

# X Definitions, Equations, Metrics and Dashboards

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This document is a one-stop destination for all X related definitions. X = a team/product  
This also contains the business equations, dependency trees, Metrics & links/intended designs of all the X dashboards.

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## Definitions

Orders/Transactions related:

<Add all terms and definitions related to the transaction entity here. What do they mean?  
Their formula. Example. Organic transactions>

Conversions related:

<Add all terms and definitions related to conversions here. Example. Search conversion>

Users/Customers related:

<Add all terms and definitions related to user entity here. Example. Churned user>

Economics/Finance related:

<Add all terms and definitions related to the financial side of things should come here.  
Example. Contribution margin>

Microservices related:

<Add all microservices you own as part of X product group here>

Project names:

<Add project code names and their details here>

Others:

<Add miscellaneous items here>

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## Business equations

<For more context check these post: [A simple Growth Model for your Start-Up](#), [Swiggy's Business equation](#)>

Orders:

Users:

Financials:

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## Entity States

<Here I represent each entity, their states, and composition. Example. User entity can have the following states: Acquired, Activated, Short term retained, Long term retained, Monetised, Power user. This table will break down our users into these states>

Orders:

Users:

Financials:

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## X Dependency Tree

<Similar to how you draw an issue tree. For my current team, this is a tree to show the levers we have to drive growth>

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## Dashboards

<Link to all relevant dashboards from here>

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