

Abhay Pratap Singh

Product Curator

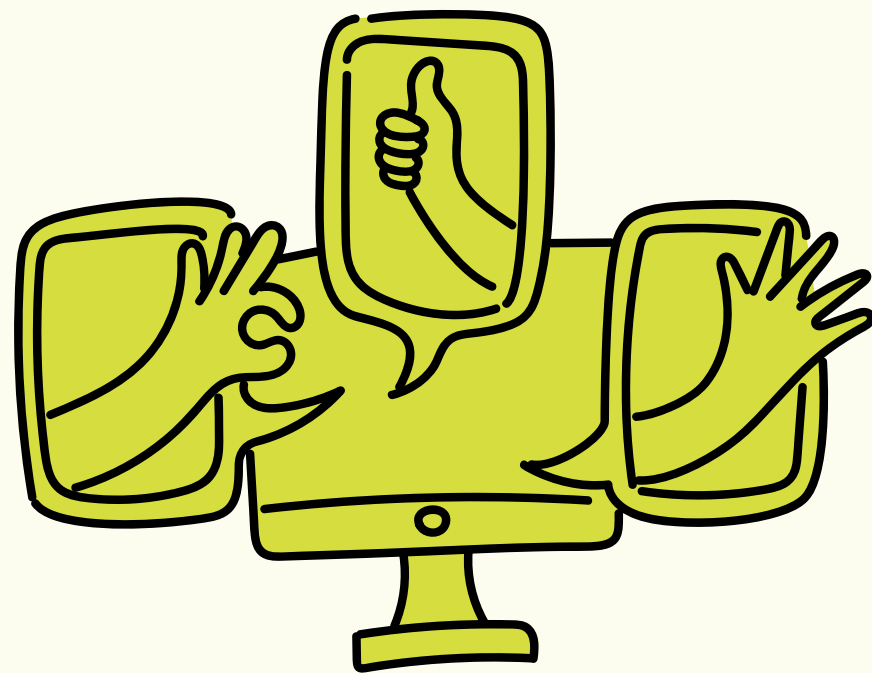
# Essential KPIs & Metrics for Product Managers

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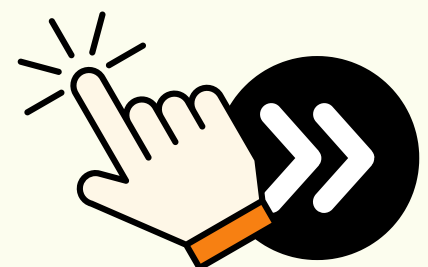
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# User Growth

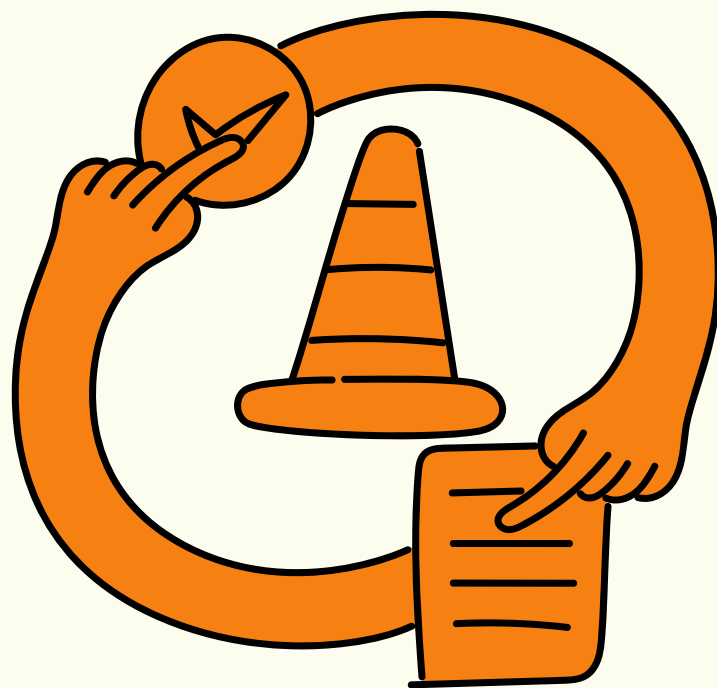
Track new users, active users, and growth rates to understand how your product is scaling.

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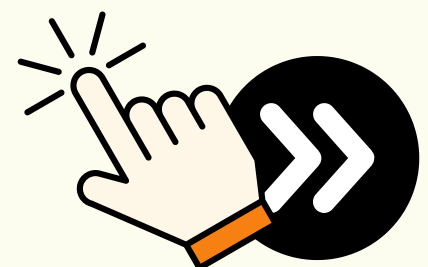
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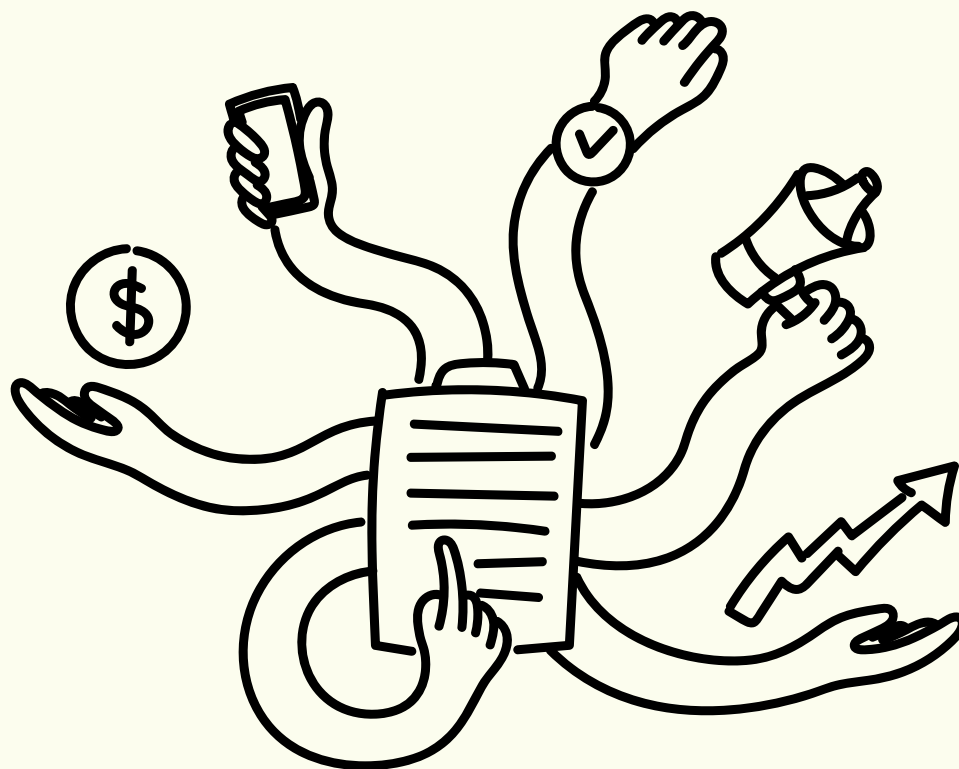


# Retention Rate

Measure how many users return to your product over time to gauge satisfaction and engagement

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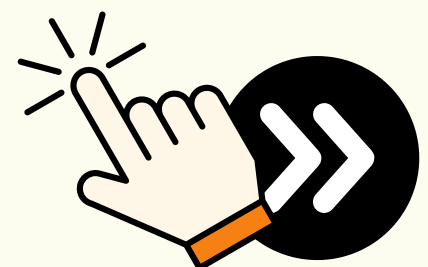




# Customer Acquisition Cost (CAC)

Calculate the cost to acquire a new customer to ensure your marketing spend is efficient.

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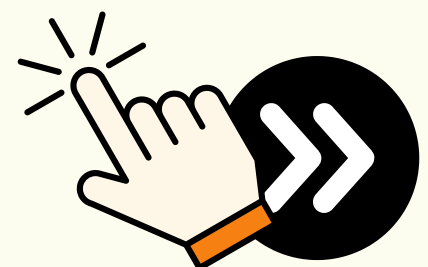




# Lifetime Value (LTV)

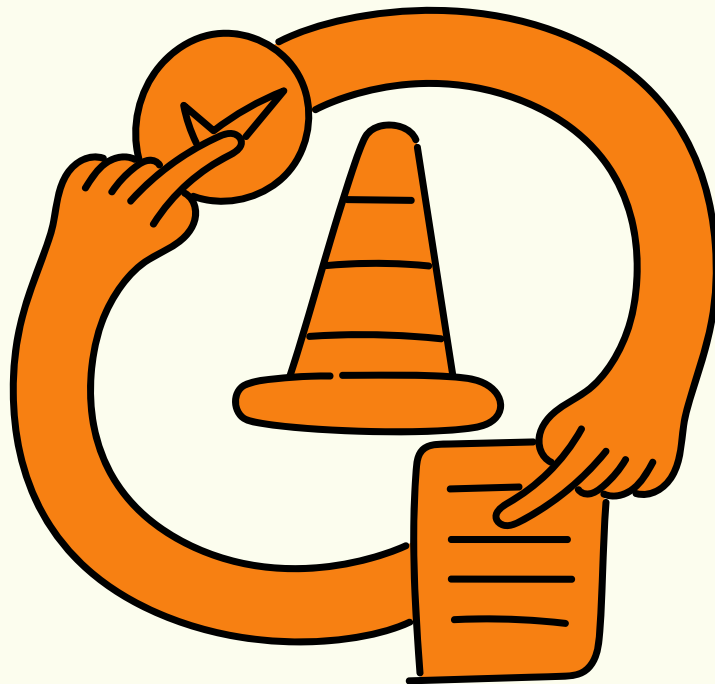
Estimate the total revenue expected from a customer throughout their lifecycle to assess long-term value.

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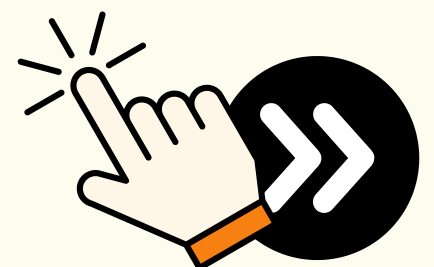
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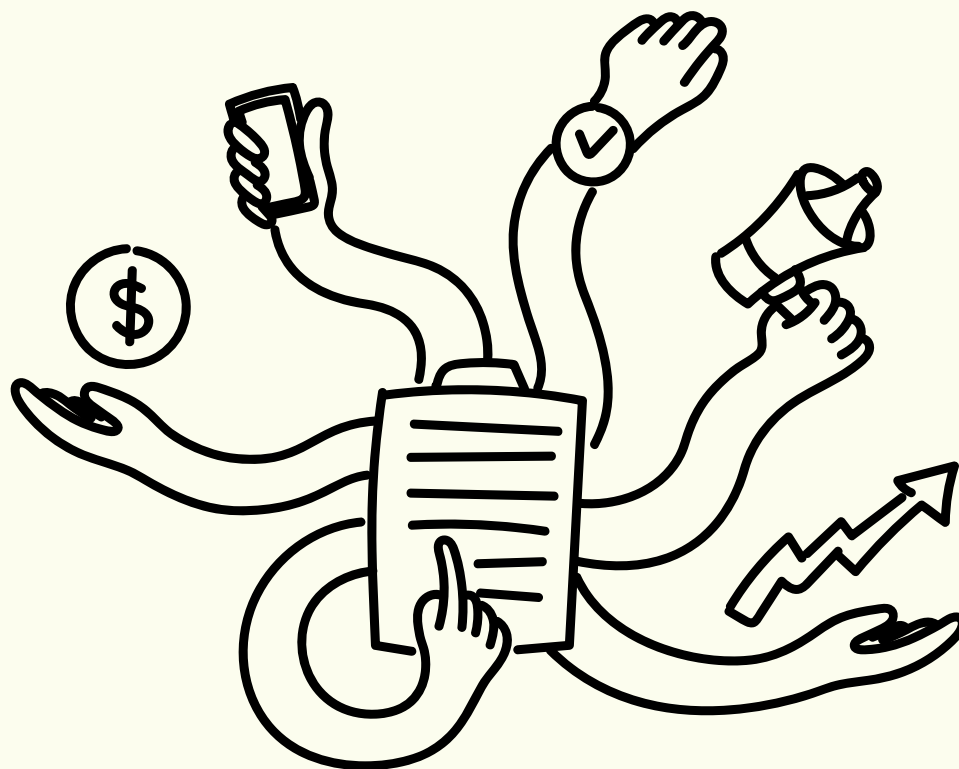


# Net Promoter Score (NPS)

Gauge customer satisfaction and likelihood to recommend your product to others.

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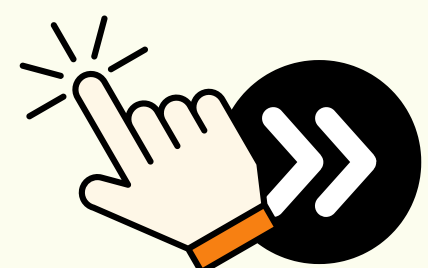


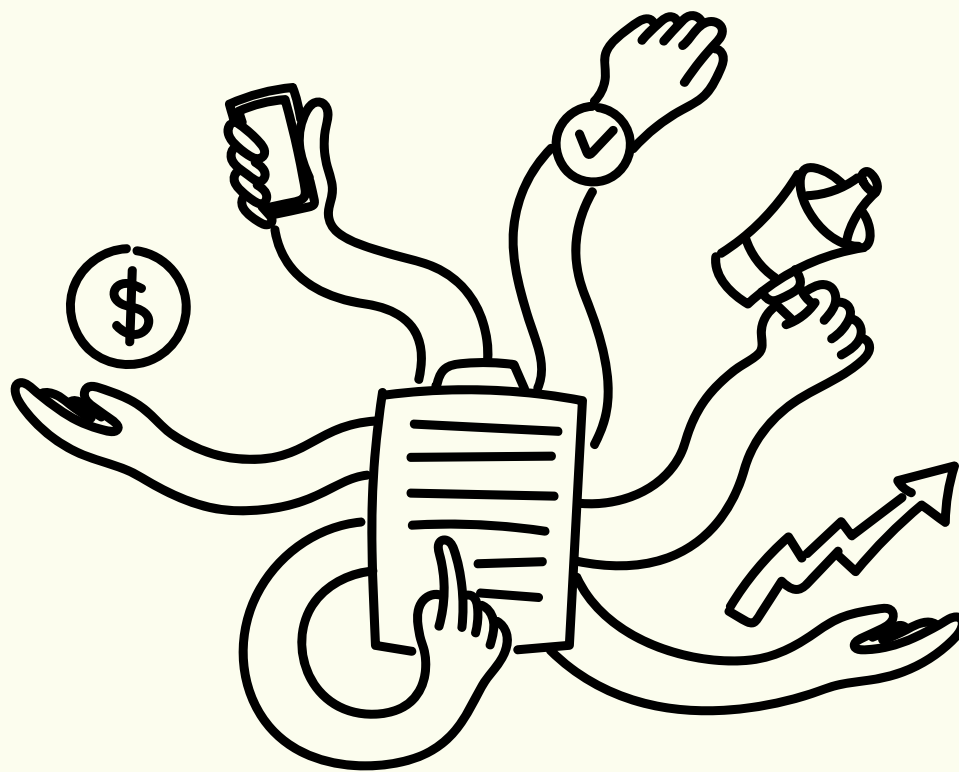


# Conversion Rate

Track the percentage of users who complete a desired action to measure the effectiveness of your funnels.

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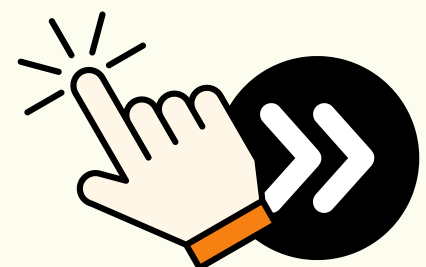




# Churn Rate

Monitor the percentage of users who stop using your product to identify potential issues.

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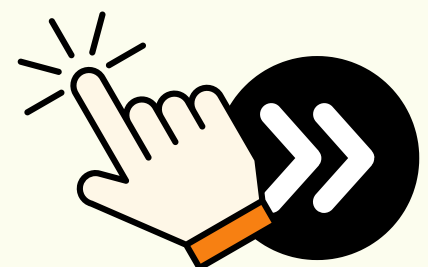


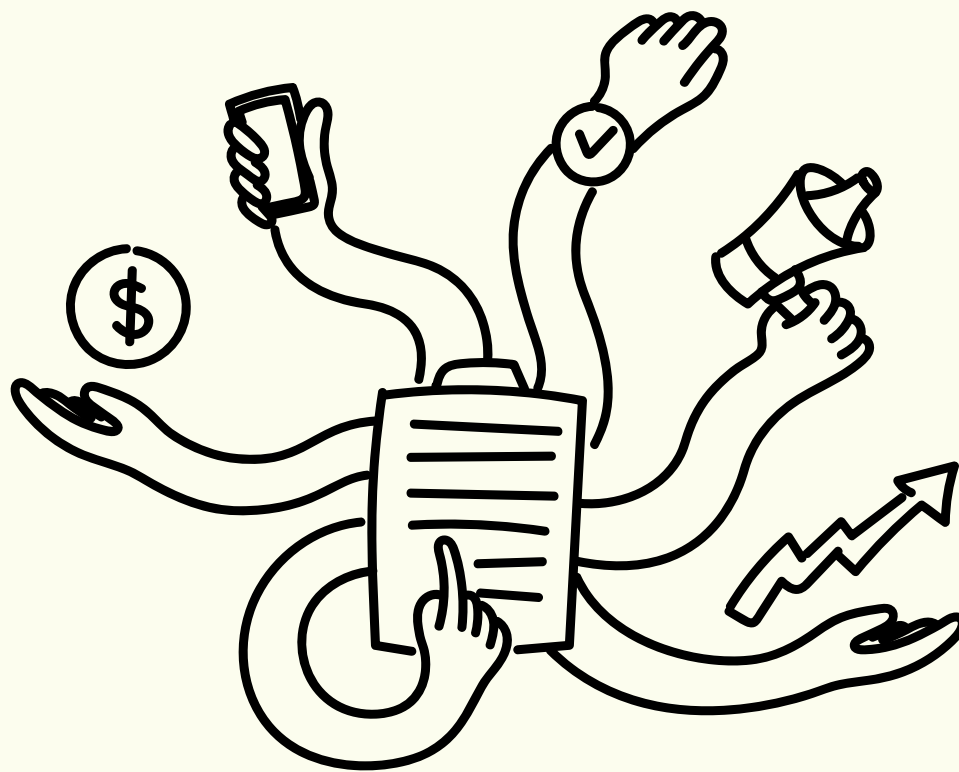


# Revenue Metrics

Monitor monthly recurring revenue (MRR), average revenue per user (ARPU), and total revenue.

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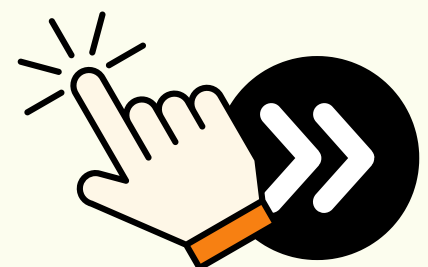




# Product Usage

Understand which features are popular and how often they are used to prioritize enhancements.

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