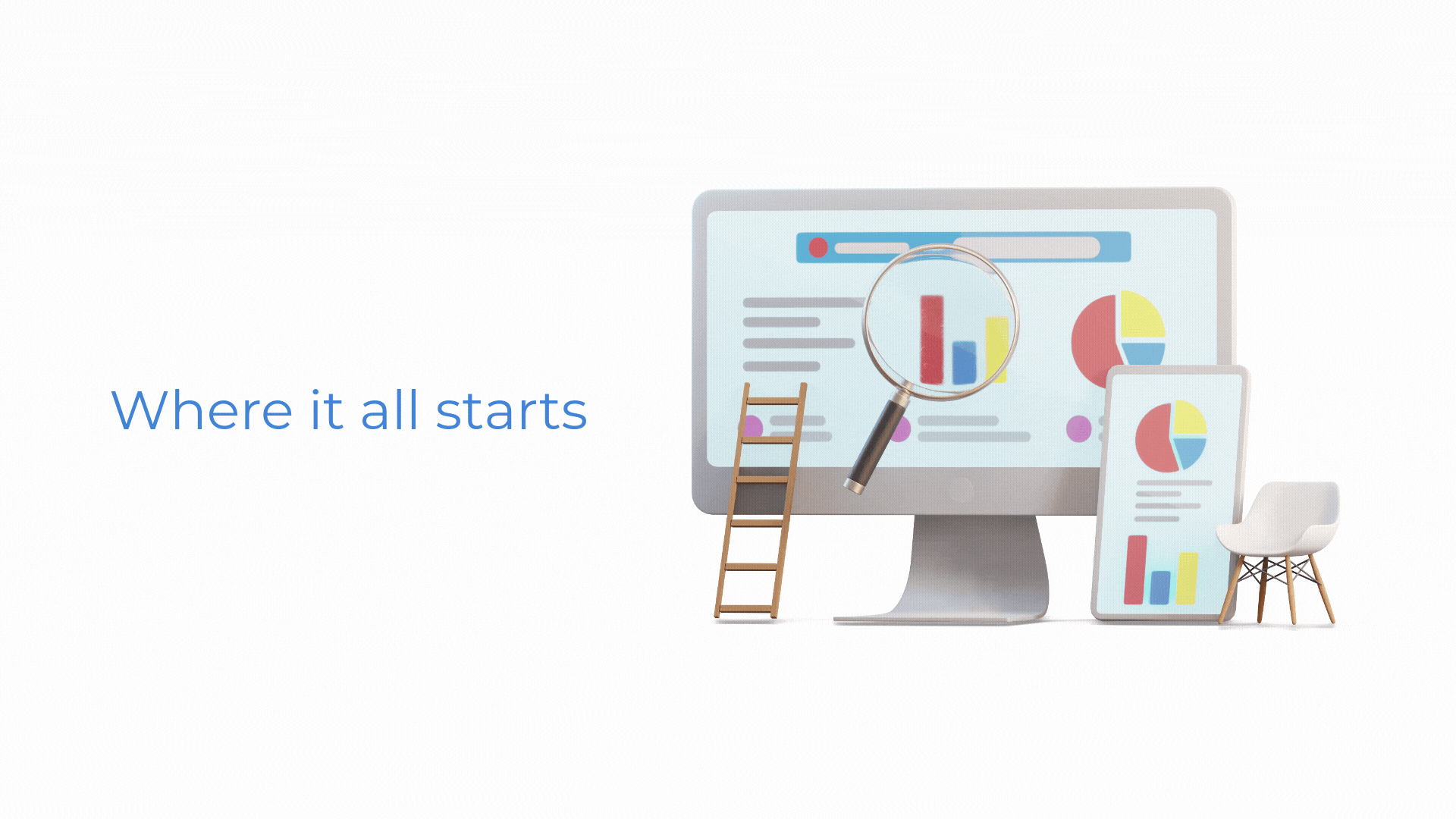
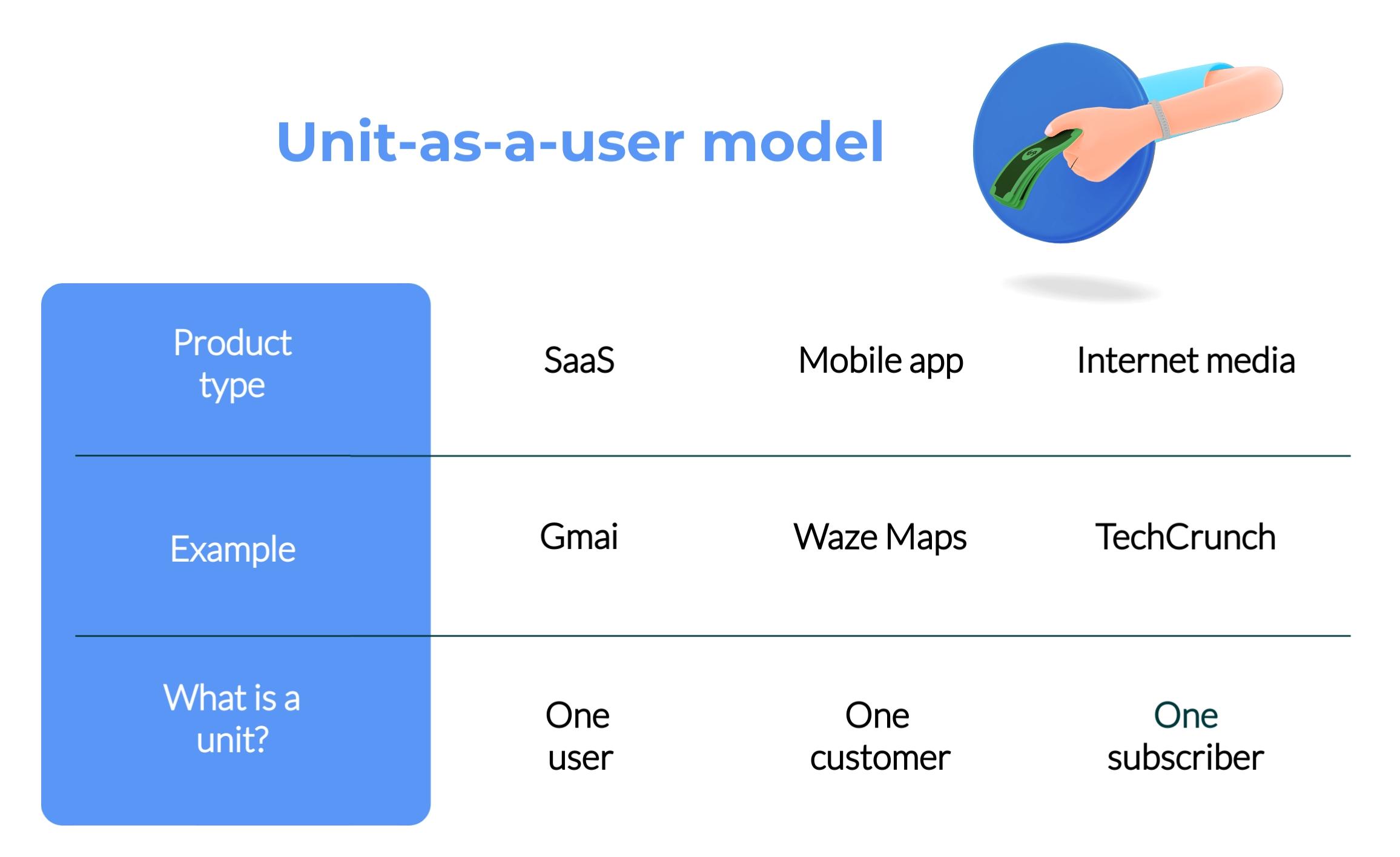
## **Unit Economics**

****To begin, we should define what unit economics is.

🧠 Unit economics definition

Unit economics is a financial approach that evaluates a company's financial performance at the granular level by calculating profit from each individual unit. A unitcan be a customer or a product sold, depending on the business.

]

This method illuminates whether each unit contributes to overall company profitability, providing essential insights for strategic decision-making and financial alignment.

For example, a unit as a user would be the number of users that visit a website and/or make a purchase.And a unit as a product sold would be the number of products sold in each period.Let’s delve into the basics of unit economics calculations at the beginner level and discover how they can contribute to your business’s financial success. Unit economics simplifies the understanding of your business’s financial flows by using clear, easily understood metrics. We will start with a crucial metric known as User Acquisition.

[Continue](https://platform.teachmegrow.com/16)