Active users: 41k, 58k or 112k.

D8A.ACADEMY/RESOURCES/METRIC-DEFINITIONS

THREE ANSWERS

`product: 41k`	logged in + one action, 7 days
`finance: 58k`	paying seats, calendar month
`marketing: 112k`	← opened one email, 30 days

A DEFINITION HAS

`numerator`	did what: the exact event name
`denominator`	out of whom, or none: a count
`window`	7 days rolling? calendar month?
`filters + owner`	← test accounts out. one name

REMEMBER

`one page, in git`	SQL included, dashboard links to it

WORTH MEMORIZING

01 The one-page definition

Seven lines. The dashboard and the board deck now read the same file.

FIELD	WEEKLY ACTIVE USER, V2
numerator	users with 1+ core_action event
denominator	none: a count, not a rate
window	rolling 7 days, ending yesterday 23:59 UTC
filters	no internal, no test, no deleted accounts
owner	product analytics (Lea), changes by PR
SQL	metrics/wau.sql, linked from the dashboard

→ Finance keeps "paying seats" and marketing keeps "email reach". Both get their own page and their own name. The fight was never about the number, it was about the word.

02 The definition as SQL

Every line of the doc is a line of the query. Change the window, change the line, open a PR, the owner reviews it.

```sql
SELECT COUNT(DISTINCT e.user_id) AS wau
FROM events e
JOIN users u ON u.id = e.user_id
WHERE e.name = 'core_action'
  AND e.occurred_at >= CURRENT_DATE - 7
  AND e.occurred_at <  CURRENT_DATE
  AND NOT u.is_internal
  AND u.deleted_at IS NULL;
```

→ Half-open window (sheet 086), DISTINCT users not events (sheet 082), filters as explicit lines. The file is the definition. The doc is the file with headings.