Analytics Plan

What do I want to know?

* How many friends do users have?
* How frequently are people logging in?
* How many links have users sent?
  + To self? To non-users? To other users?
* How many users, of those requested, have granted various permissions?
  + Push notifications
  + Address book
* What versions of LinkMeUp are users running?
* Where are users located?
  + Country? State/province? City?
* What devices are users using?
  + iOS/Android
  + Device model
  + Software (OS version)
* What videos are users searching for?
* What does the user friend graph look like?
  + Has anyone sent an SMS link by a user later gotten the app?

Determine how users are discovering and spreading the app

* If we run in ad campaigns targeted to Seattle, SF Bay Area, NYC, Saudi Arabia, what users discovered the app directly via those ads?
  + What friends did they tell (via SMS links) and did they also get the app?
* *How are users who are not referred discovering the app?*