Metrics & Analytics Plan

How we measure success across activation, engagement, retention & growth

1) Activation Metrics

Evaluate whether users can successfully onboard and gain value quickly:

- First successful local LLM response time
- First successful RAG query completion
- First successful web-search command executed
- Setup completion rate (installation → first query)
- Errors or crashes during onboarding

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2) Engagement Metrics

Measure ongoing usage and feature value:

- Daily / Weekly Active Users (DAU / WAU)
- Average queries per session
- Feature-specific usage:
  - % of RAG queries vs. general LLM queries
  - % of web search queries
- Session duration
- Frequency of personalization data uploads (docs for RAG)

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3) Retention Metrics

Track user continuity and habit-building:

- 1-day / 7-day / 30-day retention rate
- Repeat usage frequency
- Returning users vs. one-time users
- Drop-off rate after installation
- Dependency score (ratio of offline assistant use vs. cloud-based LLM use)

4) Performance & Reliability Metrics

Ensure stability, speed, and quality:

- Average model response latency
- Local compute utilization (CPU/GPU/RAM footprint)
- App crash rate
- RAG accuracy relevance ratings
- Web search success rate & summarization quality

5) Growth & Advocacy Metrics

Demonstrate scale & user satisfaction:

- New installations per week
- Number of feature expansion plugins added
- User satisfaction survey responses (CSAT)
- Net Promoter Score (NPS) for recommending usage to peers

6) Security & Data Privacy Metrics

Strengthen trust in offline-first architecture:

- Local data stored securely without leaks
- Successful model runs without cloud dependency
- User confidence in data control/privacy (survey-based metric)