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"Android Device Distribution - Past 2 Weeks": "Android\_Device\_Distribution\_Past\_2\_Weeks",

"Android Version Distribution": "Android\_Version\_Distribution",

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"Installs per Version": "AppStore\_Installs\_Per\_Version",

"Users Allowing Push Notifications": "AppStore\_Users\_Allowing\_Push\_Notifications",

"iOS Authtokens Created": "AppStore\_iOS\_Authtokens\_Created",

"Bonus Popularity": "Bonus\_Popularity",

"Free Users Granted Bonus Months": "Bonus\_Free\_Users\_Granted\_Months",

"Inviter Percentage by Cohort": "Bonus\_Inviter\_Percentage\_by\_Cohort",

"Inviters by Cohort": "Bonus\_Inviters\_by\_Cohort",

"Inviters, Invites, Referral Bonuses per Inviter Cohort": "Bonus\_Inviters\_Invites\_Referral\_Bonuses\_by\_Cohort",

"Invites per Inviter by Inviter Cohort": "Bonus\_Invites\_per\_Inviter\_by\_Cohort",

"Mac & Windows Uploader Connection Rate by User Origin": "Bonus\_Mac\_Windows\_Uploader\_Connection\_Rate\_by\_Origin",

"Referred Invite Conversion Rates by Invite Timestamp": "Bonus\_Referred\_Invite\_Conversion\_Rates\_by\_Timestamp",

"Deleted Account Photo Counts - Last 30 Days": "Deleted\_Users\_Account\_Photo\_Counts\_Last\_30\_Days",

"User Account Deletion": "Deleted\_Users\_Account\_Deletion",

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"Windows .NET Version Distribution - Past 2 Weeks": "Desktop\_Windows\_NET\_Version\_Distribution\_Past\_2\_Weeks",

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"Subscribed Friends Flashback Emails": "Flashback\_Subscribed\_Friends\_Emails",

"Subscribed Users Flashback Emails": "Flashback\_Subscribed\_Users\_Emails",

"Month-over-month Revenues Growth": "Growth\_Month\_Over\_Month\_Revenues",

"Month-over-month User Growth": "Growth\_Month\_Over\_Month\_Users",

"Week-over-week User Growth": "Growth\_Week\_Over\_Week\_Users",

"Installs With Login but no Uploads - Last 30 Days": "Installs\_With\_Login\_No\_Uploads\_Last\_30\_Days",

"Installs Without Login - Last 30 Days": "Installs\_Without\_Login\_Last\_30\_Days",

"AWS Costs - Production System Only": "KPIs\_AWS\_Costs\_Production\_System",

"Free Users Importing Photos - % of Monthly Signup Cohorts": "KPIs\_Free\_Users\_Importing\_Photos\_Signup\_Cohorts",

"Free Users Visiting Website or iOS App - % of Monthly Signup Cohorts": "KPIs\_Free\_Users\_Visiting\_Website\_iOS\_Signup\_Cohorts",

"Free Users Who Used Sharing - % of Monthly Signup Cohorts": "KPIs\_Free\_Users\_Used\_Sharing\_Signup\_Cohorts",

"New Photos Synced - Millions": "KPIs\_New\_Photos\_Synced\_Millions",

"New Users": "KPIs\_New\_Users",

"Onboarding - % of Monthly Invite Cohorts": "KPIs\_Onboarding\_Invite\_Cohorts",

"Revenues in Sales Recognition Basis - Minus Processing Fees and Refunds": "KPIs\_Revenues\_Sales\_Recognition",

"Sales Volume - Minus Processing Fees and Refunds": "KPIs\_Sales\_Volume",

"Subscribed Users Importing Photos - % of Monthly Signup Cohorts": "KPIs\_Subscribed\_Users\_Importing\_Photos\_Signup\_Cohorts",

"Subscribed Users Visiting Website or iOS App - % of Monthly Signup Cohorts": "KPIs\_Subscribed\_Users\_Visiting\_Website\_iOS\_Signup\_Cohorts",

"Subscribed Users Who Used Sharing - % of Monthly Signup Cohorts": "KPIs\_Subscribed\_Users\_Used\_Sharing\_Signup\_Cohorts",

"Subscribers - Peak During Month": "KPIs\_Subscribers\_Peak\_During\_Month",

"Subscriptions Sold": "KPIs\_Subscriptions\_Sold",

"User Subscription Rate": "KPIs\_User\_Subscription\_Rate",

"Users": "KPIs\_Users",

"Average App Install Latency in Hours - Last 30 Days": "Latencies\_Average\_App\_Install\_Latency\_Last\_30\_Days",

"Collection Ready Latency in Minutes - Last 30 Days": "Latencies\_Collection\_Ready\_Latency\_Last\_30\_Days",

"Delay Since Last Photo Modified in Days for Free Users": "Latencies\_Delay\_Last\_Photo\_Modified\_Free\_Users",

"Delay Since Last Photo Modified in Days for Subscribed Users": "Latencies\_Delay\_Last\_Photo\_Modified\_Subscribed\_Users",

"Monthly Subscription Latency in Days - Since March 1st": "Latencies\_Monthly\_Subscription\_Latency\_Since\_March\_1st",

"Uploader Installation Latency in Hours - Last 30 Days": "Latencies\_Uploader\_Installation\_Latency\_Last\_30\_Days",

"Uploader Installation Latency in Hours per Weekday - Last 30 Days": "Latencies\_Uploader\_Installation\_Latency\_Per\_Weekday\_Last\_30\_Days",

"Yearly Subscription Latency in Days - Since March 1st": "Latencies\_Yearly\_Subscription\_Latency\_Since\_March\_1st",

"Average Number of Sessions in Last 7 Days - If Used at Least Once Before": "Photo\_Software\_Avg\_Sessions\_Last\_7\_Days",

"Subscribed Users Aperture Session Durations in Last 30 Days - Minutes": "Photo\_Software\_Aperture\_Session\_Durations\_Last\_30\_Days",

"Subscribed Users Lightroom Session Durations in Last 30 Days - Minutes": "Photo\_Software\_Lightroom\_Session\_Durations\_Last\_30\_Days",

"Subscribed Users iPhoto & Aperture & Lightroom Sessions in Last 30 Days": "Photo\_Software\_All\_Sessions\_Last\_30\_Days",

"Subscribed Users iPhoto Session Durations in Last 30 Days - Minutes": "Photo\_Software\_iPhoto\_Session\_Durations\_Last\_30\_Days",

"Emails to Everpix Users": "Sendgrid\_Emails\_to\_Everpix\_Users",

"Hard Bounces": "Sendgrid\_Hard\_Bounces",

"Invites": "Sendgrid\_Invites",

"Photo Mails": "Sendgrid\_Photo\_Mails",

"Spam Reports": "Sendgrid\_Spam\_Reports",

"Apple Top Ten Countries": "Subscriptions\_Revenues\_Apple\_Top\_Ten\_Countries",

"Average Revenue Per User": "Subscriptions\_Revenues\_Average\_Revenue\_Per\_User",

"Combined Monthly & Annual Subscribers Churn - Cancellations During Month Divided by Subscribers at Start of Month": "Subscriptions\_Revenues\_Combined\_Monthly\_Annual\_Churn",

"Monthly Subscribers Churn - Cancellations During Month Divided by Subscribers at Start of Month": "Subscriptions\_Revenues\_Monthly\_Subscribers\_Churn",

"Revenues in Sales Recognition Basis - Minus Processing Fees and Refunds": "Subscriptions\_Revenues\_Sales\_Recognition\_Basis",

"Sales Volume - Minus Processing Fees and Refunds": "Subscriptions\_Revenues\_Sales\_Volume",

"Stripe Customers With Discounts": "Subscriptions\_Revenues\_Stripe\_Customers\_With\_Discounts",

"Stripe Top 10 Countries": "Subscriptions\_Revenues\_Stripe\_Top\_Ten\_Countries",

"Subscription Plan Distribution - All Time": "Subscriptions\_Revenues\_Plan\_Distribution\_All\_Time",

"Subscription Plan Distribution - Last 30 Days": "Subscriptions\_Revenues\_Plan\_Distribution\_Last\_30\_Days",

"Subscriptions Sold": "Subscriptions\_Revenues\_Subscriptions\_Sold",

"Average Cost Per User": "System\_AWS\_Costs\_Average\_Cost\_Per\_User",

"Detailed Spending Since 2012-10-01": "System\_AWS\_Costs\_Detailed\_Spending\_Since\_2012\_10\_01",

"EC2 Auto-Scaling Spending Since 2013-02-01": "System\_AWS\_Costs\_EC2\_Auto\_Scaling\_Spending\_Since\_2013\_02\_01",

"EC2 Instances Spending Since 2012-10-01": "System\_AWS\_Costs\_EC2\_Instances\_Spending\_Since\_2012\_10\_01",

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"Monthly Spending": "System\_AWS\_Costs\_Monthly\_Spending",

"Monthly Spending - Normalized": "System\_AWS\_Costs\_Monthly\_Spending\_Normalized",

"S3 TiB per Month": "System\_AWS\_Costs\_S3\_TiB\_Per\_Month",

"Deleted Photos": "System\_Photos\_Deleted\_Photos",

"Estimated Average Backing Size - KB": "System\_Photos\_Estimated\_Avg\_Backing\_Size\_KB",

"Estimated Total Backing Size - TB": "System\_Photos\_Estimated\_Total\_Backing\_Size\_TB",

"Imported Photos - Daily": "System\_Photos\_Imported\_Photos\_Daily",

"Total Photos": "System\_Photos\_Total\_Photos",

"Live Photo Pages": "System\_Sharing\_Live\_Photo\_Pages",

"Photo Mail Photo Count": "System\_Sharing\_Photo\_Mail\_Photo\_Count",

"Photo Mail Virality - Weekly": "System\_Sharing\_Photo\_Mail\_Virality\_Weekly",

"Photo Page Photo Count": "System\_Sharing\_Photo\_Page\_Photo\_Count",

"Photo Pages Tweeted": "System\_Sharing\_Photo\_Pages\_Tweeted",

"Photos Shared by Photo Mail": "System\_Sharing\_Photos\_Shared\_by\_Photo\_Mail",

"Published Photos to Facebook": "System\_Sharing\_Published\_Photos\_to\_Facebook",

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"New Users": "System\_Users\_New\_Users",

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"Total Users": "System\_Users\_Total\_Users",

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"Free Users Recently Modifying Photos": "User\_Cohorts\_Free\_Users\_Recent\_Photo\_Modifications",

"Free Users Retention - Excluding Uploaders": "User\_Cohorts\_Free\_Users\_Retention\_No\_Uploaders",

"Free Users Retention - Uploaders Only for Users Who Tried It": "User\_Cohorts\_Free\_Users\_Retention\_Uploaders\_Only",

"Free Users Who Tried Everpix Sharing": "User\_Cohorts\_Free\_Users\_Everpix\_Sharing",

"Signup Origins": "User\_Cohorts\_Signup\_Origins",

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"Subscribed Users Connected Services": "User\_Cohorts\_Subscribed\_Users\_Connected\_Services",

"Subscribed Users Recently Modifying Photos": "User\_Cohorts\_Subscribed\_Users\_Recent\_Photo\_Modifications",

"Subscribed Users Retention - Excluding Uploaders": "User\_Cohorts\_Subscribed\_Users\_Retention\_No\_Uploaders",

"Subscribed Users Retention - Uploaders Only for Users Who Tried It": "User\_Cohorts\_Subscribed\_Users\_Retention\_Uploaders\_Only",

"Subscribed Users Who Tried Everpix Sharing": "User\_Cohorts\_Subscribed\_Users\_Everpix\_Sharing",

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"Subscription Rate vs Photo Collection Size": "User\_Cohorts\_Subscription\_Rate\_vs\_Photo\_Size",

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"Users Created": "User\_Cohorts\_Users\_Created",

"Users Importing Photos": "User\_Cohorts\_Users\_Importing\_Photos",

"Users Plans": "User\_Cohorts\_Users\_Plans",

"Users Unified Retention - Last 30 Days": "User\_Cohorts\_Users\_Unified\_Retention\_30\_Days",

"Users Unified Retention - Last 7 Days": "User\_Cohorts\_Users\_Unified\_Retention\_7\_Days",

"Users Who Signed Up from Mac Uploader": "User\_Cohorts\_Users\_Signed\_Up\_Mac\_Uploader",

"Free Users Countries": "User\_Countries\_Free\_Users",

"Subscribed Users Countries": "User\_Countries\_Subscribed\_Users",

"Days Since Last Email for Free Users - Last 30 Days": "User\_Emails\_Free\_Users\_Last\_30\_Days",

"Days Since Last Email for Subscribed Users - Last 30 Days": "User\_Emails\_Subscribed\_Users\_Last\_30\_Days",

"Emails Effectiveness in Last 30 Days": "User\_Emails\_Effectiveness\_Last\_30\_Days",

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"Free Users Number of Synced Photos - Since March 1st": "User\_Photos\_Free\_Synced\_Since\_March\_1st",

"Free Users Number of Visible Photos - Since March 1st": "User\_Photos\_Free\_Visible\_Since\_March\_1st",

"Number of Synced Photos per Mac User With Accessible Photos - Including Deferred": "User\_Photos\_Mac\_Synced\_Accessible\_Incl\_Deferred",

"Number of Synced Photos per User With Accessible Photos - Including Deferred": "User\_Photos\_Synced\_Accessible\_Incl\_Deferred",

"Number of Synced Photos per Windows User With Accessible Photos - Including Deferred": "User\_Photos\_Windows\_Synced\_Accessible\_Incl\_Deferred",

"Subscribed Users Number of Synced Photos - Since March 1st": "User\_Photos\_Subscribed\_Synced\_Since\_March\_1st",

"Subscribed Users Number of Visible Photos - Since March 1st": "User\_Photos\_Subscribed\_Visible\_Since\_March\_1st",

"Users with Accessible Photos": "User\_Photos\_Accessible",

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"Estimated iOS Daily Session Duration in Last 30 Days Minutes": "User\_Sessions\_iOS\_Daily\_Duration\_30\_Days\_Minutes",

"Session Count per Week for Users Signing In on That Week": "User\_Sessions\_Weekly\_Count\_Sign\_In",

"Started Sessions for Users who Used Both Web and iOS - Last 30 Days": "User\_Sessions\_Started\_Web\_iOS\_30\_Days",

"Subscribed Users iPhone & iPad Session Duration in Last 30 Days - Minutes": "User\_Sessions\_Subscribed\_iPhone\_iPad\_Duration\_30\_Days",

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"Web OSes - Past 7 Days": "Web\_OSes\_Past\_7\_Days",

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"Web Popular Views by Visits - Past 7 Days": "Web\_Popular\_Views\_By\_Visits\_Past\_7\_Days",

"App Launch Reason - Past 7 Days": "iOS\_App\_Launch\_Reason\_Past\_7\_Days",

"App Popular Views by Time Spent - Past 7 Days": "iOS\_App\_Popular\_Views\_By\_Time\_Spent\_Past\_7\_Days",

"App Popular Views by Visits - Past 7 Days": "iOS\_App\_Popular\_Views\_By\_Visits\_Past\_7\_Days",

"App Version Distribution - Past 2 Weeks": "iOS\_App\_Version\_Distribution\_Past\_2\_Weeks",

"Daily User Sessions with AirPlay Enabled - Last 30 Days": "iOS\_Daily\_User\_Sessions\_AirPlay\_Enabled\_Last\_30\_Days",

"Device Type Distribution": "iOS\_Device\_Type\_Distribution",

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"iOS Version Distribution": "iOS\_Version\_Distribution",

"iOS Version Distribution - Past 2 Weeks": "iOS\_Version\_Distribution\_Past\_2\_Weeks",

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User\_Photos\_Synced\_Photos\_Per\_Windows\_User\_Accessible\_Incl\_Deferred

User\_Photos\_Windows\_Synced\_Accessible\_Incl\_Deferred

0

{'Android (Android Device Distribution - Past 2 Weeks)': 'Android\_Device\_Distribution\_Past\_2\_Weeks', 'Android (Android Device Distribution)': 'Android\_Device\_Distribution', 'Android (Android Version Distribution - Past 2 weeks)': 'Android\_Version\_Distribution\_Past\_2\_Weeks', 'Android (Android Version Distribution)': 'Android\_Version\_Distribution', 'Android (App Version Distribution - Past 2 Weeks)': 'Android\_App\_Version\_Distribution\_Past\_2\_Weeks'}

1

{'AppStore (Downloads)': 'AppStore\_Downloads\_By\_Week', 'AppStore (Installs per Version)': 'AppStore\_Installs\_Per\_Version', 'AppStore (Users Allowing Push Notifications)': 'AppStore\_Users\_Allowing\_Push\_Notifications', 'AppStore (iOS Authtokens Created)': 'AppStore\_iOS\_Authtokens\_Created'}

2

{'Bonus (Bonus Popularity)': 'Bonus\_Popularity', 'Bonus (Free Users Granted Bonus Months)': 'Bonus\_Free\_Users\_Granted\_Months', 'Bonus (Inviter Percentage by Cohort)': 'Bonus\_Inviter\_Percentage\_by\_Cohort', 'Bonus (Inviters by Cohort)': 'Bonus\_Inviters\_by\_Cohort', 'Bonus (Inviters, Invites, Referral Bonuses per Inviter Cohort)': 'Bonus\_Inviters\_Invites\_Referral\_Bonuses\_per\_Cohort', 'Bonus (Invites per Inviter by Inviter Cohort)': 'Bonus\_Invites\_per\_Inviter\_by\_Cohort', 'Bonus (Mac & Windows Uploader Connection Rate by User Origin)': 'Bonus\_Uploader\_Connection\_Rate\_by\_User\_Origin', 'Bonus (Referred Invite Conversion Rates by Invite Timestamp)': 'Bonus\_Referred\_Invite\_Conversion\_Rates'}

3

{'Deleted Users (Deleted Account Photo Counts - Last 30 Days)': 'Deleted\_Users\_Account\_Photo\_Counts\_Last\_30\_Days', 'Deleted Users (User Account Deletion Latency in Days - Last 30 Days)': 'Deleted\_Users\_Account\_Deletion\_Latency\_Last\_30\_Days', 'Deleted Users (User Account Deletion)': 'Deleted\_Users\_Account\_Deletion'}

4

{'Desktop (OS X Machine Distribution - Past 2 Weeks)': 'Desktop\_OSX\_Machine\_Distribution\_Past\_2\_Weeks', 'Desktop (OS X Version Distribution - Past 2 Weeks)': 'Desktop\_OSX\_Version\_Distribution\_Past\_2\_Weeks', 'Desktop (Windows .NET Version Distribution - Past 2 Weeks)': 'Desktop\_Windows\_NET\_Version\_Distribution\_Past\_2\_Weeks', 'Desktop (Windows Version Distribution - Past 2 Weeks)': 'Desktop\_Windows\_Version\_Distribution\_Past\_2\_Weeks'}

5

{'Flashback (Free Users Flashback Emails)': 'Flashback\_Free\_Users\_Emails', 'Flashback (Subscribed Friends Flashback Emails)': 'Flashback\_Subscribed\_Friends\_Emails', 'Flashback (Subscribed Users Flashback Emails)': 'Flashback\_Subscribed\_Users\_Emails'}

6

{'Growth (Month-over-month Revenues Growth)': 'Growth\_Monthly\_Revenues\_Growth', 'Growth (Month-over-month User Growth)': 'Growth\_Monthly\_User\_Growth', 'Growth (Week-over-week User Growth)': 'Growth\_Weekly\_User\_Growth'}

7

{'Installs (Installs With Login but no Uploads - Last 30 Days)': 'Installs\_With\_Login\_No\_Uploads\_Last\_30\_Days', 'Installs (Installs Without Login - Last 30 Days)': 'Installs\_Without\_Login\_Last\_30\_Days'}

8

{'KPIs (AWS Costs - Production System Only)': 'KPIs\_AWS\_Costs\_Production\_System', 'KPIs (Free Users Importing Photos - % of Monthly Signup Cohorts)': 'KPIs\_Free\_Users\_Importing\_Photos\_Signup\_Cohorts', 'KPIs (Free Users Visiting Website or iOS App - % of Monthly Signup Cohorts)': 'KPIs\_Free\_Users\_Visiting\_Website\_iOS\_Signup\_Cohorts', 'KPIs (Free Users Who Used Sharing - % of Monthly Signup Cohorts)': 'KPIs\_Free\_Users\_Used\_Sharing\_Signup\_Cohorts', 'KPIs (New Photos Synced - Millions)': 'KPIs\_New\_Photos\_Synced\_Millions', 'KPIs (New Users)': 'KPIs\_New\_Users', 'KPIs (Onboarding - % of Monthly Invite Cohorts)': 'KPIs\_Onboarding\_Invite\_Cohorts', 'KPIs (Revenues in Sales Recognition Basis - Minus Processing Fees and Refunds)': 'KPIs\_Revenues\_Sales\_Recognition', 'KPIs (Sales Volume - Minus Processing Fees and Refunds)': 'KPIs\_Sales\_Volume', 'KPIs (Subscribed Users Importing Photos - % of Monthly Signup Cohorts)': 'KPIs\_Subscribed\_Users\_Importing\_Photos\_Signup\_Cohorts', 'KPIs (Subscribed Users Visiting Website or iOS App - % of Monthly Signup Cohorts)': 'KPIs\_Subscribed\_Users\_Visiting\_Website\_iOS\_Signup\_Cohorts', 'KPIs (Subscribed Users Who Used Sharing - % of Monthly Signup Cohorts)': 'KPIs\_Subscribed\_Users\_Used\_Sharing\_Signup\_Cohorts', 'KPIs (Subscribers - Peak During Month)': 'KPIs\_Subscribers\_Peak\_During\_Month', 'KPIs (Subscriptions Sold)': 'KPIs\_Subscriptions\_Sold', 'KPIs (User Subscription Rate)': 'KPIs\_User\_Subscription\_Rate', 'KPIs (Users)': 'KPIs\_Users'}

9

{'Latencies (Average App Install Latency in Hours - Last 30 Days)': 'Latencies\_Avg\_App\_Install\_Latency\_Hours\_Last\_30\_Days', 'Latencies (Collection Ready Latency in Minutes - Last 30 Days)': 'Latencies\_Collection\_Ready\_Latency\_Minutes\_Last\_30\_Days', 'Latencies (Delay Since Last Photo Modified in Days for Free Users)': 'Latencies\_Delay\_Last\_Photo\_Modified\_Days\_Free\_Users', 'Latencies (Delay Since Last Photo Modified in Days for Subscribed Users)': 'Latencies\_Delay\_Last\_Photo\_Modified\_Days\_Subscribed\_Users', 'Latencies (Monthly Subscription Latency in Days - Since March 1st)': 'Latencies\_Monthly\_Subscription\_Latency\_Days\_Since\_March\_1st', 'Latencies (Uploader Installation Latency in Hours - Last 30 Days)': 'Latencies\_Uploader\_Installation\_Latency\_Hours\_Last\_30\_Days', 'Latencies (Uploader Installation Latency in Hours per Weekday - Last 30 Days)': 'Latencies\_Uploader\_Install\_Latency\_Hours\_Weekday\_Last\_30\_Days', 'Latencies (Yearly Subscription Latency in Days - Since March 1st)': 'Latencies\_Yearly\_Subscription\_Latency\_Days\_Since\_March\_1st'}

10

{'Photo Software (Average Number of Sessions in Last 7 Days - If Used at Least Once Before)': 'Photo\_Software\_Avg\_Sessions\_Last\_7\_Days', 'Photo Software (Subscribed Users Aperture Session Durations in Last 30 Days - Minutes)': 'Photo\_Software\_Aperture\_Session\_Durations\_30\_Days', 'Photo Software (Subscribed Users Lightroom Session Durations in Last 30 Days - Minutes)': 'Photo\_Software\_Lightroom\_Session\_Durations\_30\_Days', 'Photo Software (Subscribed Users iPhoto & Aperture & Lightroom Sessions in Last 30 Days)': 'Photo\_Software\_All\_Sessions\_30\_Days', 'Photo Software (Subscribed Users iPhoto Session Durations in Last 30 Days - Minutes)': 'Photo\_Software\_iPhoto\_Session\_Durations\_30\_Days'}

11

{'Sendgrid (Emails to Everpix Users)': 'Sendgrid\_Emails\_To\_Everpix\_Users', 'Sendgrid (Hard Bounces)': 'Sendgrid\_Hard\_Bounces', 'Sendgrid (Invites)': 'Sendgrid\_Invites', 'Sendgrid (Photo Mails)': 'Sendgrid\_Photo\_Mails', 'Sendgrid (Spam Reports)': 'Sendgrid\_Spam\_Reports'}

12

{'Subscriptions and Revenues (Apple Top Ten Countries)': 'Subscriptions\_Revenues\_Apple\_Top\_Ten\_Countries', 'Subscriptions and Revenues (Average Revenue Per User)': 'Subscriptions\_Revenues\_Average\_Revenue\_Per\_User', 'Subscriptions and Revenues (Combined Monthly & Annual Subscribers Churn - Cancellations During Month Divided by Subscribers at Start of Month)': 'Subscriptions\_Revenues\_Combined\_Monthly\_Annual\_Churn', 'Subscriptions and Revenues (Monthly Subscribers Churn - Cancellations During Month Divided by Subscribers at Start of Month)': 'Subscriptions\_Revenues\_Monthly\_Subscribers\_Churn', 'Subscriptions and Revenues (Revenues in Sales Recognition Basis - Minus Processing Fees and Refunds)': 'Subscriptions\_Revenues\_Sales\_Recognition\_Basis', 'Subscriptions and Revenues (Sales Volume - Minus Processing Fees and Refunds)': 'Subscriptions\_Revenues\_Sales\_Volume', 'Subscriptions and Revenues (Stripe Customers With Discounts)': 'Subscriptions\_Revenues\_Stripe\_Customers\_With\_Discounts', 'Subscriptions and Revenues (Stripe Top 10 Countries)': 'Subscriptions\_Revenues\_Stripe\_Top\_Ten\_Countries', 'Subscriptions and Revenues (Subscription Plan Distribution - All Time)': 'Subscriptions\_Revenues\_Plan\_Distribution\_All\_Time', 'Subscriptions and Revenues (Subscription Plan Distribution - Last 30 Days)': 'Subscriptions\_Revenues\_Plan\_Distribution\_Last\_30\_Days', 'Subscriptions and Revenues (Subscriptions Sold)': 'Subscriptions\_Revenues\_Subscriptions\_Sold'}

13

{'System AWS Costs (Average Cost Per User)': 'System\_AWS\_Average\_Cost\_Per\_User', 'System AWS Costs (Detailed Spending Since 2012-10-01)': 'System\_AWS\_Detailed\_Spending\_Since\_2012\_10\_01', 'System AWS Costs (EC2 Auto-Scaling Spending Since 2013-02-01)': 'System\_AWS\_EC2\_Auto\_Scaling\_Spending\_Since\_2013\_02\_01', 'System AWS Costs (EC2 Instances Spending Since 2012-10-01)': 'System\_AWS\_EC2\_Instances\_Spending\_Since\_2012\_10\_01', 'System AWS Costs (Estimated Variable AWS Costs Per 1,000 Photos - Post Everpix Free)': 'System\_AWS\_Estimated\_Variable\_Costs\_Post\_Everpix\_Free', 'System AWS Costs (Estimated Variable AWS Costs Per 1,000 Photos - Pre Everpix Free)': 'System\_AWS\_Estimated\_Variable\_Costs\_Pre\_Everpix\_Free', 'System AWS Costs (Monthly Spending - Normalized)': 'System\_AWS\_Monthly\_Spending\_Normalized', 'System AWS Costs (Monthly Spending)': 'System\_AWS\_Monthly\_Spending', 'System AWS Costs (S3 TiB per Month)': 'System\_AWS\_S3\_TiB\_Per\_Month'}

14

{'System Photos (Deleted Photos)': 'System\_Photos\_Deleted\_Photos', 'System Photos (Estimated Average Backing Size - KB)': 'System\_Photos\_Estimated\_Avg\_Backing\_Size\_KB', 'System Photos (Estimated Total Backing Size - TB)': 'System\_Photos\_Estimated\_Total\_Backing\_Size\_TB', 'System Photos (Imported Photos - Daily)': 'System\_Photos\_Imported\_Photos\_Daily', 'System Photos (Total Photos)': 'System\_Photos\_Total\_Photos'}

15

{'System Sharing (Live Photo Pages)': 'System\_Sharing\_Live\_Photo\_Pages', 'System Sharing (Photo Mail Photo Count)': 'System\_Sharing\_Photo\_Mail\_Photo\_Count', 'System Sharing (Photo Mail Virality - Weekly)': 'System\_Sharing\_Photo\_Mail\_Virality\_Weekly', 'System Sharing (Photo Page Photo Count)': 'System\_Sharing\_Photo\_Page\_Photo\_Count', 'System Sharing (Photo Pages Tweeted)': 'System\_Sharing\_Photo\_Pages\_Tweeted', 'System Sharing (Photos Shared by Photo Mail)': 'System\_Sharing\_Photos\_Shared\_by\_Photo\_Mail', 'System Sharing (Published Photos to Facebook)': 'System\_Sharing\_Published\_Photos\_to\_Facebook', 'System Sharing (Total Shared Photo Mail & Snapshots divided by Total Users)': 'System\_Sharing\_Total\_Shared\_Photo\_Mail\_Snapshots\_by\_Users'}

16

{'System Users (First Time Visitors to Web Invites Ratio - Daily)': 'System\_Users\_First\_Time\_Visitors\_Web\_Invites\_Ratio\_Daily', 'System Users (First Time Visitors to Web Invites Ratio - Weekly)': 'System\_Users\_First\_Time\_Visitors\_Web\_Invites\_Ratio\_Weekly', 'System Users (Invite Origins)': 'System\_Users\_Invite\_Origins', 'System Users (Invites Per Hour - Last 7 Days)': 'System\_Users\_Invites\_Per\_Hour\_Last\_7\_Days', 'System Users (Invites Redeemed)': 'System\_Users\_Invites\_Redeemed', 'System Users (New Users)': 'System\_Users\_New\_Users', 'System Users (Redeemed Invites Origin - Last 30 Days)': 'System\_Users\_Redeemed\_Invites\_Origin\_Last\_30\_Days', 'System Users (Requested Invites Origin - Last 30 Days)': 'System\_Users\_Requested\_Invites\_Origin\_Last\_30\_Days', 'System Users (Total Users)': 'System\_Users\_Total\_Users', 'System Users (User State Distribution)': 'System\_Users\_User\_State\_Distribution'}

17

{'User Cohorts (Free Users Average Number of Photos)': 'User\_Cohorts\_Free\_Users\_Avg\_Photos', 'User Cohorts (Free Users Connected Services)': 'User\_Cohorts\_Free\_Users\_Connected\_Services', 'User Cohorts (Free Users Recently Modifying Photos)': 'User\_Cohorts\_Free\_Users\_Modifying\_Photos', 'User Cohorts (Free Users Retention - Excluding Uploaders)': 'User\_Cohorts\_Free\_Users\_Retention\_Excl\_Uploaders', 'User Cohorts (Free Users Retention - Uploaders Only for Users Who Tried It)': 'User\_Cohorts\_Free\_Users\_Retention\_Uploaders\_Tried', 'User Cohorts (Free Users Who Tried Everpix Sharing)': 'User\_Cohorts\_Free\_Users\_Tried\_Everpix\_Sharing', 'User Cohorts (Signup Origins)': 'User\_Cohorts\_Signup\_Origins', 'User Cohorts (Subscribed Users Average Number of Photos)': 'User\_Cohorts\_Subscribed\_Users\_Avg\_Photos', 'User Cohorts (Subscribed Users Connected Services)': 'User\_Cohorts\_Subscribed\_Users\_Connected\_Services', 'User Cohorts (Subscribed Users Recently Modifying Photos)': 'User\_Cohorts\_Subscribed\_Users\_Modifying\_Photos', 'User Cohorts (Subscribed Users Retention - Excluding Uploaders)': 'User\_Cohorts\_Subscribed\_Users\_Retention\_Excl\_Uploaders', 'User Cohorts (Subscribed Users Retention - Uploaders Only for Users Who Tried It)': 'User\_Cohorts\_Subscribed\_Users\_Retention\_Uploaders\_Tried', 'User Cohorts (Subscribed Users Who Tried Everpix Sharing)': 'User\_Cohorts\_Subscribed\_Users\_Tried\_Everpix\_Sharing', 'User Cohorts (Subscription Rate vs Experience)': 'User\_Cohorts\_Subscription\_Rate\_vs\_Experience', 'User Cohorts (Subscription Rate vs Photo Collection Size)': 'User\_Cohorts\_Subscription\_Rate\_vs\_Photo\_Size', 'User Cohorts (Users Connecting Apps)': 'User\_Cohorts\_Users\_Connecting\_Apps', 'User Cohorts (Users Created)': 'User\_Cohorts\_Users\_Created', 'User Cohorts (Users Importing Photos)': 'User\_Cohorts\_Users\_Importing\_Photos', 'User Cohorts (Users Plans)': 'User\_Cohorts\_Users\_Plans', 'User Cohorts (Users Unified Retention - Last 30 Days)': 'User\_Cohorts\_Users\_Unified\_Retention\_30\_Days', 'User Cohorts (Users Unified Retention - Last 7 Days)': 'User\_Cohorts\_Users\_Unified\_Retention\_7\_Days', 'User Cohorts (Users Who Signed Up from Mac Uploader)': 'User\_Cohorts\_Users\_Signed\_Up\_Mac\_Uploader'}

18

{'User Countries (Free Users Countries)': 'User\_Countries\_Free\_Users', 'User Countries (Subscribed Users Countries)': 'User\_Countries\_Subscribed\_Users'}

19

{'User Emails (Days Since Last Email for Free Users - Last 30 Days)': 'User\_Emails\_Days\_Since\_Last\_Email\_Free\_Users\_30\_Days', 'User Emails (Days Since Last Email for Subscribed Users - Last 30 Days)': 'User\_Emails\_Days\_Since\_Last\_Email\_Subscribed\_Users\_30\_Days', 'User Emails (Emails Effectiveness in Last 30 Days)': 'User\_Emails\_Effectiveness\_Last\_30\_Days', 'User Emails (Mailing List Unsubscription Rates)': 'User\_Emails\_Mailing\_List\_Unsubscription\_Rates'}

20

{'User Photos (Free Users Number of Synced Photos - Since March 1st)': 'User\_Photos\_Free\_Users\_Synced\_Photos\_Since\_March\_1st', 'User Photos (Free Users Number of Visible Photos - Since March 1st)': 'User\_Photos\_Free\_Users\_Visible\_Photos\_Since\_March\_1st', 'User Photos (Number of Synced Photos per Mac User With Accessible Photos - Including Deferred)': 'User\_Photos\_Synced\_Photos\_Per\_Mac\_User\_Accessible\_Incl\_Deferred', 'User Photos (Number of Synced Photos per User With Accessible Photos - Including Deferred)': 'User\_Photos\_Synced\_Photos\_Per\_User\_Accessible\_Incl\_Deferred', 'User Photos (Number of Synced Photos per Windows User With Accessible Photos - Including Deferred)': 'User\_Photos\_Synced\_Photos\_Per\_Windows\_User\_Accessible\_Incl\_Deferred', 'User Photos (Subscribed Users Number of Synced Photos - Since March 1st)': 'User\_Photos\_Subscribed\_Users\_Synced\_Photos\_Since\_March\_1st', 'User Photos (Subscribed Users Number of Visible Photos - Since March 1st)': 'User\_Photos\_Subscribed\_Users\_Visible\_Photos\_Since\_March\_1st', 'User Photos (Users with Accessible Photos)': 'User\_Photos\_Users\_With\_Accessible\_Photos'}

21

{'User Sessions (Estimated Web Daily Session Duration in Last 30 Days Minutes)': 'User\_Sessions\_Est\_Web\_Daily\_Session\_Duration\_30\_Days\_Min', 'User Sessions (Estimated iOS Daily Session Duration in Last 30 Days Minutes)': 'User\_Sessions\_Est\_iOS\_Daily\_Session\_Duration\_30\_Days\_Min', 'User Sessions (Session Count per Week for Users Signing In on That Week)': 'User\_Sessions\_Session\_Count\_Per\_Week\_Signing\_In', 'User Sessions (Started Sessions for Users who Used Both Web and iOS - Last 30 Days)': 'User\_Sessions\_Started\_Sessions\_Web\_iOS\_30\_Days', 'User Sessions (Subscribed Users iPhone & iPad Session Duration in Last 30 Days - Minutes)': 'User\_Sessions\_Subscribed\_iPhone\_iPad\_Session\_Duration\_30\_Days\_Min', 'User Sessions (Users Web & iOS Sessions in Last 30 Days)': 'User\_Sessions\_Web\_iOS\_Sessions\_30\_Days', 'User Sessions (Users Web & iOS Sessions in Last 7 Days)': 'User\_Sessions\_Web\_iOS\_Sessions\_7\_Days', 'User Sessions (Users Web Session Duration in Last 30 Days - Minutes)': 'User\_Sessions\_Web\_Session\_Duration\_30\_Days\_Min', 'User Sessions (Users Web Sessions Total Duration in Last 30 Days - Hours)': 'User\_Sessions\_Web\_Sessions\_Total\_Duration\_30\_Days\_Hours', 'User Sessions (Users iOS Session Duration in Last 30 Days - Minutes)': 'User\_Sessions\_iOS\_Session\_Duration\_30\_Days\_Min', 'User Sessions (Users iOS Sessions Total Duration in Last 30 Days - Hours)': 'User\_Sessions\_iOS\_Sessions\_Total\_Duration\_30\_Days\_Hours'}

22

{'Web (Web Browsers - Past 7 Days)': 'Web\_Browsers\_Past\_7\_Days', 'Web (Web OSes - Past 7 Days)': 'Web\_OSes\_Past\_7\_Days', 'Web (Web Popular Views by Time Spent - Past 7 Days)': 'Web\_Popular\_Views\_By\_Time\_Spent\_Past\_7\_Days', 'Web (Web Popular Views by Visits - Past 7 Days)': 'Web\_Popular\_Views\_By\_Visits\_Past\_7\_Days'}

23

{'iOS (App Launch Reason - Past 7 Days)': 'iOS\_App\_Launch\_Reason\_Past\_7\_Days', 'iOS (App Popular Views by Time Spent - Past 7 Days)': 'iOS\_App\_Popular\_Views\_By\_Time\_Spent\_Past\_7\_Days', 'iOS (App Popular Views by Visits - Past 7 Days)': 'iOS\_App\_Popular\_Views\_By\_Visits\_Past\_7\_Days', 'iOS (App Version Distribution - Past 2 Weeks)': 'iOS\_App\_Version\_Distribution\_Past\_2\_Weeks', 'iOS (Daily User Sessions with AirPlay Enabled - Last 30 Days)': 'iOS\_Daily\_User\_Sessions\_AirPlay\_Enabled\_Last\_30\_Days', 'iOS (Device Type Distribution)': 'iOS\_Device\_Type\_Distribution', 'iOS (iOS Device Distribution - Past 2 Weeks)': 'iOS\_Device\_Distribution\_Past\_2\_Weeks', 'iOS (iOS Version Distribution - Past 2 Weeks)': 'iOS\_Version\_Distribution\_Past\_2\_Weeks', 'iOS (iOS Version Distribution)': 'iOS\_Version\_Distribution'}