

Metric	Unit
Average bank accounts per user	Number
Average transactions per user	Number
Rate of users who are using shared accounts.	Percent
Churn rate	Percents
Users retention rate	Percents
Daily active users	Number
Monthly active users	Number

Funnel 1:

- Average bank accounts per user
- Average transactions per user

Funnel 2:

- Users retention rate
- Churn rate