

KPI Metrics Report

Metric	Value	Description
Total Downloads	1,200,000	Vanity metric with no insight into usage
Instagram Followers	50,000	Vanity metric for branding
DAU/WAU	0.32	Indicates moderate user retention
LTV:CAC	3.8	Strong unit economics
MRR Growth Rate	12% MoM	Indicates real revenue traction
Retention (Day 30)	28%	Shows user stickiness over time
Power User %	18%	Users using app 3+ times/week