

CunyConnect has recently launched CunyConnect Prime

Fast Delivery

Subscription

Exclusive Content

## Product Manager



Lyra

### Pain Points

Balancing feature prioritization with limited resources

Mitigating the risk of declining user engagement or retention

Unsure of features that will be wanted by the global market

Preventing delay in implementation

### Goals

Successful implementation of a product on time

Continuous improvement of the product

Enhance the product based on user feedback and analytics from regular testing sessions

Align the product roadmap with long-term strategic objectives

## **Challenge:** Low Adoption of Prime

Features don't  
resonate

Too many features  
due to poor  
prioritization

Lack understanding of  
consumer wants


## **Opportunities:** Rose, Bud, Thorn

Data-driven decisions  
improving products

User research to  
uncover diverse  
consumer needs.

Adapting to various  
user preferences.

**Solution** - Invest in consumer insights and create new customer profiles



By developing our product to include features desired by largest number of customer profiles, we anticipate a 20% increase in customers and 15% increase of user satisfaction over a year long period.

## Benefits

- More targeted value propositions based on profiles
- Efficient resource allocation due to more narrow focus

## Stakeholders

**Marketing Team:**  
-campaigns

**Engineering Team:**  
-Resource allocation  
-platform, technologies and tools

**Sales Team:**  
-channel strategy  
-product training

**Client Success Team:**  
-client product resources

**Strategy Team:**  
-partnerships  
-licenses

## Data Entities

Features

Marketing Metrics

Customer Health

## KPIs

# of  
Individual  
Customers

Avg Time  
Users Spent  
on feature

Conversion  
Rate

Referral  
Source %

Customer  
Satisfaction  
Rating

Market Share  
Gain %

## Stakeholders

Engineering

Marketing

Sales

Client Success

Strategy

### Ensure Quality Data:

- Create logs when users take actions
- Create customer surveys that ask what we need
- Have customer surveys sent out regularly
- Check that enough customers responded
- Ensure data has consistent formatting
- Use non-nullable fields with a plan for missing data

# Models

## User Profiles Clustering Model

To increase understanding of customers to meet differing needs and wants

A clustering model that uses customer activity and demographic data to create consumer profiles

Frequency: User clustering quarterly

## Marketing

Campaign Targeting and Messaging

## Testing the Model

User Profiles Clustering Model against Campaign Success Rate and repeated Clustering Models

## Client Sentiment and Churn Prediction Model

To maintain positive client sentiment and proactively address potential dissatisfaction

A sentiment analytics model with a churn prediction model to identify at-risk clients.

Frequency: Client health reports generated monthly

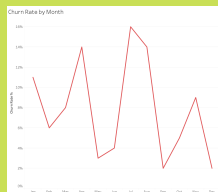
## Client Success

Targeting for increased attention and retention campaigns

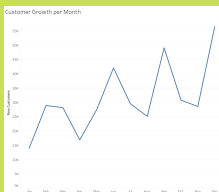
## Testing the Model

Client Sentiment and Churn Prediction Model against Satisfaction Trend Analysis

## Total Subscribers Increasing



Churn

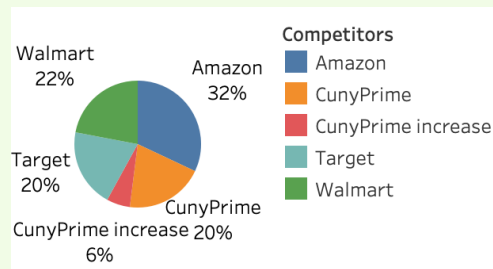


Growth

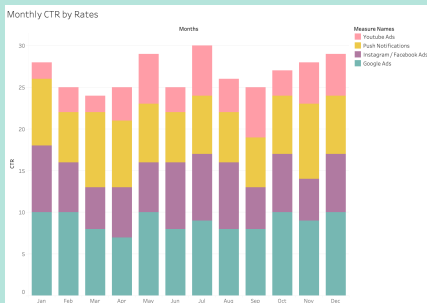


Total

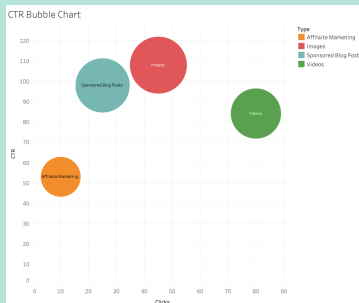
## Market Share Growth



## Reaching Customers

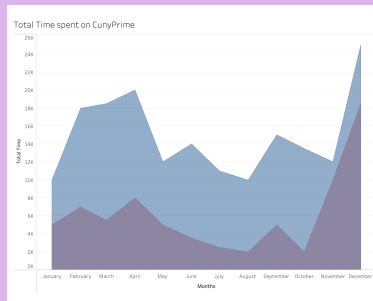


Ad Channel

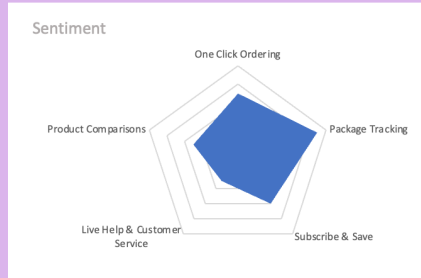


Content Type

## Feature Success



Time on New Features



Most Liked Features