1. **High-Demand Feature Identification Based on API Calls**

**Overview**

Tracking API call frequency helps identify the most-used features in an application. By analysing API traffic patterns, businesses can prioritize enhancements, improve performance, and allocate resources effectively**.**

**Key Metrics Tracked**

* API Call Volume per Feature – Identifies which app functions are most used.
* Response Time & Latency – Ensures high-demand APIs remain performant.
* Feature Stickiness – Measures how often users return to a feature.
* Drop-off & Abandonment Rate – Detects if users start but don’t complete an action.

1. **User Retention & Engagement Tracking**

**Overview**

User retention and engagement tracking help measure how frequently users return to an application after their initial visit. By analysing active user trends, businesses can identify churn risks, optimize user experience, and improve long-term engagement.

**Key Metrics**

* **Daily Active Users (DAU):** Number of unique users interacting with the app each day.
* **Weekly Active Users (WAU):** Measures broader engagement over a week.
* **Retention Rate:** Percentage of users returning after their first visit over a defined period.
* **Power Users:** Users with high engagement levels, using key features frequently.
* **Dormant Users:** Previously active users who have significantly reduced or stopped their interactions.
* **Churn Rate:** Percentage of users who stop using the app over time.

1. **User Per App & Growth Tracking**

**Overview**

Tracking user growth and engagement per application helps businesses understand usage trends, system adoption, and expansion opportunities. By monitoring active users, feature adoption, and retention rates across multiple apps, organizations can make data-driven decisions to optimize user experience and allocate resources effectively.

**Key Metrics**

* **Total Registered Users Per App –** Tracks user base expansion.
* **New Users Per App (Daily/Monthly Growth Rate) –** Identifies adoption trends**.**
* **Churn Rate Per App –** Measures users leaving an app over time.