Determine Your Product's Critical Event

For more information and tips, visit amplitude.com/mastering-retention to read the **Mastering Retention Playbook**.

Metric Description	Metric Value	Notes
New & Active Users		
Daily New Users over last 30 days		
Daily Active Users over last 30 days		
Monthly Active Users over last 3 months		
Check for any important user properties, like platform, device, or location. Note any interesting ones here.		
Sessions		
Average session length over last 30 days		
Average count of sessions per user over last 30 days		
What times and/or days are session happening most frequently? *(ex. 3-5 pm, Saturdays)*		
Top Events (User Actions) *List the top 5 events by total counts over the last 30 days*		
Event 1:		
Event 2:		
Event 3:		
Event 4:		
Event 5:		
New User Retention *Measure the percentage of new users who return within the given timeframe*		
Day 1		
Day 7		
Day 30		
Week 1		
Month 1		
Funnels		
Onboarding funnel: % conversion over last 30 days		
Critical path funnel: % conversion over last 30 days *If your product has an important funnel, such as a checkout or upgrade sequence, list that here*		
Common User Paths		
Most common sequence of events after entering your product *ex. App Open > Song Played > Song Played > Playlist Created > Song Added*		