
Product Metrics:

Part II

Starter Kit

1

Daily Active Users (DAU)

This metric shows how many unique users engage with your product daily.

Example: Social media platforms rely on DAU to understand daily user engagement.



Monthly Active Users (MAU)

Indicates user engagement over a month.

Example: News apps might focus on MAU to measure long-term user interest.



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User Retention Rate

The percentage of users who continue to use your product after a given time period.

Example: E-learning platforms often check 30-day retention rates to evaluate user satisfaction.



Churn Rate

The rate at which customers are leaving or unsubscribing from your service.

Example: Cloud storage services often examine churn rates to identify potential issues.



Conversion Rate

The percentage of users who complete a desired action.

Example: Online retailers monitor conversion rates to see how many visitors actually make a purchase.



Customer Lifetime Value (CLV)

An estimate of the total revenue you can expect from a customer throughout their engagement with the product.

Example: Mobile game companies may use CLV to decide how much to invest in customer acquisition.



Net Promoter Score (NPS)

Measures customer satisfaction and the likelihood they would recommend your product to others.

Example: SaaS products often use NPS surveys to gather customer feedback.



Average Revenue Per User (ARPU)

The average revenue generated from each active user.

Example: Video streaming services may use ARPU to adjust their pricing strategies.



Funnel Analysis

Tracks the user journey from entry to conversion, identifying drop-off points.

Example: Digital magazines might use funnel analysis to see where they lose potential subscribers.



Cohort Analysis

Evaluates how specific groups of users behave over time.

Example: Fitness apps can use cohort analysis to study how usage spikes around New Year's resolutions.



**Metrics are compass
to product success.**

Happy Tracking!

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