

QUE-224 KPI Baseline Report

Date: 2026-06-27 | Status: Umami ☒ | Baidu ☒ BLOCKED | KPIs ☒ BASELINE SET

0.423 Analytics Infrastructure & KPI Framework

◆
一句话结论

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0.424 1. Infrastructure Status

◆
一句话结论

◆ 0.424.1 ☒ Umami Self-Hosted Analytics

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Process: PM2 umami (id 7), v1.40.0, running 2D+, port 3000

— Proxy: nginx location ^~ /umami/ → http://127.0.0.1:3000/

— Tracking Injection: nginx sub_filter injects Umami script into all HTML responses

— Website ID: bdac91fbfb0c08f996e0ea62148196e1

— Access: https://quewai.com/umami/ (HTTP 200)

— ☒ DONE — deployed QUE-160, tracking all pages since 2026-06-24

◆ 0.424.2 ☒ Baidu Tongji (百度统计)

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Middleware: Ready in tracking-middleware.js — supports BAIDU_TRACKING_ID env var

— nginx sub_filter: Template ready for Baidu script injection

— Blocker: Requires +86 phone verification to register at tongji.baidu.com

— Same blocker as: QUE-223 (Zhihu/Xueqiu account registration)

— Unblock action: 项目负责人 registers at tongji.baidu.com → sets BAIDU_TRACKING_ID in .env → pm2 restart quewai

— ☒ BLOCKED — follow-up task QUE-224-BAIDU created

◆ 0.424.3 ☒ Express Analytics API

Endpoint	Status	Description
`/api/analytics/overview`	☒ Live	Today/yesterday/total PV/UV
`/api/analytics/daily?days=N`	☒ Live	Daily trend data
`/api/analytics/pages?days=N`	☒ Live	Top pages
`/api/analytics/funnel?days=N`	☒ Live	AARRR conversion funnel (QUE-213)
`/api/analytics/wau`	☒ Live	Weekly Active Users (QUE-213)
`/api/analytics/bounce?days=N`	☒ Live	Bounce rate with session detection (QUE-213)
`/api/analytics/list-conversion?days=N`	☒ Live	List→Report conversion (QUE-213)
`/api/admin/kpi`	☒ Live	Business KPI summary
`/api/stats`	☒ Live	Content inventory stats
`/api/subscribers/overview`	☒ Live	Subscriber metrics
`POST /api/analytics/event`	☒ Live	Custom event ingestion (QUE-213)

◆ 0.424.4 ☒ Tracking Middleware

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Page views: Recorded to site_visits table (ip, path, user_agent, referrer, created_at)

— Custom events: Recorded to analytics table (id, event, data JSON, created_at)

— Third-party injection: Umami script auto-injected via nginx sub_filter + Express middleware

— Scripts injected: quewai_events_v2.js, quewai_share.js, quewai_ab.js, quewai_ab_auto.js, quewai_share.css



0.425 2. Current KPI Baselines (2026-06-27)

一句话结论

0.425.1 North Star: WAU

Metric	Current	30-Day Target	90-Day Target
WAU (Weekly Active Users)	**21**	150	500
WAU Change	N/A (new site)	—	—

0.425.2 Traffic

Metric	Current	30-Day Target	90-Day Target
Today UV	~0-1	100/日	500/日
Today PV	~0-1	300/日	1,500/日
7-Day PV	**351**	2,100	10,500
Cumulative PV	**285** (API)	—	—
Bounce Rate	**41.7%**	<60%	<50%

0.425.3 Engagement

Metric	Current	30-Day Target	90-Day Target
Content Engagement	1 event (7d)	50+	200+
List→Report Conversion	~0% (insufficient data)	≥30%	≥40%
Report Readers (7d)	0 (analytics table)	30+	120+

0.425.4 Subscribers

Metric	Current	30-Day Target	90-Day Target
Total Subscribers	0	100	500
Visitor→Subscribe Rate	0%	2-5%	3-7%

◆ 0.425.5 Social

Metric	Current	30-Day Target	90-Day Target
Share Events (7d)	0	Trackable	50+
Social Traffic %	0%	5%	10%

◆ 0.425.6 Revenue

Metric	Current	30-Day Target	90-Day Target
Registered Users	0	50	200
Paid Users	0 (paywall not live)	N/A	10-40
Register→Paid Rate	N/A	5-10%	5-10%
ARPU	¥0	—	¥299-799/mo

◆ 0.425.7 Content Inventory

Metric	Current	Target
Total Content	**985**	1,100 (30d)
Categories	13	15+
Today New	1	3+/day avg



0.426 3. AARRR Funnel (7-Day)

◆ 一句话结论

F1: Page Views → 351 (100%)

F2: Content Engage → 1 (0.3%) ← Early stage, needs content promotion

F3: Lead Capture → 0 (0.0%) ← No registration/subscribe flow promoted

F4: Activation (2+) → 0 (0.0%) ← No returning users yet

F5: Monetization → 0 (0.0%) ← Paywall not deployed (QUE-157)

Overall F1→F5: 0.00%

0.427 4. Data Sources & Methodology

◆ 一句话结论

KPI	Primary Source	Secondary Source	Method
UV/PV	Umami (self-hosted)	site_visits DB table	JS beacon + nginx sub_filter
WAU	site_visits.ip DISTINCT	Umami	7-day rolling window
Bounce Rate	site_visits session analysis	Umami	30min session window, single-page = bounce
Content Engagement	analytics table (report_read events)	Umami events	quewai_events_v2.js
Subscribers	subscribers DB table	analytics.subscribe event	Express API + DB count
Social Sharing	analytics.share event	UTM parameters	quewai_share.js + navigator.share
Payment Funnel	orders DB table	analytics events	payment_start → payment_complete
Content Inventory	PageIndex SQLite	/api/stats	Daily count by category

0.428 5. Dependencies & Blockers

◆ 一句话结论

Dependency	Issue	Status
Umami Analytics	QUE-160	☑ Deployed
KPI Dashboard	QUE-224 (this)	☑ Deployed v2.0
Analytics API Routes	QUE-213	☑ Deployed
Baidu Tongji	QUE-224-BAIDU	☑ Blocked (phone verify)
Paywall → Payment Funnel	QUE-157	☑ In Progress
Pricing Unification	QUE-253	☑ CEO Decided
Growth Distribution (social)	QUE-223	☑ Blocked (phone verify)
A/B Testing Framework	QUE-208	☑ Deployed

0.429 6. Next Steps

◆ 一句话结论

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1. Immediate: Monitor Umami data accumulation (site is new, needs traffic)

2. Baidu Tongji: 项目负责人 registers account → follow-up task QUE-224-BAIDU

3. Growth: Once QUE-223 unblocks (social accounts), drive traffic from Zhihu/Xueqiu

4. Conversion: Once QUE-157 deploys paywall, payment funnel KPI becomes active

5. Review: 30-day KPI review cycle — compare actual vs. targets, adjust

Generated by: growth-hacker (QUE-224 heartbeat, 2026-06-27)

Dashboard: <https://quewai.com/kpi> (HTTP 200, v2.0)

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阙外 AI 原生智库
quewai.com

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报告信息

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