

Use these metrics to track the success of your product, from user engagement to customer satisfaction to product usage. This handy sheet will keep you organized and on top of all your KPIs for long term growth.

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**User engagement metrics**

<b>Name</b>	<b>Formula</b>
<b>DAU</b>	[Unique new users] + [unique returning users] = total DAU
<b>MAU</b>	Sum of each month's unique users / 12
<b>Session length</b>	Time user becomes inactive – time app was launched = Session Length
<b>Session interval</b>	Total session interval time / Number of sessions
<b>User retention rate</b>	$\frac{(\text{Number of user at the end of a period}) - (\text{Number of user acquired})}{\text{Number of users at the start of the period}} \times 100$

**Customer satisfaction metrics**

<b>Name</b>	<b>Formula</b>
<b>NPS</b>	Percent promoters - percent detractors
<b>CSAT</b>	Number of satisfied customers / total number of responses x 100
<b>CES</b>	$(\text{Total sum of responses}) \div (\text{Number of responses}) = \text{CES score}$

**Financial metrics**

<b>Name</b>	<b>Formula</b>
<b>Total revenue</b>	Price * quantity sold = total revenue
<b>Net profit margin</b>	$(\text{Net Profit} / \text{Revenue}) \times 100$
<b>Customer lifetime value</b>	[Gross revenue / total number of customers ] x customer lifetime average
<b>Customer acquisition cost</b>	Cost of sales and marketing / number of new customers acquired.

**Product usage metrics**

<b>Name</b>	<b>Formula</b>
<b>Monthly feature adoption rate</b>	[feature MAU / monthly logins] * 100. Churn = customers lost/customers at the start x 100
<b>Churn</b>	customers lost/customers at the start x 100

### Operational metrics

Name	Formula
<b>On-time delivery rate</b>	Total number of orders delivered / orders delivered after promised date