

## Analytics model

Metric	Description	Unit
Daily active users (DAU)	Total active used per day.	number
Monthly active users (MAU)	Total active used per month.	number
Retention rate	How many users you retain over a period such as a month, quarter, year, or all-time.	%
Churn rate	The opposite of retention rate: it's when customers cancel, downgrade, or abandon the app.	%
Cost per acquisition (CPA)	cost per acquisition is a measure of how expensive it is for you to bring on new users.	number
Average daily sessions per daily active user (DAU)	Measure of how frequently your users log into your app each day.	Time (hour.minutes.seconds)
Total daily sessions	Measure of how much each individual user is worth to you over their customer lifetime.	Number
Total daily active users	Measure of how many users visited a site	Number
App load time	Measure of how long site loads	Milliseconds

<b>Funnel 1</b>
Daily active users (DAU)
Monthly active users (MAU)
Total daily sessions
Total daily active users

<b>Funnel 2</b>
Retention rate
Churn rate