

⚠ taxonomy

↳ A list of all keys (attributes) present in a set of data

⚠ first step to create a clear taxonomy

↳ ensuring all events and object keys (attributes) adhere to a consistent and legible naming convention

⚠ DAV ~ Daily Active Users

↳ Always Define "Active User"

⚠ Bar chart → comparing quantitative events

Pie chart → measuring quantities relative to a whole

line chart → visualizing over time

⚠ why dashboards are important

↳ they provide a quickly accessible overview of a set of detailed metrics

⚠ Funnel analysis

↳ A metric that measures conversion rate between sequential steps in a series

⚠ importance of conversion window

↳ qualifies how long each user has to complete the funnel

⚠ why retention is important?

↳ products can't grow if they can not retain their user base

⚠ N-Day retention vs Unbounded retention

↳ N-Day retention does not count users on inactive days, unbounded retention does

⚠ why do companies run experiments & A/B tests?

↳ because experiments are a data-driven way to solve for the best user experience

⚠ The control group is used as a benchmark, it lets us observe if results are statistically significant

⚠ A variant \sim a group of features that we are testing