1. How do you define a meaningful engagement metric for **buyer** side of each marketplace?

OpenTable

How many reservations were made by Opentable? A day/a week/ a month?

How many customer save our location at Opentable?

When customer make up the reservation, how many people to make reservation? For example, made reservation for 3 people, 2 people or 4 people.

Uber

How many rides were done in a day / a week / a month

How many people called uber in each day with same time.

How many people called uber in each time with same day

What is the ratio between usage of uber vs writing review of uber. It is the ratio that made by customer

What is the ratio between getting a call from uber vs writing review about customer. It is the ratio that made by driver.

How many people use uber in city, suburban, countryside, and rural area.

1. You have the daily activities (1-28 days) of around 327 customers for a year of 2017 and 2018.

What is the avg DAU / MAU for 2017 and 2018?

DAU / MAU for 2017 is 29%

DAU / MAU for 2018 is 44%

What changed from 2017 to 2018?

Based on the Excel File, the number of active users in day of month got increased. For example, there are few customers visit/experience in 2017 however, there are no one only visit one time in 2018.

1. For the given table on “number of retained customers in each month” for new acquired customers in different months of 2017

Draw **Average** retention curve

Each active customer : $ 10.00 🡪 how much total revenue for 2017? Since the total sum of # of users retained in each month is 34,518. Therefore total revenue : 34,518\*10=345,180