Common Metrics:

① **NPS** - Net Promoter Score

Net Promoter Score NPS = 😊% − 😠%

How likely are you to recommend us to a friend?

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Detractors   Passives   Promoters
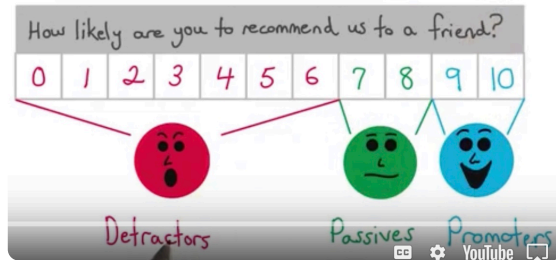
② **CTR**

Ex:
Visitors → Course description → free trial → purchase.

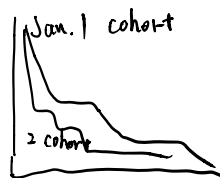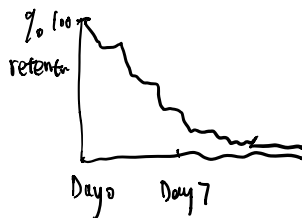③ **Daily "Active" Users - DAU**

o login / purchase.

o depend on business.

④ **7, 14, 28-Day Active users — WAU. MAU**

   unique users

o weekday / weekend active users.

o track active users → features✓ used.

⑤ **Retention (churn, attrition)**

% 100
retentn

Day 0   Day 7

Jan. 1 cohort

2 cohort

→ cohort analysis.