

Data literacy glossary

10 common product analytics terms to know.

Acquisition – In the world of software, acquisition refers to the process of gaining new users of your product. Teams can use product analytics to track acquisition via metrics like new user signups and logins.

Cohort – Another way to describe a subset of your user base. Cohorts typically have a time component to them, for example your August Cohort of new users would be all of the users who started using your product in the month of August. There are also behavioral cohorts, which are essentially the same thing as segments.

Engagement – Also referred to as Product Engagement, this tracks how users interact with an application at the most granular level. You can measure Engagement with a variety of metrics, for example using Adoption, Stickiness, and time spent in-app.

Event – An action a user takes within a software product. This includes clicks, slides, gestures (for mobile and other device types), play commands (for audio and video), downloads, page loads, and text field fills. Some generic examples of events are: Share Dashboard, Select Option, Change View, and Enter New User.

Funnel Analysis – A measurement of how customers move through a defined series of steps in your application. This helps provide clarity as to where users drop off when following these steps, and where they go from that drop-off point.

Growth – A measure of the net effect of your user acquisition and retention efforts. A product—and company—achieves growth by adding new customer accounts or by increasing usage within existing customer accounts (or ideally, both).

Path Analysis – A visualization of what users are doing before or after using a specific page or feature in your application, shown as the sequence of actions that users took before or after the target event.

Product Adoption – Also referred to as Activation, this measures when users understand your product’s value and perform certain actions, for example engaging with key features and moving through account setup workflows.

Retention – The percentage of users or customer accounts still using your product after they initially install or start using it. Another way to understand if users are continuously engaging with your product is with Stickiness, which measures how many users return to the product on a regular basis.

Segment – A subset of software users that share a common characteristic, or multiple common characteristics. For example, you can create segments based on users’ company size, industry, location, role, or how they use your product.
