

HW15-Team: Metrics

Instructions

Team number and name: TEAM 2

Names of students who actively worked on this assignment:

- Student 1: Aishwarya Yatin Samel
- Student 2: Neha Sadhasivareddy
- Student 3: Shweta Gupta
- Student 4: Sachin Kumar

Using examples, we reviewed in class, identify three key metrics for your app.

Use Template on page 2. Page limit: one

Template

- A. Write the three core user actions for your product:
1. Potential shopper posting on the application and accepting and declining the user requests.
 2. Interested shoppers reading the post and sending request with a list of items to be shopped, on their behalf.
 3. Both parties review each other post the transaction.
- B. Individually, each team member to write the three metrics that would be important to measure for your product. Team lead to combine them and list below.
1. Daily Active Users
 2. Session Length
 3. Customer Acquisition Cost
 4. Customer Satisfaction Score
 5. Net Promoter Score
 6. Retention and Churn Rate per month
 7. Lifetime value
 8. App rating/reviews
 9. Request Cancellation Rate
 10. Successful Transaction Rate
 11. Number of posts per week.
 12. Monthly Recurring revenue
- C. As a team, discuss all suggested metrics and select Top Three:
1. Daily Active Users
 2. App rating/reviews per month per account
 3. Churn Rate and Retention Rate per month
- D. Which one is the most important metric and why?

The most important metric we found is “**Daily Active Users**” because if the platform is not used by active users, then it fails at encouraging creation and breaks down. For example, No user specifying grocery list or no grocery buyer accepting it.