

Q1. What are the key metrics you would measure to determine if a B2B SaaS product is successful or not?

Ans: Below are the key metrics that can be considered to determine if B2B SaaS product is successful or not

1. Churn Rate: It basically measures the number of customers who don't renew their subscription at the end of defined period
2. Customer Acquisition Cost: It basically tells you the cost you incur for getting the new clients
3. Annual Run Rate: It helps to predict the future earnings based on past earnings
4. Life time Value(LTV): It helps to calculate the total revenue that can be earned from a customer
5. Cash Burn Rate: The rate at which company is losing money.
6. Monthly Recurring Revenue: It measures the total amount of predictable revenue a business expects every month

Q2. What analysis would you do for a B2B SaaS Product to ensure a healthy product economy? Why?

Ans. I would be analyzing below factors to ensure healthy product economy:

1. Acquiring Customers: SaaS based companies have to invest heavily in acquiring customers. We need to make sure the customers whom we are acquiring they feel connected to the product.
2. Retaining Customers: After acquiring customers, we need to make sure customers are continuously using our services and if they are not, start finding out the reason for the same.
3. Making sure we are also looking for our competitors in the market and making sure we are keeping our product updated

Q3. List what is your opinion on monetization mechanics used in B2B SaaS products today?

Ans. Below are my opinions on monetization mechanics:

1. Today best way to get a customer is to provide value to the user. For which freemium model works amazingly fine. You provide certain services free and then charge for more services and if you are adding value in user's life, I am sure user will be happy to access more.
2. Subscription based model is one of the best way to connect with the user. Now a days, no one wants to pay for all the services which they are not gonna use. That's why users are looking are for subscription based model and pay only for those service which they are using.
3. Security Concern: Now a days, users are more concerned about their data as they will be taking the service. Assuring user of their data security, helps to gain users trust

Q4. State your opinion on MLOps and its importance in the SaaS product environment? Why?

Ans. MLOps: It is basically a process of training machine learning model to production and then maintaining and monitoring them

Importance:

1. It increases the pace of model development and production
2. It enables vast scalability and management where thousands of models can be monitored, controlled and overseen and managed for CI/CD
3. It helps to retune the model with new data for better accuracy.
4. It can be continuously managed and monitored for continuous integration, continuous delivery and continuous deployment

Q5. Create a simplified sketch/wireframe of your choice B2B product. PLs, mention the role and authentication rules of the users.

Users:

1. Rent a car: These kind of users can search for a car based on dates and destination and from the options, will be booking the car based on their needs. User can be authenticated based on OTP system where user can login based on generating OTP on their Number/Email id and validating the user
2. Provide Car for rent: These are the users who will be providing their cars on zoomcars to rent their cars for other set of users and in return they will be paid. Before providing car, users car will be verified based on DL(Driving License), Insurance Number and registration number.

Common For ALL:

Zoomcar allows you to book self-drive rental cars

Login Name

Password

Register

Rent a Car

| | |
|----------------|-----------|
| Book Car | Date |
| One Way | Round Way |
| Pickup Address | |
| Drop Address | |
| Find Cars | |

| | | |
|----------|-------|---------|
| Option | Price | Details |
| Option | Price | Details |
| Option | Price | Details |
| Book Car | | |

| |
|---------------|
| Car |
| Trip Details |
| Price Breakup |
| Book |

| |
|-----------------|
| Total Price |
| Payment Options |
| Debit Card |
| Credit Card |
| UPI |

Provide Car for Rent

| |
|-------------|
| Car Model |
| Year |
| KMS Driven |
| Upload Pics |