

Design Plan- Spotify Dashboard

Stakeholders and requirements

Sarah (Head of Strategy):

What is the trend in user growth?

Mark (Director of Revenue):

How have different revenue streams (Premium and Ad supported) evolved and contributed to revenue since 2017?

How is the Premium ARPU (Average Revenue Per User) growing since 2017?

Olivia (VP of Operations):

What are the key expenditures including sales & marketing, General & administrative, cost of revenue and R&D expenses?

What areas have the potential for cost reduction without compromising service quality?

Key Performance Indicators (KPIs)

- Monthly active users (MAU).
- ARPU
- Revenue
- Cost of Revenue
- Expenditures

Dashboard Mockup

