Cheatography

Decode and Conquer - Lewis C. Lin Cheat Sheet by dinkame via cheatography.com/123715/cs/23425/

General Metrics			
Category	Incl. metrics related to	Example	
Acuisition	Signing-up	# of app downloads	
Activation	Completing the sign-up or onboarding process	# of people who complete the sign-up process	
Retention	Engaging with the product and reducing churn	Daily Active users# of posts per user	

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