

-- 20 Business Problems & Solutions

1. Understand how many unique users are active on the platform each day to track daily engagement trends (DAU – Daily Active Users).
2. Identify how many distinct users use the platform each month to analyze user base growth and retention (MAU – Monthly Active Users).
3. Monitor how many new users are signing up on the platform to evaluate acquisition performance (New Signups).
4. Measure the month-over-month growth or decline in the user base to adjust growth strategies effectively (MoM – Month-over-Month Growth).
5. Analyze which traffic sources (e.g., Organic, Ads, Referral) bring the most users to optimize marketing efforts (Traffic Source Analysis).
6. Understand whether users prefer using the app or the web version to improve UX and prioritize platform-specific features (Device Preference – App vs Web).
7. Identify how many users are visiting for the first time versus returning users to understand retention and loyalty (New vs Returning Users).
8. Determine how many users signed up through referrals to assess the effectiveness of the referral program (Referral Signups).
9. Analyze the user drop-off rate at each stage of the funnel (View → Cart → Purchase) to optimize conversion (Conversion Funnel Analysis).
10. Measure how much time users spend on the platform on average to evaluate engagement levels (Average Session Duration).
11. Understand how many pages users view in a single session to measure content or product catalog effectiveness (Pages per Session).
12. Analyze how frequently each user returns to the platform by counting sessions per user (Session Frequency per User).
13. Determine how many sessions result in just one page view to measure bounce rate and identify UX issues (Bounce Rate).

14. Track the percentage of users who click on any element after landing on a page to understand UI performance (Click-Through Rate – CTR).
15. Calculate the proportion of users who added items to the cart but did not purchase to assess conversion leakage (Cart Abandonment Rate).
16. Measure the success rate of items added to the cart that led to a purchase to evaluate checkout performance (Cart-to-Purchase Rate).
17. Track how often users use coupons and how that translates into successful purchases to assess promotional impact (Coupon Conversion Rate).
18. Analyze how many users make repeat purchases to evaluate loyalty and customer retention (Repeat Purchase Rate – RPR).
19. Calculate the total value of all completed purchases to measure gross merchandise value and overall sales performance (GMV – Gross Merchandise Value).
20. Determine the total revenue remaining after returns to understand true earnings and profitability (Net Revenue).