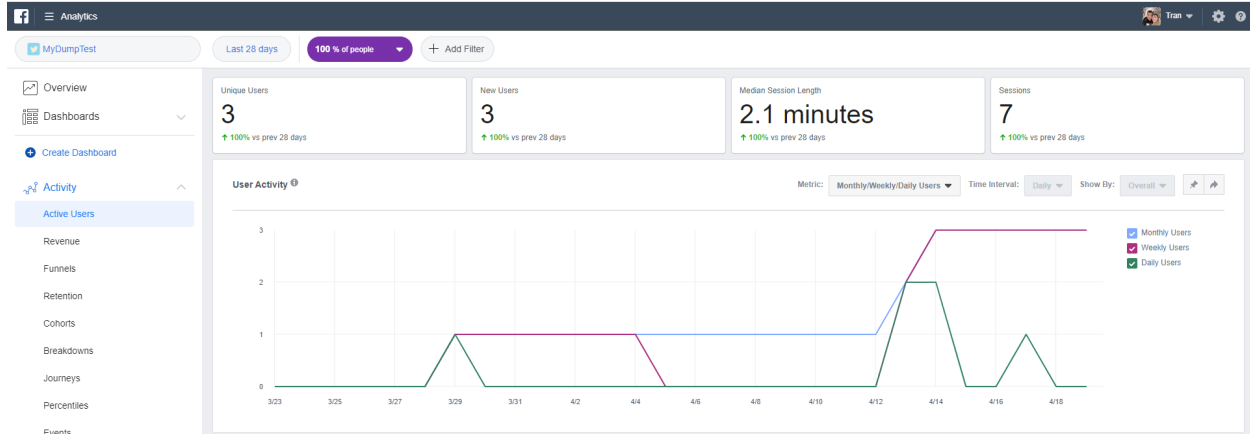


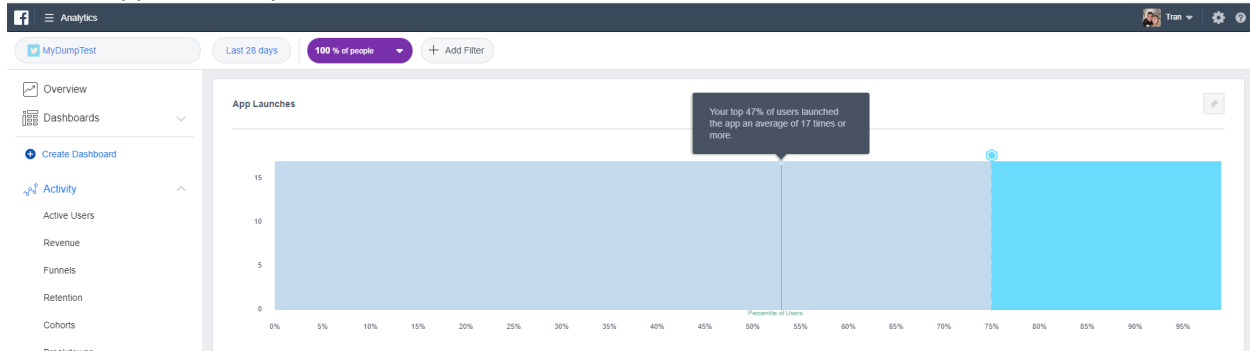
Facebook Analytics

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:

The 'Events' table lists various actions taken by users in the product. The table includes columns for Event Type, Name, Count, Month / Month, Today's Count, Unique Users, Value, and Description.

Event Type	Name	Count	Month / Month	Today's Count	Unique Users	Value	Description
Standard	App Launches	17	+100%	5	1	0	
Standard	Login Dialog Accepts	15	+100%	0	2	0	
Standard	Login Dialog Impressions	24	+100%	4	2	0	
Standard	New Facebook Login Connections	0	0%	0	0	0	
Standard	New User Activity	4	+100%	0	3	0	
Standard	Page Views	34	+100%	19	3	0	
Standard	Session End	7	+100%	2	3	-	
Standard	User Activity	51	+100%	24	3	0	

Total event counts.
Limitation: need more specific