	Taxomy			**Meta Data**					
	Action	Item	Item_Detail	UserID	Location	Device Type	Platform	Timestamp	Bot Type (profit/non-profit)
Retention	Open App	app icon							
	Open App	notification							
	Add	User	UserID						
	Scan Add	User	UserID						
	Send	Text	[User1ID, User2ID, content]						
	Send	GIF	[User1ID, User2ID, content]						
	Send	Smiley	[User1ID, User2ID, content]						
	Send	Bot	[BotID, Content]						
	mention	bot	BotID, UserID/GroupID						
	Block	User	UserID						
Revenue	Search	bot	BotID						
	Discover	bot	BotID						
	Direct Click	bot	BotID						
	Click	message_button	[BotID, Content]						
	Click	link	[BotID, Content]						
	Send	bot	[BotID, Content]						
	Add	bot	BotID						
	mention	bot	BotID, UserID/GroupID						
	create	bot	BotID						
	rate	bot	BotID, rating						