# Tutorial 4 – Quality metrics

Premium account percentage (PAP) = amount of accounts with a premium subscription / amount of active accounts (accounts that had any interaction with the server in the past 30 days) \* 100.

*Measure represents the willingness of players to spend money for in-game benefits. Helps to measure the value of the premium account status according to the users.*

Server load (SL) = amount of operations by the server / a selected time frame

*This value will show how much work is a certain server doing. It will help determine if a server needs to be temporarily throttled, or upgraded.*

Total Profit(TP) = income from microtransactions + subscriptions + ads – server upkeep

*A representation of the financial status of the site. If the number is negative, the website is losing money instead of profiting.*

Player engagement (PE) = amount of accounts created within the last 30 days / amount of total players that have been active in the last 30 days \* 100

*A percentage showing how many users are new to the website. Helps determing whether the website is engaging, or users mostly join once and usually leave forever.*