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TASK 1: Choose a business scenario (marketing, operations, or education) and define 3-4 KPIs to measure success.

TASK 1: Scenario : An ed-tech startup that offers online professio -nal certification courses wants to increase its course completion rate and revenue in the next 6 months.

Domain : Education + Saas

Current problem : Only 35% of enrolled students complete their courses (Industry average ~50-55%), leading to low customer satisfaction, poor wild word-of-mouth, and reduced lifetime value.

| # | KPI | Definition | Target (6 months) | Rationale |
|---|---|---|---|---|
| 1. | Course Completion rate | % of enrolled studen -ts who finish all modules and receive a certificate. | 55% | Direct Indicator of student success & pro -duct-market fit |
| 2. | Weekly Active Learners (WAL) | % of enrolled students wh -o engage (watch video, submit quiz, etc) in a given week | 70% | Leading Indicator of engagement and early predictor of completi -on. |
| 3. | Net Revenue Retention (NRR) | Revenue from existing cohorts this month / revenue from same cohorts last month x100 | ≥ 110% | Measure expansion revenue (upsells, referr -als) and churn impact |
| 4. | | % promoters (9-10) - % detractors (0-6) after course completion | ≥ 50 | Captures student satisfaction and likeli -hood of referrals |

TASK 2: Develop a data-driven decision plan using available information and justify your choices.

TASK 2: Available data Sources (already in company dashboard):
→ Google analytics 4 + Amplitude Event tracking
→ Stripe revenue data
→ In-house LMS (learning management system) logs
→ Post-Course NPS surveys
→ Weekly engagement reports

Decision framework used: O.A.R.s (objectives → Analysis → Recommendations → strategy)

Key Insights from data (last 12 months):
1. 72% of dropouts happen between week 2 and week 4.
2. students who complete $\geq 3$ quizzes in the first 10 days have 4.2 x higher completion probability.
3. Courses with <60% video watch-time in week 1 have 81% dropout risk.
4. Email + in-app nudge campaigns in week 2 Increase week 3 retention by 28%.

| Decision | Evidence | Expected Impact on KPIs |
|---|---|---|
| Implement mandatory "Progress check-in Quiz" on Day 10 | students completing early quizzes → 4.2 x completion | + 12-15 pp on completion rate |
| Launch personalized re-engagement camp-aign (email + push + SMS) for inactive users after 7 days of no activity | Past campaign lifted week 3 retention 28% | +18 pp on weekly active learners |

| | | |
|---|---|---|
| Introduce "Learning Streak" gamification + weekly leaderboard | Benchmark : duolingo-style streaks lift daily return rate 35% on average | + 10 -12 pp on WA¹. |
| Offer 20% discount on next course for completers within 14 days of finishing | High NPS correlates strongly with imme -diate re- enrollment | NRR↑ to 115 -120%, NPS ↑ to 55+ |

Priority order (based on effort vs. impact): 1 → 2 → 3 → 4

TASK 3 : suggest methods to track and evaluate performance over time using feedback loops

TASK 3 :

| Method | frequency | Tool/dashboard | feedback loop mechanism |
|---|---|---|---|
| Weekly KPI dash -board | Every monday | Google data Studio | Auto-alert if any KPI drops >5% week -over -week → trigger root-cause meeting |
| Cohort Completion Funnel | Weekly | Amplitude + Big Query | Compare current cohort vs. previous ; if drop > 8% → A/B test new Intervent -on immediately |
| Monthly NPS deep - dive | 1st week of month | delighted + black Integration | Scores < 40 trigger qualita -tive Interviews with 20 detractors |

| Experiment tracker | Real-time | Internal notion table | Every new feature/nudge tracked as experiment; statistical significance checked at 95%. |
| Quarterly Business Review (QBR) | Every 3 months | Presentation deck | Full retrospective: what worked? what didn't? Adjust strategy for next quarter. |

Closed-Loop Examples:

Inactive after 7days → Automated re-out engagement sequence → Measure lift in WAL next week → If lift <10%, iterate message/copy → Repeat until target achieved.

TASK 4: Prepare a one-page executive summary highlighting your insights and recommendations.

TASK 4:

Objective: Increase course completion rate from 35% to 55% and achieve ≥110% Net Revenue Retention within 6 months.

Current State (Last 12 months)
- Completion Rate: 35%
- Weekly Active learners: 52%
- NRR: 94%
- Student NPS: 38

Root Cause Identified
- Majority of dropouts occur in Weeks 2-4
- Low early engagement (quizzes & video watch-time) is stronge -st predictor of dropout.
- Lack of timely re-engagement and gamification elements.

## Recommended Action Plan (Prioritized)

1. Mandatory progress check-in Quiz on day 10 (highest Impact)
2. Multi-channel re-engagement campaign for inactive learners.
3. Launch Learning streak + weekly leaderboard gamification
4. 20% "complete discount" for next course.

## Projected Impact (6 months)

| KPI | Current | Target |
|---|---|---|
| Course Completion Rate | 35% | 55% |
| Weekly active learners | 52% | 70% |
| Net Revenue Retention | 94% | $\geq 110\%$ |
| Student NPS | 38 | $\geq 50$ |

## Tracking & continuous Improvement

- Real-time KPI dashboard with weekly reviews.
- Cohort funnel analysis every monday.
- All Interventions run as experiments with statistical significance
- Quaterly retrospective to refine strategy.

## Recommendation

Approve and launch the four initiatives immediately.
Total Implementation Cost < 18K, expected additional annual return 840K - $1.2M. ROI > 45x in first year.