

Useful links regarding user activation, retention and “the tipping” point where a user becomes active:

<https://amplitude.com/> => extremely expensive software that's used by the biggest companies on the planet. Incredible insight that shows when a user becomes a paying user and what triggers him to do so. Subsequently why some users abandon the service/website/trial and what's that specific drop-off point.

https://www.amazon.co.uk/dp/0007547994/ref=cm_sw_r_tw_dp_U_x_YhLxEbGC28DJ7

Algorithms to Live By: The Computer Science of Human Decisions. Great book!

https://www.audible.co.uk/pd/Measure-What-Matters-Audiobook/0241391407?ref=a_lib_c4_libItem_0241391407&pf_rd_p=141829f9-9520-4744-b903-c10e5595070d&pf_rd_r=609WKTYGMNGE83KC6K68

Measure What Matters OKRs: The Simple Idea That Drives 10x Growth