



User Property	Property Value Example	Property Description
User_ID	123456789	The unique ID of an individual user
Language	en, ar, es, fr, de	The language the user is using the application in
Age_Range	18-25, 33-40	The age range of the user
Created_Date	28 Sept 2021	The date of the creation of the user's account
Acqn_Source	Google, Facebook, Ads, Direct	The acquisition source and where they got to the app
Role	Admin, Supplier, Seller, Buyer	The user's role or type
Lifecycle_Stage	onboarding, loyal, cancelled	Where the user is in the app's lifecycle
Subscription_Type	Free, Trial, Premium	The type of the user's subscription
Billing_Period	Monthly, Annual	The billing period of the user's subscription
Subscription_Start_Date	28 Sept 2021	The start date of the subscription
Subscription_End_Date	28 Sept 2022	The end date of the subscription
Loyalty_Program	Yes, No	Whether the user is part of the loyalty program or not
Loyalty_Program_Type	Bronze, Silver, Gold, Family	The type/tier of the user's loyalty program
Total_Points	256	The total number of points earned by the user
Total_Purchases	0, 10, 2000	The total number of purchases made by the user
A/B_Test_X	test A, test B, test C	The test in which this user is a member of when A/B testing