

Metric	Unit
Monthly Users	number
Churn Rate	percent
Average number of apps used	number
Average number of accounts	number
Volume of included storage	number
Shared files percent	number
Avg transfers per account	number

Funnel 1:

- Monthly users
- Churn rate

Funnel 2:

- Volume of included storage
- Shared files percent

Funnel 3:

- Average number of apps used
- Average number of accounts
- Average transfers per account