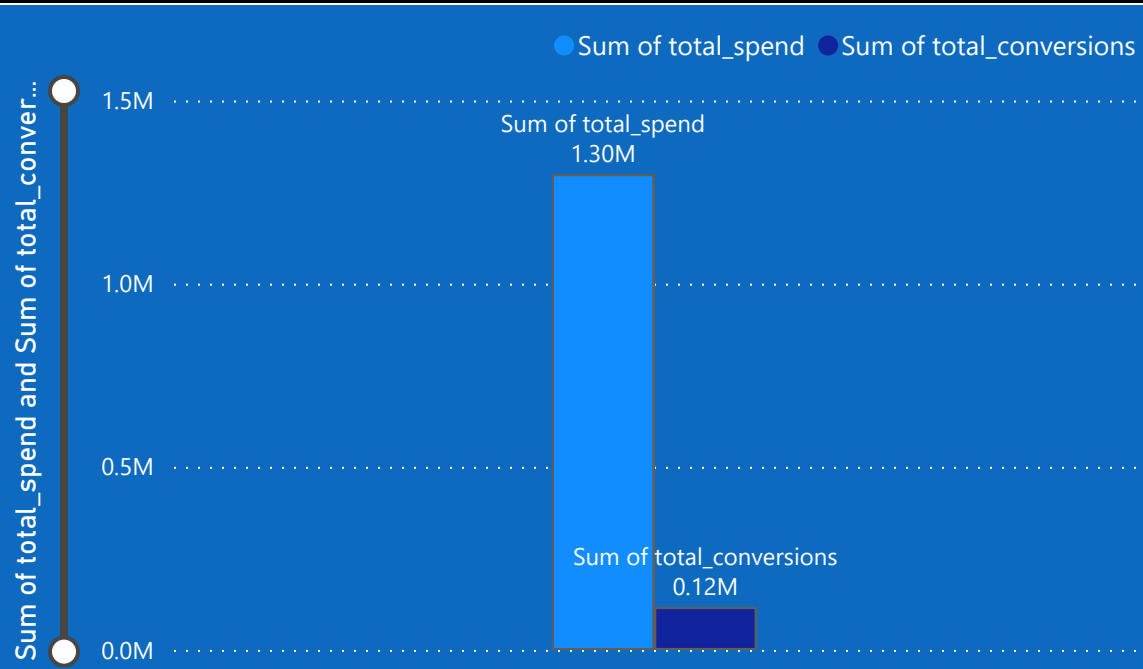


# Marketing Analytics

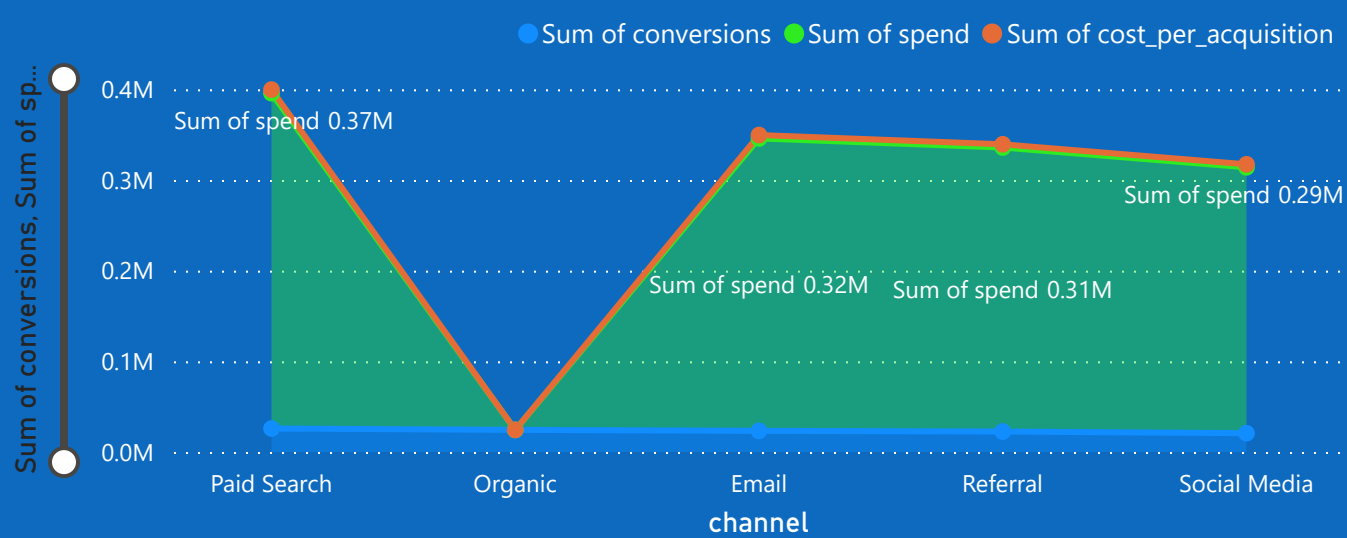
Sum of total\_spend and Sum of total\_conversions



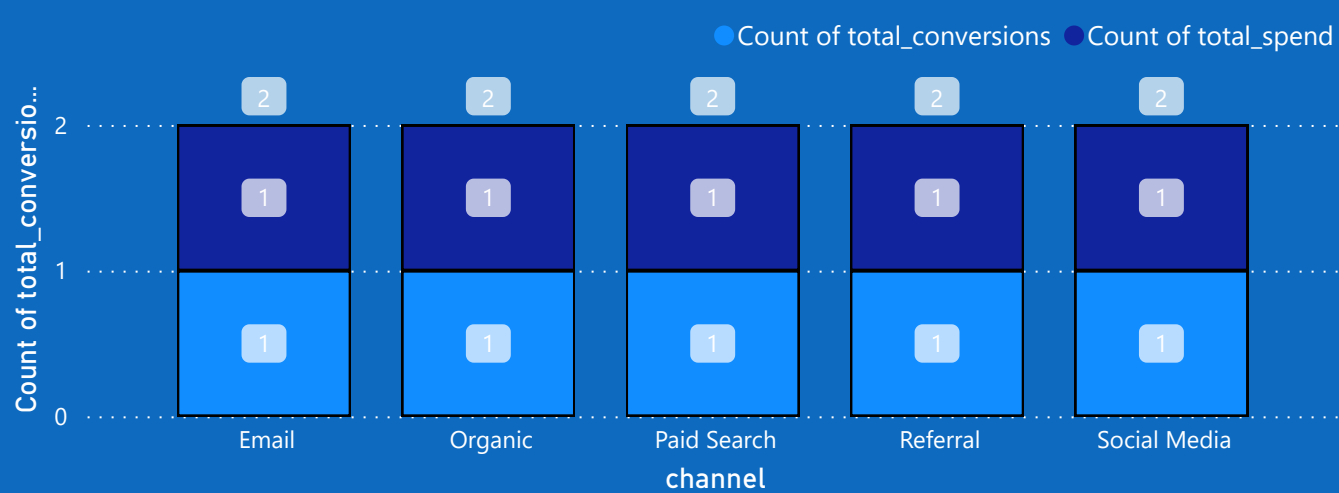
56.15

Sum of cost\_per\_acquisition

Sum of conversions, Sum of spend and Sum of cost\_per\_acquisition by channel

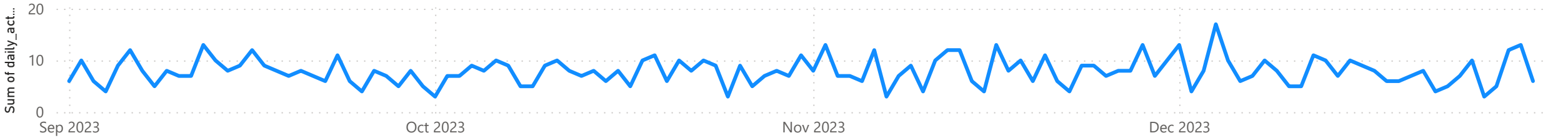


Count of total\_conversions and Count of total\_spend by channel



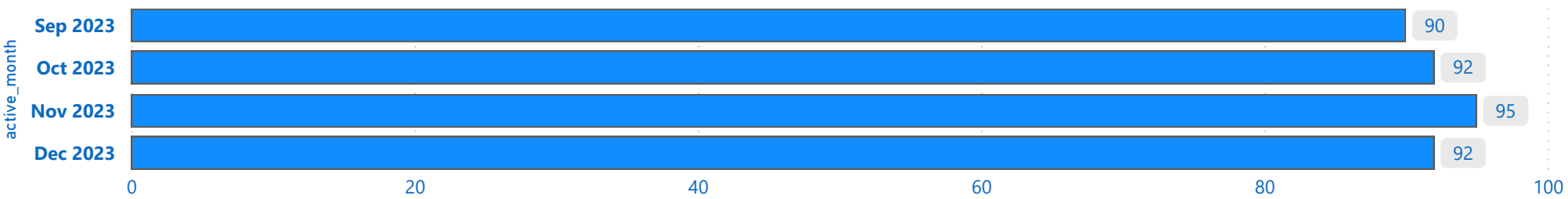
# Product Analytics

Sum of daily\_active\_users by Year, Quarter, Month and Day



feature_name	users_engaged
Login	83
Purchase	91
Review	92
Search	85
Share	86

Sum of active\_users by active\_month



Sum of avg\_session\_duration by location and feature\_name

