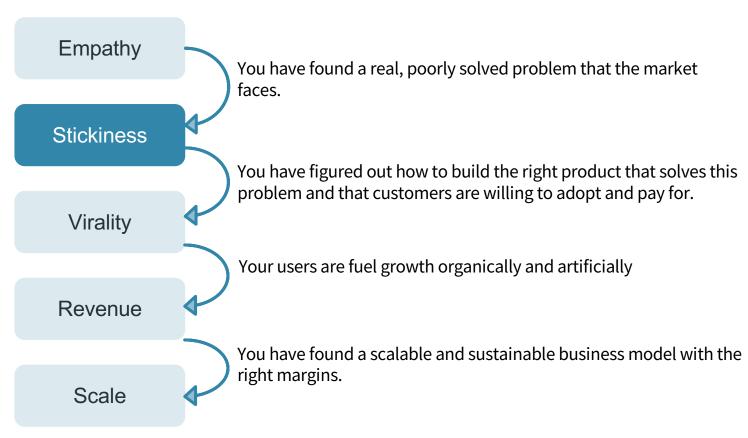
The goal depends on the stage of the company



Source: Lean Analytics by Alistair_Croll, Benjamin Yoskovitz