

## HW Week 12-Team: Metrics

Team number and name : 12 Trackers

Names of students who actively worked on this assignment:

1. Name: Jui
2. Name: Hemanth
3. Name: Prajwal
4. Name: Yinyin
5. Name: Vinayaka

Write the three metrics you will be measuring for your product. Which one is the most important metric?

Think about the following:

- a) core user action
- b) engagement and conversion
- c) growth (of core user action)

The three most important metrics for our product are:

1. Number of people actually using it after the trial trips are over
2. Number of people reviewing the product with effective tracking and numbers being shown on the app itself
3. Number of returning customers

The most important metrics is the Number of people actually using the tracking while travelling