a. # uniqure users of app categories
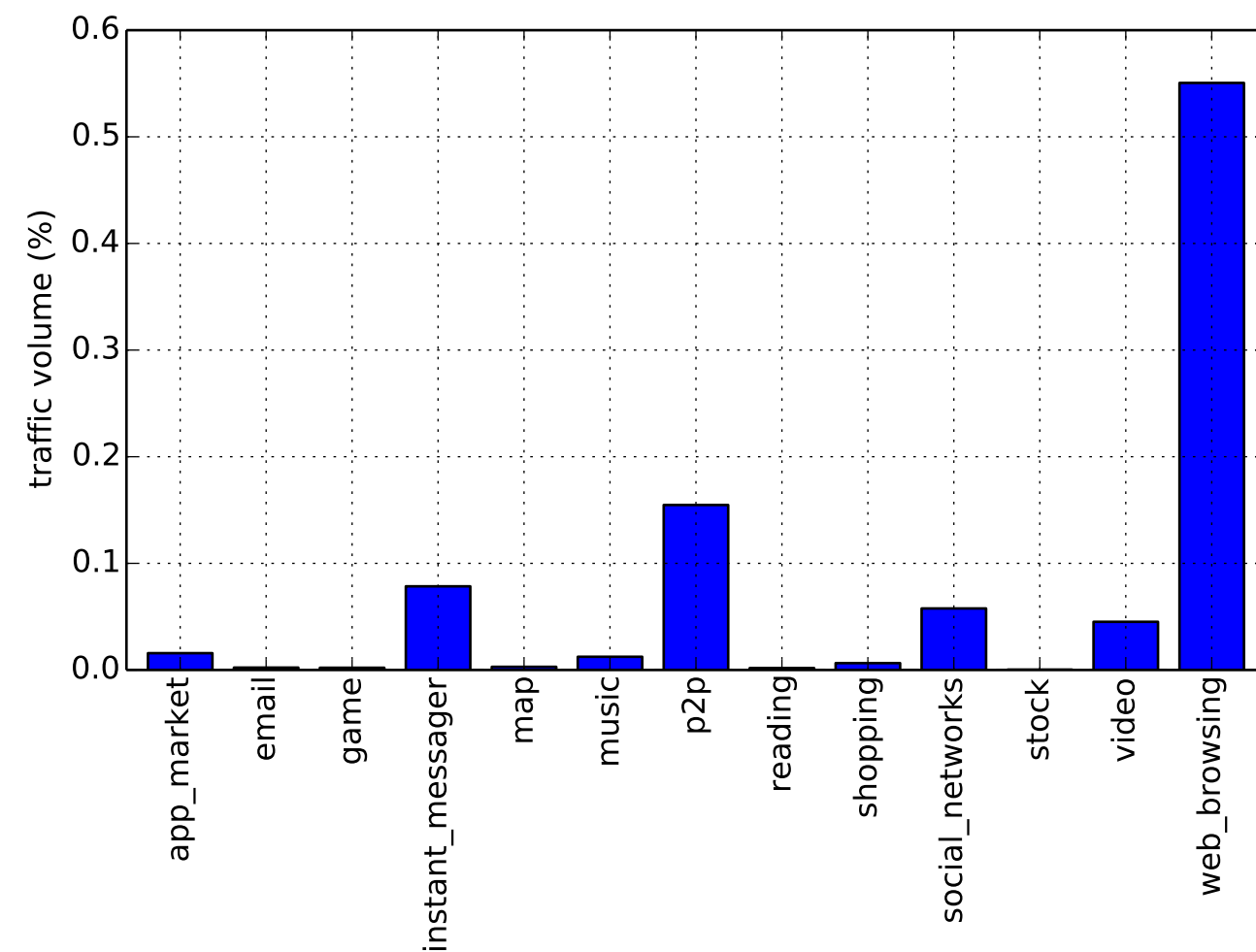
b. normalized traffic volume of app categories