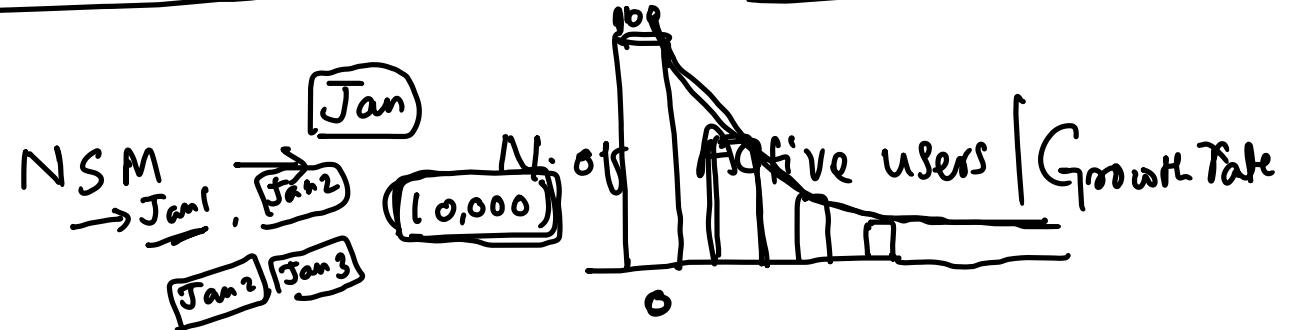
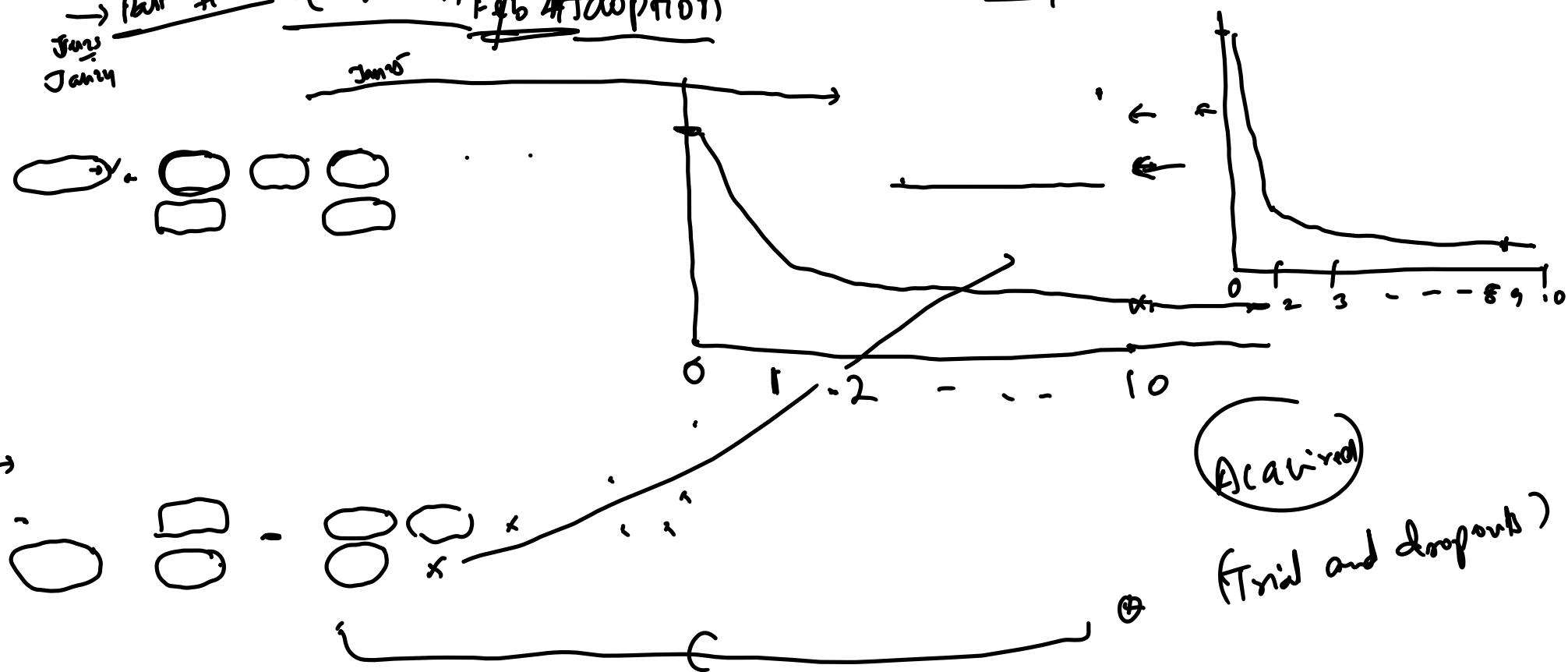


# Product Metrics - - - Cont. - -

Fitness APP ?

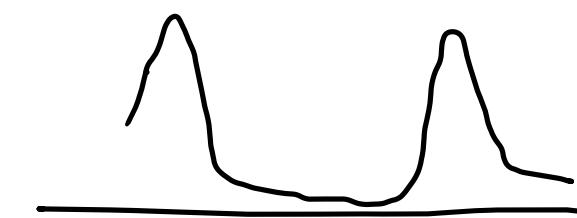


→ Part time Retention Feb after adoption → short Analysis



Acquisition Date	Users	Day 0	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9	Day 10
Jan 25	1,098	100%	33.9%	23.5%	18.7%	15.9%	16.3%	14.2%	14.5%	13.3%	13.0%	12.1%
Jan 26	1,358	100%	31.1%	18.6%	14.3%	16.0%	14.9%	13.2%	12.9%	14.5%	11.3%	
Jan 27	1,257	100%	27.2%	19.6%	14.5%	12.9%	13.4%	13.0%	10.8%	11.4%		
Jan 28	1,587	100%	26.6%	17.9%	14.6%	14.8%	14.9%	13.7%	11.9%			
Jan 29	1,758	100%	26.2%	20.4%	16.9%	14.3%	12.7%	12.5%				
Jan 30	1,624	100%	26.4%	18.1%	13.7%	15.4%	11.8%					
Jan 31	1,541	100%	23.9%	19.6%	15.0%	14.8%						
Feb 01	868	100%	24.7%	16.9%	15.8%							
Feb 02	1,143	100%	25.8%	18.5%								
Feb 03	1,253	100%	24.1%									
All Users	13,487	100%	27.0%	19.2%	15.4%	14.9%	14.0%	13.3%	12.5%	13.1%	12.2%	12.1%

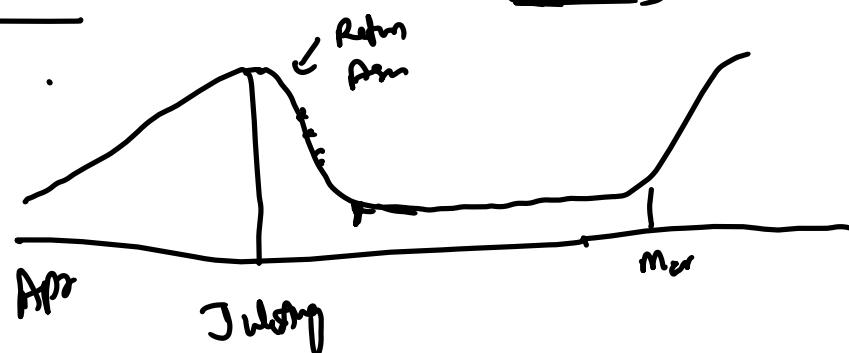
Stop Spotty  
Nostalgia



The period.

→ App like 'My airtel' ?

Clear Tax



Seasonal

monthly ↗

Weekly,  
One day  
period

- (NPS) ←
- Referrals

### fitness App

Open a video ← 10 min Class

→ Content

Beginner (Yoga)

→

→

Completion rate (45mins)

(Bank) ← (10 years)

→ App → Measure Success of this App, Metrics? ✓

→ Revenue ←

→ Customer experience ✓ (Customer Journey)

(VP, DT)  
Registration

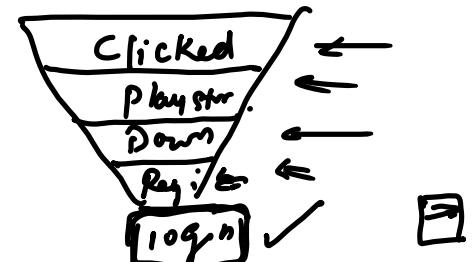
Existing Customer (Notification | Email) ✓ (Kyc)

New Customer (Bank Account | Registration) ✓ (Kyc)  
(Assisted)

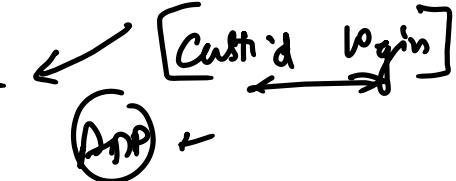
Successful login rate

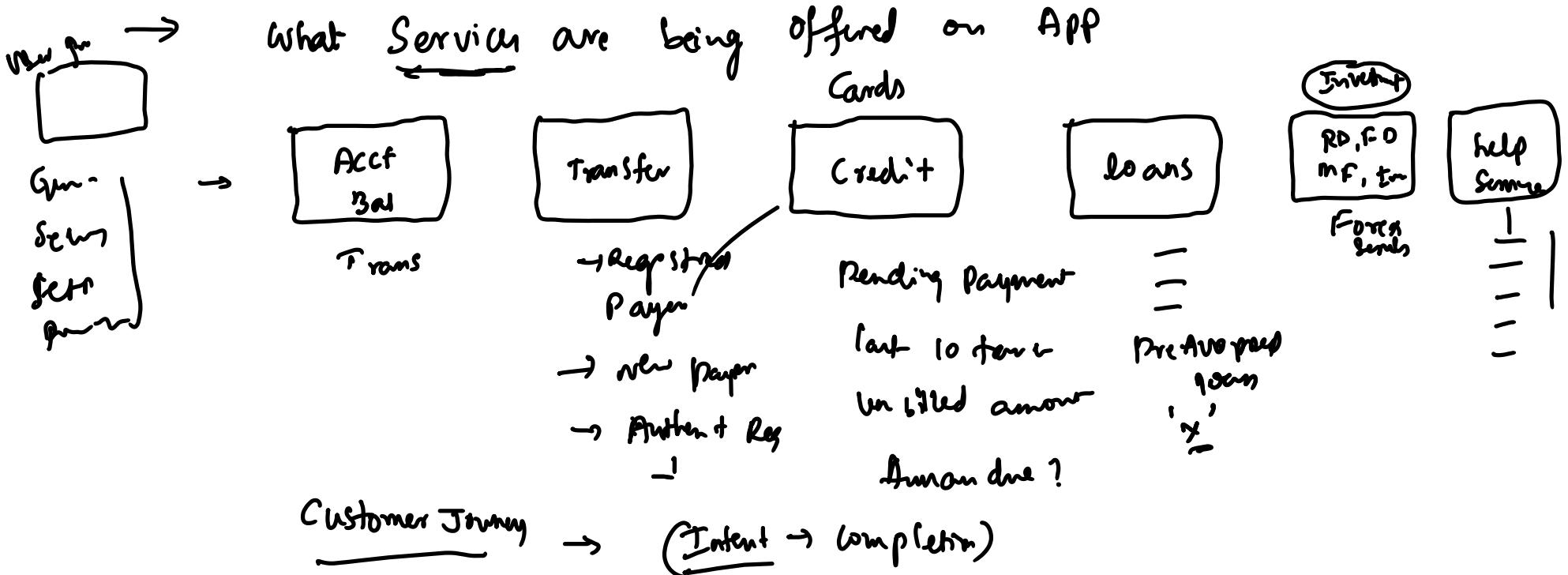
Completeness of on-boarding

### Awareness



# Registered on App  
Active Customers





→ Intent → Completion ✓

→ Intent → Money transfer (☞)

Intent → Server failure

→

→ Daily limits

! **INNS** \* **NFT** **R+G** +

50000 X (X) 50Y. ←

Profile →  
→ Safety, C. P. m.  
→ Record  
Soy. ←

Two merged  
(IFSC) -  
- Registered

Act f no.

Task1 → Add a new page → Completed

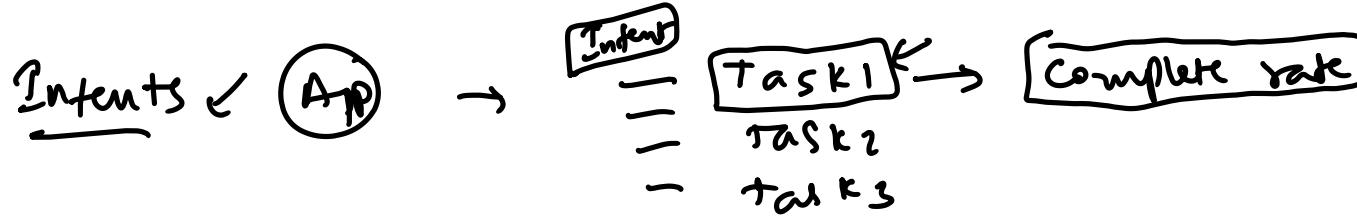
IFSC Code

[Branch] [Submit] T

OTP   
75%

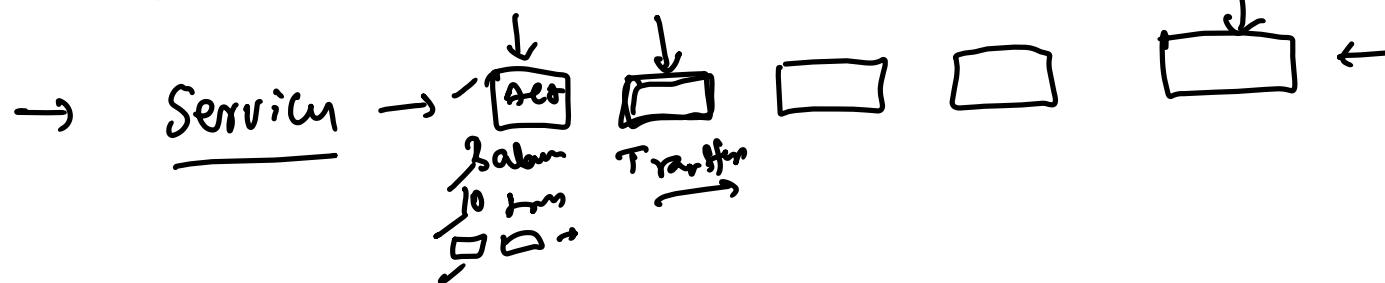
## Saint Complete Rule

✓ ATM



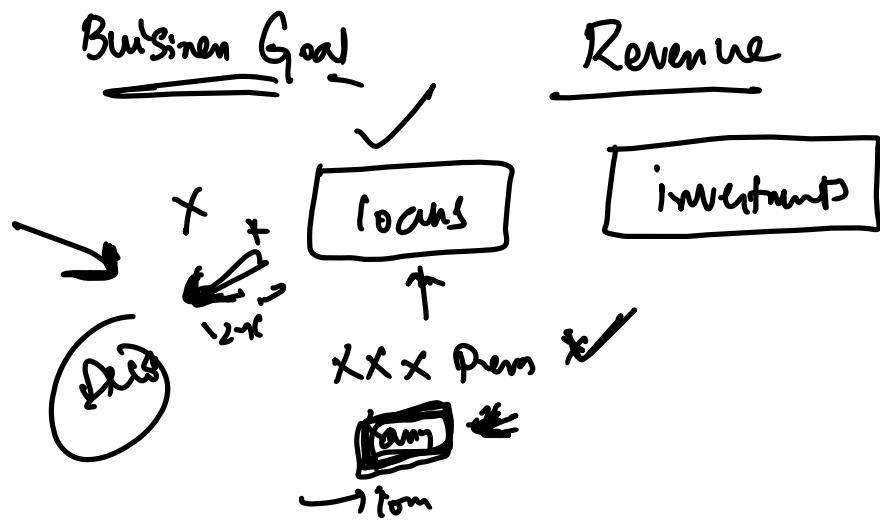
→ NSM

→ Goal ← DT ← onboard custom ← new cuts  
 east customer

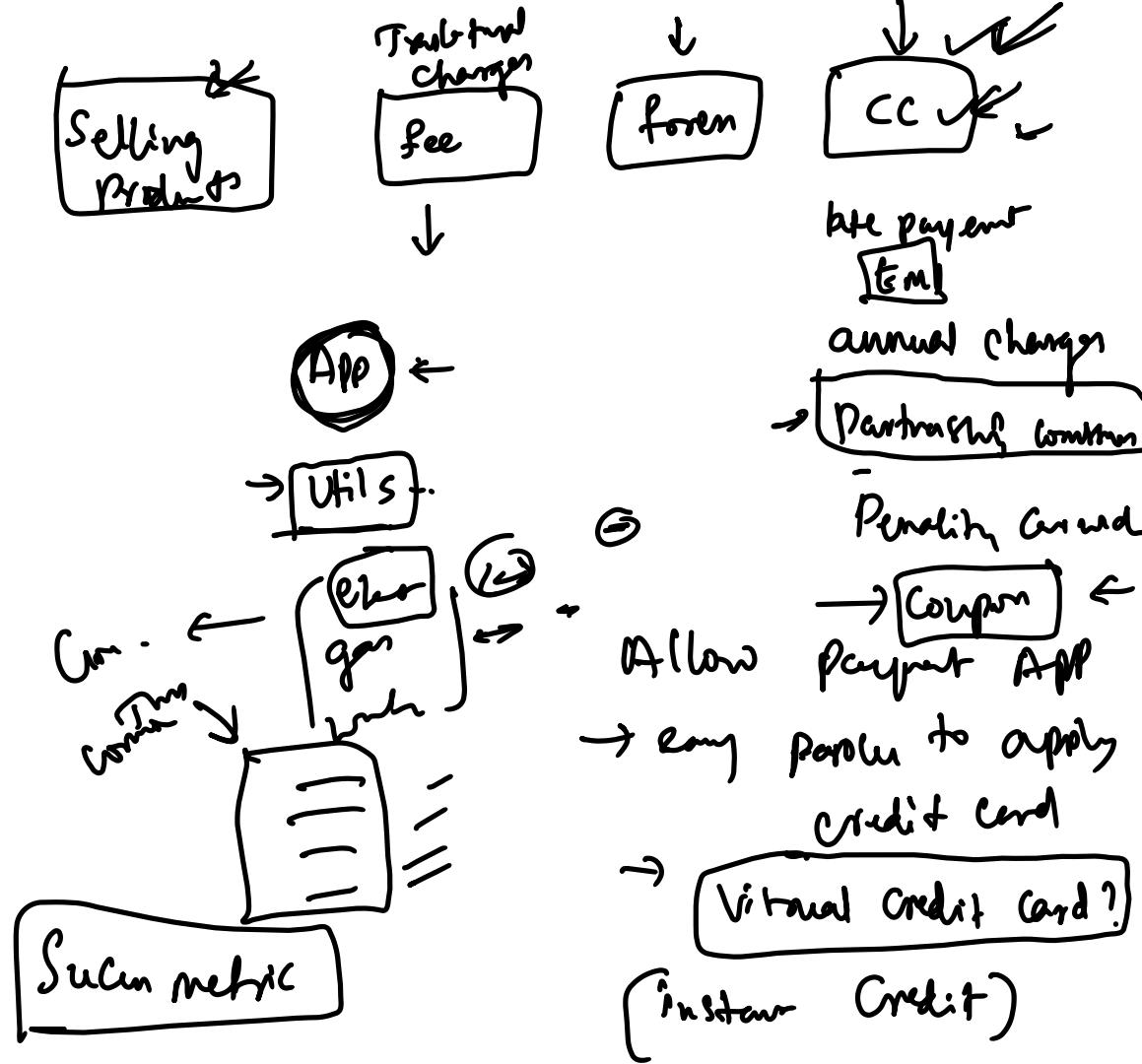


Intent → Task 1 → Sum  
 ---  
 --- Admin — Sum  
 --- Admin CR — Sum  
 --- Apply free sum → Sum  
 App change →

[E → E] ✓  
 → Task 1 ← sum  
 ↑ Team  
 ↑ Plan.  
 ↑ Test



[Cannibalization]



→ Translation →

$$F \propto x \propto \frac{G m}{r}$$

→ Zafarht

