**Admin panel must have following things as mentioned below :-**

**NOTE : YOU CAN MAKE CHANGES IF YOU WANT TO ADD OR MODIFY AMONG THE BELOW MENTIONED THINGS WHICH LEADS IN INCREASING THE EFFICENCY TO OUR APP IN ANY OF THE WAY**

For an admin app catering to people in feveal below mentioned are the essential metrics to track :

**1. User Engagement Metrics:**

- Number of active users: How many users are actively using the platform.

- Time spent per session: Average duration users spend on the platform in one session.

- Frequency of visits: How often users return to the platform.

**2. Content Consumption Metrics:**

- Most viewed video/reels: Popular video/reels among users.

- Average watch time per video/reels: Duration users spend watching content.

**3. User Feedback Metrics:**

- meetup and each person ratings and reviews: Feedback provided by users on courses.

- Satisfaction surveys: Overall user satisfaction with the platform and learning experience.

**4. User Interaction Metrics:**

- Social interactions: Number of comments, likes, shares, or other interactions on each photos videos (should be able to put filter to find based on location,based on # tags etc)

- collaboration and tags : Metrics related to user participation in discussion forums or group activities.

**5. Retention and Churn Metrics:**

- User retention rate: Percentage of users who continue using the platform over time.

- Churn rate: Percentage of users who stop using the platform.

**6. Revenue Metrics :**

* Need to add total sum(money) collected

In that we need to divide into 4

a. Booking sum – collected by user A

b. Delivered sum – delivered to user B

c. Bill – money to be delivered to user B

d. Collection pot – available sum

Need to add connection details

a. Sum of sent details.

b. Sum of acceptance details.

- Subscription or purchase metrics: Revenue generated from different modes set in the app i.e through subscriptions, purchases, or other monetization methods.

- Conversion rate: Percentage of users who convert from free to paid plans or make a purchase.

**7. Technical Metrics:**

- App performance: Metrics related to app responsiveness, speed, and reliability.

- Error rates: Frequency and types of errors encountered by users.

**8. Demographic Metrics:**

- User demographics: Age, gender, location, etc., of platform users.

- User segmentation: Grouping users based on demographics or behavior for targeted analysis.(conisder it as skills and uniqueness)

// currently no need to worry on this//

**9. Acquisition Metrics:**

- User acquisition channels: Sources from which users are acquired (e.g., organic search, social media, referrals).

- Cost per acquisition (CPA): Cost incurred to acquire a new user from different channels.

Tracking these metrics can provide valuable insights into user behavior, platform performance, and areas for improvement in the learning experience.