users who leave the chatting page without interacting. A high bounce rate suggests users are not finding the page engaging or useful (the average bounce rate is somewhere between 26% and 70%, with the optimal range being between 26% and 40%) -> included in the Looker dashboard already.
3. **Monetization: this section is completely empty with no data available.**
4. **Retention:** summarizes how well your website or app retains users, including the average amount of time users spend engaged on your site or app after they were first acquired and the percentage of users who return each day in their first 42 days.
   1. New users and Returning users: returning users show the number of users who have visited your website or app at least once before.
   2. User retention by cohort: shows how well your site or app retains users by cohort. A cohort is a collection of users who are grouped by some criteria. In this case, the cohort is the day the user was acquired.
   3. User engagement by cohort: shows the average amount of time users spend engaged on your site or app after they were first acquired. In this case, the cohort is the day that the user was acquired.
   4. User retention: shows the percentage of users who return each day in their first 42 days. The chart starts with 100% user retention when all users visit for the first time. It decreases from the first day as users drop off.
   5. User engagement: shows the average engagement time of users who return in their first 42 days. Only returning users are included in the average engagement time.
   6. Lifetime value: the average revenue generated by new users over their first 120 days. The chart can help you determine how valuable users are based on the additional revenue you generate.

**Part 3: User**

1. **User attributes:**
   1. **User attributes overview:**
      1. Users by country
      2. Users by city
      3. Users by language
      4. Users by gender
      5. Users by age
      6. Users by interest: the interests of the user (such as Arts & Entertainment, Games, Sports). Users can be counted in multiple interest categories. This is the same concept as affinity segments in Google Ads.
   2. **Demographic details:**
      1. Users
      2. New users
      3. Engaged sessions
      4. Engagement rate
      5. Engaged session per user
      6. Average engagement time
      7. Event count
      8. Key events
      9. User key event rate
      10. Total revenue
   3. **Audiences:** identify your most engaged and profitable audiences. It includes any audience with at least one user in the specified time period (A set of users that share one or more characteristics or behavioral patterns that you define).
2. **Tech: this part is about what types of devices the users is using for our platform.**
   1. **Overview**
   2. **Tech details**