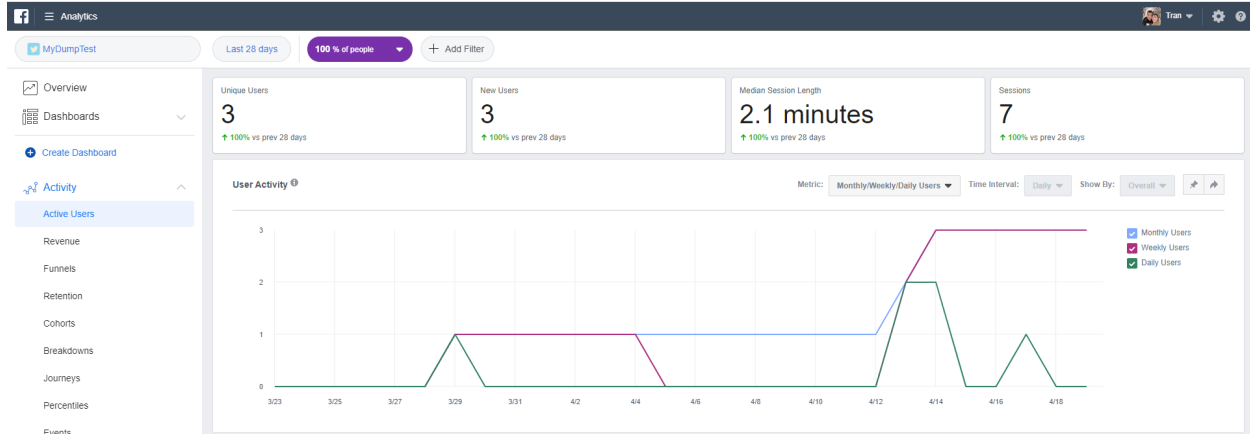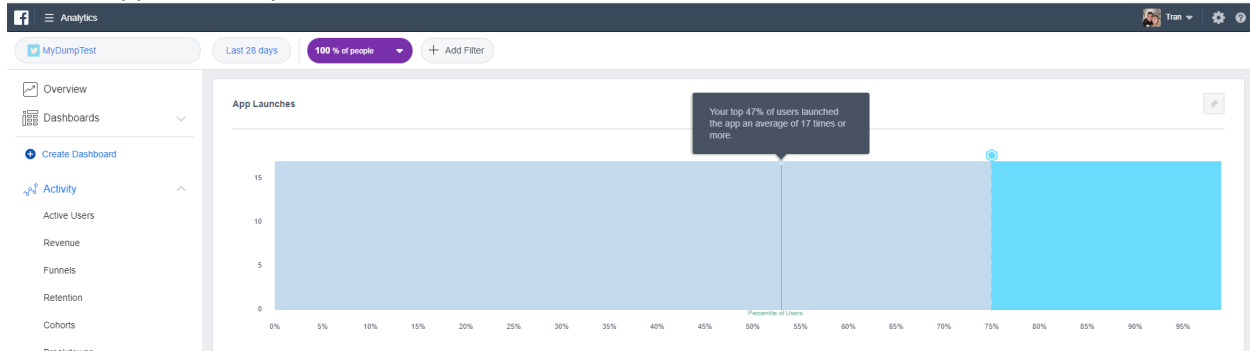**Facebook Analytics**

1. Active users:

New users by monthly, weekly or daily.
Limitation: we don't have yearly view.

2. App launches percentile:

25% of users launched the app an average of 17 times or more.
Limitation: how long users spend inside each time

3. Events:

Total event counts.
Limitation: need more specific