

Project Based Learning - IV

Project Title: Wordle-Max

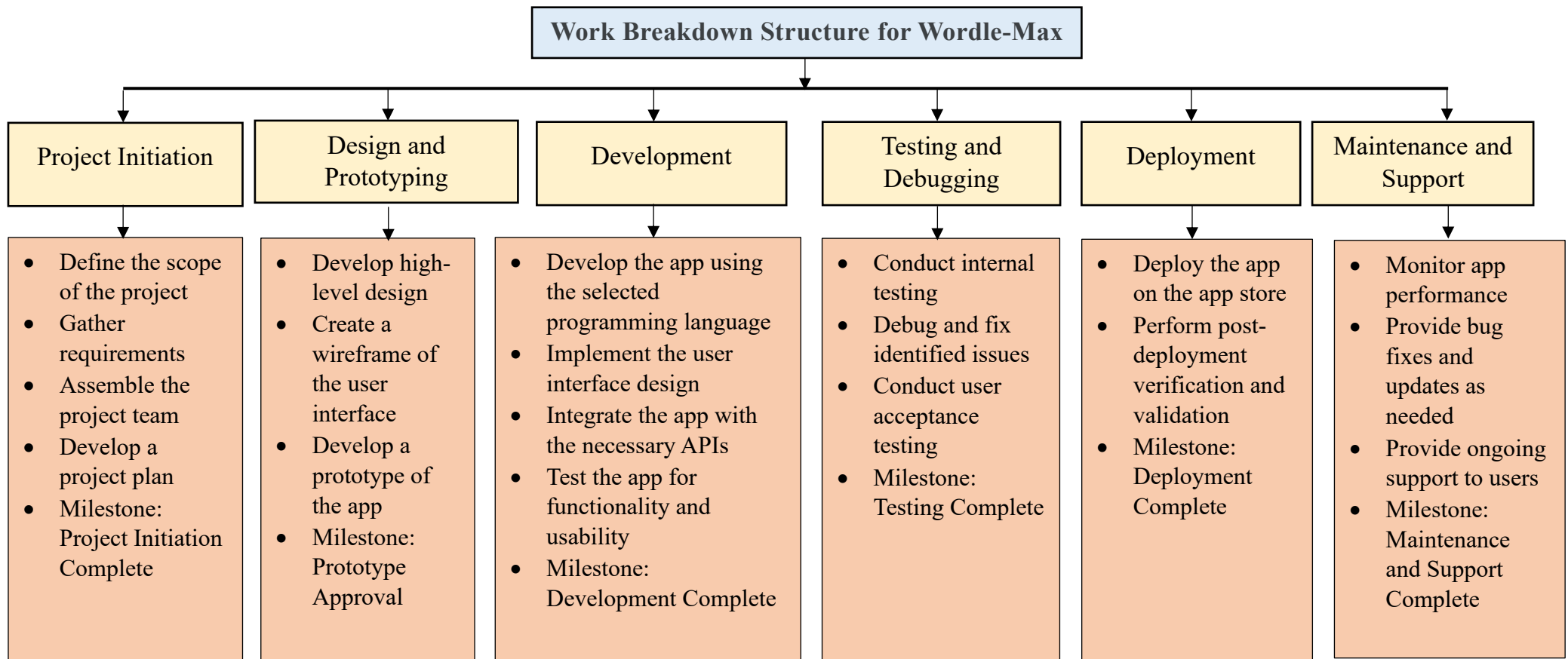
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Work Breakdown Structure



KPIs and set-up tracking systems for Wordle-Max

User Acquisition	User Engagement	User Retention	Revenue	User Feedback
Number of downloads	Daily/Weekly active users	Retention rate (number of users who return to the app)	Monthly/Yearly revenue	Number of app store ratings and reviews
Number of active users	Session length	Churn rate (number of users who stop using the app)	Average revenue per user (ARPU)	Net Promoter Score (NPS)
Conversion rate from app store page to download	Bounce rate	Support Channels	Lifetime value of a user (LTV)	User feedback through in-app surveys or support channels
Tracking system: Google Analytics, Mixpanel, or similar analytics platform	Tracking system: Google Analytics, Mixpanel, or similar analytics platform	Tracking system: Google Analytics, Mixpanel, or similar analytics platform	Tracking system: Google Analytics, Mixpanel, or similar analytics platform	Tracking system: App store ratings and reviews, in-app surveys, customer support software