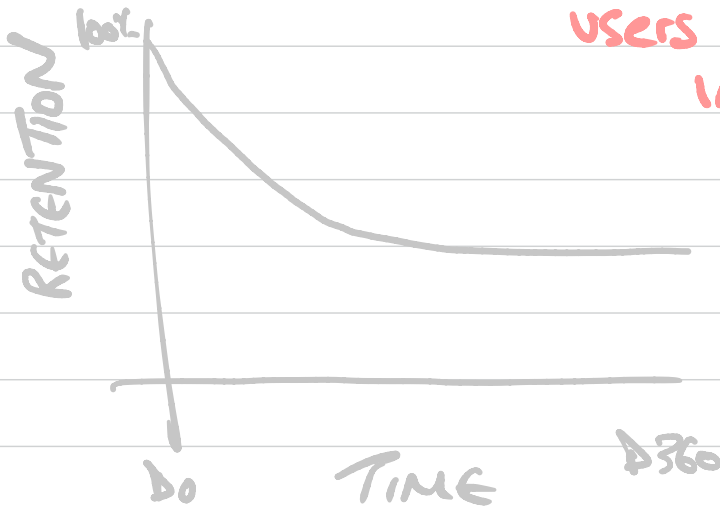


# RETENTION

- Measures users who continue to use your product.
- Facebook's retention = users who were active after D60



users who signed up  
in D0

Retention  
Curve

# MIX SHIFT

- o This is when your population's criteria changes over time which might affect your overall metrics.
- o Example Spotify might see a drop in English songs being played which might be because their user base now has more international users.

