



# KNOW YOUR DATA CANVAS

PRODUCT NAME

	EXAMPLE METRICS	YOUR RESULT	YOUR DATA SOURCE
<b>AWARENESS</b>	Social reach		
<b>ACQUISITION</b>	Cost of customer acquisition		
<b>ACTIVATION</b>	Conversion rate		
<b>RETENTION</b>	Life time value		
<b>REVENUE</b>	Average \$ per customer		
<b>REFERRAL</b>	# referrals		