Analytics & Metrics

Project Brief:

Brainstorm North Star Metrics and OKR (min 2 objectives with at least 3 KRs) for the following products as per their business goals:

1. **Blinkit**
   - Assume your business goal for this quarter is to reduce churn.
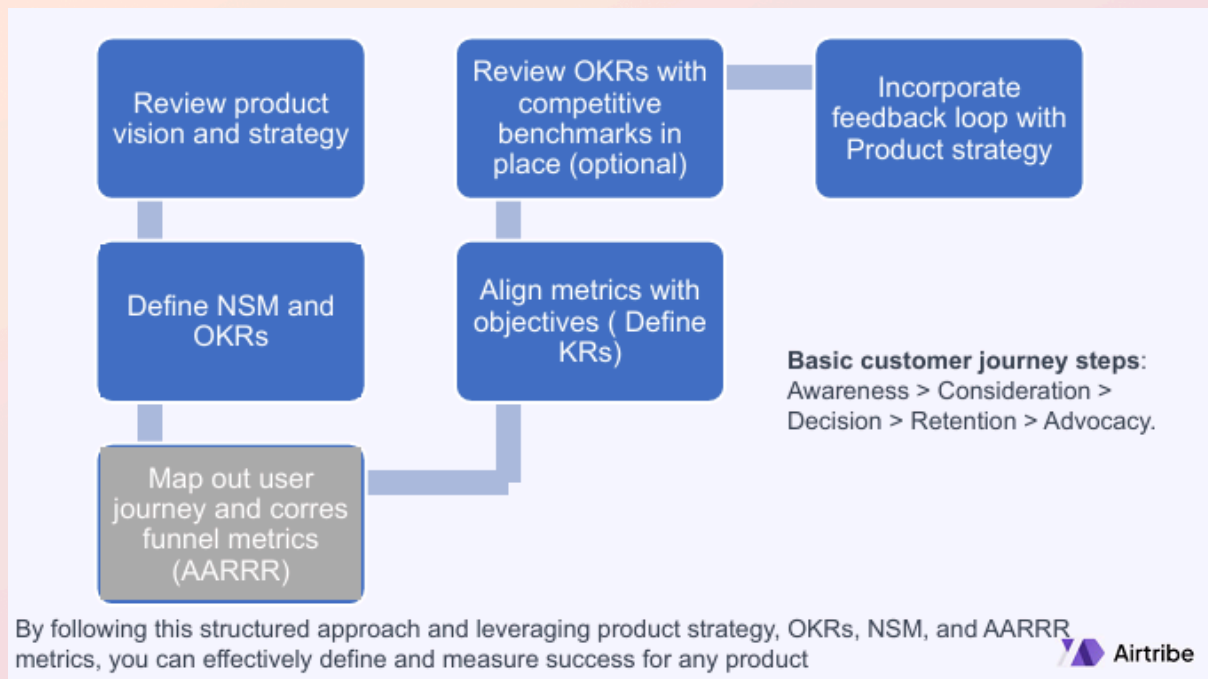
2. **Slack**
   - Assume your business goal is to ensure that first-time users sign up with you instead of Teams

3. **Uber**
   - Assume your business goal is to reduce support call center cost.

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For the above mentioned 3 Problem statements. I will be using the below approach:

By following this structured approach and leveraging product strategy, OKRs, NSM, and AARRR metrics, you can effectively define and measure success for any product

What is blinkit ?

Blinkit, formerly known as Grofers, is an Indian on-demand online grocery delivery service. It was founded in December 2013 by Albinder Dhindsa and Saurabh Kumar. The company provides a variety of daily needs products ranging from groceries, bakery items, baby care items, and many more to its customers.

Blinkit is built around the idea that all Indians should be able to access high-quality products at affordable prices, and be given the opportunity to upgrade their lives with the best of technology.

Product Goal of Blinkit:

"Deliver essential goods to customers in the fastest and most reliable way possible, ensuring convenience and high customer satisfaction."

This goal focuses on:

- **Speed** (ultra-fast delivery within 10-20 minutes)
- **Reliability** (ensuring accurate and complete orders)
- **Convenience** (easy ordering experience, wide availability of products)
- **Customer Satisfaction** (reducing delivery failures, enhancing service quality)

Vision : "To make everyday essentials accessible instantly, empowering customers with ultra-fast, seamless, and reliable delivery."

This vision emphasizes speed, convenience, and customer empowerment by ensuring that people get what they need, when they need it, without hassle.

Customer Value :

- **Ultra-Fast Delivery:** Customers receive groceries and essentials within 10-20 minutes, saving time and effort.
- **Convenience:** Easy ordering via an intuitive app with a wide selection of products.
- **Reliability & Accuracy:** Ensuring correct and complete orders with minimal delivery failures.
- **24/7 Availability:** Access to essential goods anytime, including late-night and

emergency needs.
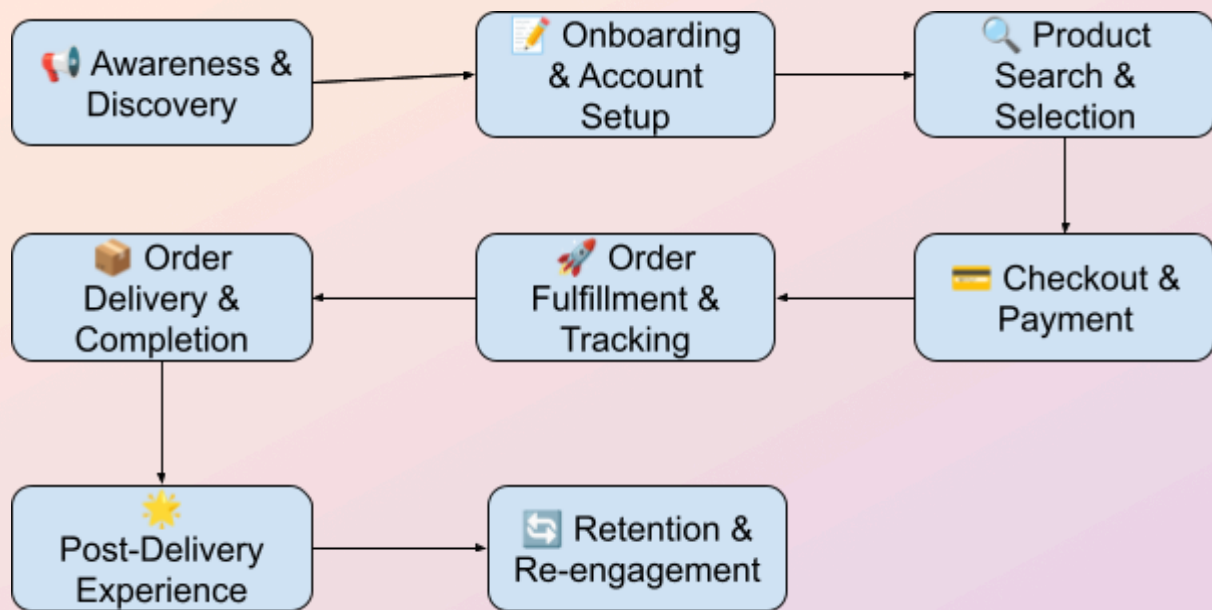- **Competitive Pricing & Offers:** Discounts and deals that provide value for money.

Business Goal: Reduce churn in this Quarter

<mark>**North Star Metrics: % Monthly retention rate of Active customers**</mark>

OKRI (Objectives, Key results and Initiatives)

Objectives	Key Results	Initiatives
Increase Customer retention	Achieve at least 20% reduction in churn rate by the end of quarter.	- Personalized Recommendations - Promotional Offers and Discounts - Improving Product Discovery Decreasing Cart Abandonment - Streamlining the Checkout Process - Improving Mobile Checkout - Transparent Pricing and Fees - Cart Abandonment Reminders
	Increase the percentage of repeat orders from 50% to 60%	
	Decrease cart abandonment rate by 15% through improved checkout experiences	
Enhance customer experience	Improve Net Promoter Score(NPS) from 50 to 75	- Enhanced Customer Service - Loyalty Programs and Subscriptions - Personalized communication
	Resolve 90% of customer support queries within 2-3 hours	
	Launch a loyalty program with 50K customers acquired within the quarter.	

User Journey :

Let us Breakdown the user journey into corresponding Funnel Metrics:

Stage	Action Item	Metrics
Awareness & Discovery	- Sees Ad / Social Media Post - Searches for "Blinkit" Online - Installs and Opens the App	App Install Rate, Organic vs. Paid Acquisition Ratio
Onboarding & Account Setup	- Signs Up (Phone/Google/Apple ID) - Grants Location Access - Explores Categories & Featured Products	Signup Conversion Rate, Drop-off Rate, Location Access Grant Rate
Product Search & Selection	- Searches for Items (e.g., "Milk, Bread") - Adds Items to Cart - Views Estimated Delivery Time	Search-to-Add-to-Cart Ratio, Time Spent on Product Discovery, Cart Abandonment Rate
Checkout & Payment	- Enters Delivery Address - Selects Payment Method (UPI/Card/COD)	Checkout Completion Rate, Payment Success Rate,

	● Applies Coupons (if available) ● Places Order	Coupon Usage Rate
Order Fulfillment & Tracking	● Nearest Dark Store Packs Order ● Delivery Agent Assigned ● User Tracks Real-Time Status	Average Order Processing Time, Delivery Assignment Time, Real-time Tracking Engagement
Order Delivery & Completion	● Rider Reaches Destination ● User Receives Order & Confirms	On-Time Delivery Rate, Order Accuracy Rate, Delivery Success Rate
Post-Delivery Experience	● User Rates Delivery & Provides Feedback ● Raises Complaint (if needed) ● Refund/Replacement Process (if applicable)	Customer Satisfaction Score (CSAT), Support Ticket Rate, Refund & Replacement Rate
Retention & Re-engagement	● App Sends Personalized Offers & Reminders ● Suggests Frequently Bought Items ● Encourages Repeat Orders (Loyalty/Subscription)	Repeat Purchase Rate, Retention Rate (30 Days, 90 Days, etc.), Push Notification Engagement Rate

Aligning Metrics with Objectives and Key Metrics

🎯 **Objective 1: Increase Customer retention**

Key Result 1: Achieve at least 20% reduction in churn rate by the end of the quarter

📊 **Key Metrics:**

- Churn Rate = (Lost Customers / Total Customers) × 100
- Retention Rate (30-Day, 90-Day, etc.)
- Repeat Purchase Rate = (Returning Customers / Total Customers) × 100
- Push Notification Engagement Rate = (Users Engaging with Notifications / Total Users) × 100
- Customer Satisfaction Score (CSAT)

📌 **Strategy:**

- Personalized discounts and reactivation campaigns for dormant users.
- Improve delivery experience to reduce friction (late/missing items).
- Engage customers with loyalty programs and exclusive deals.

Key Results 2: : Increase the percentage of repeat orders from 50% to 60%

📊 **Key Metrics:**

- Repeat Order Rate = (Customers Who Ordered Again / Total Customers) × 100
- Average Order Frequency Per Customer
- Reorder Time Interval (How quickly users reorder after first purchase)
- Subscription/Loyalty Program Adoption Rate

📌 **Strategy:**

- Suggest frequently bought products for faster reordering.
- Subscription models or rewards for frequent buyers.
- Automated personalized recommendations based on past orders.

Key Results 3: Decrease cart abandonment rate by 15% through improved checkout experiences

📊 **Key Metrics:**

- Cart Abandonment Rate = (Users Who Abandon Cart Before Checkout / Users Who Added to Cart) × 100
- Checkout Completion Rate = (Orders Placed / Users Who Reached Checkout) × 100
- Payment Success Rate = (Successful Payments / Total Payment Attempts) × 100

📌 **Strategy:**

- Optimize checkout process (fewer steps, autofill address/payment).
- Offer discounts or incentives for completing checkout.
- Implement reminder notifications for abandoned carts**.**

🎯 **Objective 2:Enhance customer experience**

Key Results 1: Improve Net Promoter Score (NPS) from 50 to 75

📊 **Key Metrics:**

- Net Promoter Score (NPS) = % of Promoters - % of Detractors
- Customer Satisfaction Score (CSAT)
- Customer Complaints per 1,000 Orders
- Repeat Order Rate (Higher satisfaction leads to repeat purchases)

📌 **Strategy:**

- Enhance delivery reliability (reduce late or missing items).
- Improve order accuracy and reduce refund cases.
- Personalized follow-ups for detractors (NPS < 7) to resolve issues.

Key Results 2: Resolve 90% of customer support queries within 2-3 hours

📊 **Key Metrics:**

- Average Response Time for Support Tickets
- First Response Resolution Rate = (Tickets Resolved in First Interaction / Total Tickets) × 100
- Support Ticket Volume Per 1,000 Orders (Lower is better)
- Customer Satisfaction with Support (Post-Ticket CSAT Survey)

📌 **Strategy:**

- Implement AI chatbots for instant resolutions of common issues.
- Optimize support team efficiency with automation and priority handling.
- Provide self-service options (FAQs, automated refunds, issue tracking).

Key Results 3: Launch a loyalty program with 50K customers acquired within the quarter

📊 **Key Metrics:**

- Loyalty Program Enrollment Rate = (Users Enrolled / Total Customers) × 100
- Retention Rate of Loyalty Members vs. Non-Members
- Repeat Order Rate for Loyalty Members
- Average Order Value (AOV) Increase Due to Loyalty Program

📌 **Strategy:**

- Offer exclusive discounts and early access to deals for members.
- Personalized recommendations and targeted push notifications for loyalty users.
- Gamify the program (points, milestones, VIP tiers) to boost engagement.

🚀 **Feedback Loop & Continuous Improvement**

- **Collect feedback** via in-app surveys & support tickets
- **Analyze** feature adoption & friction points
- **Improve UX** based on data-driven insights
- **Iterate & personalize** Blinkit experience for different user personas

What is Slack?

It's a collaboration hub that brings the right people, information, and tools together to get work done. Whether you're looking to enhance team communication, streamline project management, or integrate various apps, Slack has got you covered.

You can create different channels for various projects or teams, share files easily, and even incorporate bots to automate certain tasks. Plus, it supports a wide range of integrations with other tools like Google Drive, Trello, and many more.

Product Goal of Slack:

"To make work simpler, more pleasant, and more productive by providing a centralized platform for team communication and collaboration."

Customer Values:

Slack delivers value to customers by improving **communication, collaboration, and productivity** across teams.

Simplifying Work via communication:

- Slack aims to reduce the complexity and fragmentation of workplace communication by bringing everything into one place.
- It seeks to minimize reliance on email and other less efficient communication methods.

Creating a Pleasant Experience:

- Slack focuses on user-friendly design and intuitive features to make communication and collaboration enjoyable.
- It emphasizes a more conversational and less formal tone than traditional workplace tools.

Boosting Productivity:

- By streamlining communication and integrating with other tools, Slack helps teams work more efficiently.
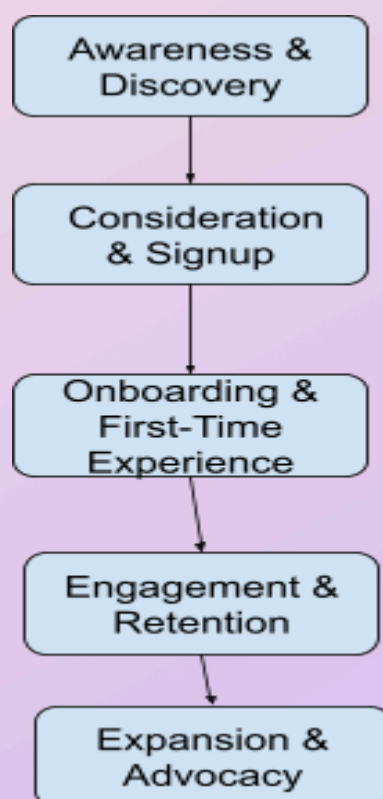- It facilitates quick decision-making, reduces information silos, and improves overall team coordination.

Business Goal: Ensure first time users sign up with Slack instead of Teams.

North Star Metrics: % of first time users choosing Slack

OKRI (Objectives, Key results and Initiatives)

Objectives	Key Results	Initiatives
Improve first time user acquisition	Increase first-time user sign up by 30% in this quarter.	• Optimize Landing Page & Sign-Up Flow • Improve Ad Targeting & Campaign Efficiency • Leverage Referral & Incentive Programs • Retarget & Nurture High-Intent Visitors
	Reduce the cost per acquisition (CPA) by 15%	
	Achieve 30% conversion rate from Marketing campaigns	
Enhance product appeal for New users	Increase trial to paid conversion rates from 15% to 25%	• Implement Usage-Based Triggers for Upsell • Optimize Onboarding Experience • Improve First-Time User Experience • Introduce Incentives for Invites & Referrals • Personalize Communication & Follow-Ups
	Achieve 80-90% completion rate for new users	
	Achieve a 40% invite rate	

User Journey of Slack:

Awareness & Discovery

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Consideration & Signup

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Onboarding & First-Time Experience

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Engagement & Retention

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Expansion & Advocacy

Corresponding Funnel Metrics:

Stage	Action Item	Metrics
Awareness & Discovery	*How users first hear about Slack* ● Sees Ad / Social Media Post ● Searches for "Slack" Online ● Installs and Opens the App	● Website traffic & bounce rate, ● Ad click-through rate (CTR), ● Organic search impressions & engagement, ● Social media mentions
Consideration & Signup	*Users evaluate Slack before signing up* ● Visit website → Learn about features & pricing ● Compare Slack with competitors (Teams, Discord, etc.) ● Read reviews & testimonials ● Signup for free trial or free tier	● Signup conversion rate ● Free vs. paid signup split ● Time spent on pricing page ● Signup abandonment rate
Onboarding & First-Time Experience	*Guiding users to set up & start using Slack* ● Email confirmation & first login ● Guided onboarding (create workspace, invite team) ● Sample messages & tutorials ● Integration suggestions (Google Drive, Trello, Jira, etc.)	● Onboarding completion rate ● Time to first message sent ● Percentage of users inviting team members ● Feature adoption rate (file sharing, channels, integrations)
Engagement & Retention	*Ensuring users stay active & engaged* ● Daily active usage (team collaboration, discussions) ● Discovering & using advanced features (Huddles, Workflows, Threads) ● Integration adoption (Google Drive, Zoom, Asana, etc.) ● Notifications & reminders to re-engage inactive users	● DAU/MAU ratio (stickiness) ● Average messages sent per user ● Engagement with integrations & bots ● Churn & retention rates

Expansion & Advocacy	*Users upgrade & promote Slack within their network* ● Upgrade from free to paid plan (for advanced features) ● Larger organizations adopt Slack enterprise-wide ● Word-of-mouth referrals & Slack community growth ● Advocates share case studies & testimonials	● Free-to-paid conversion rate ● Net Promoter Score (NPS) ● Invite/referral rate ● Team size expansion over time

📊 Aligning Metrics with Objectives and Key Results

🎯 Objective 1: Improve First-Time User Acquisition

KR1: Increase first-time user sign-up by 30% in this quarter

Key Result (KR)	Key Metrics to Track Progress
New User Sign-Ups=Total number of first-time users who complete sign-up.	
Sign-Up Rate =(Sign-Ups / Total Visitors) × 100	
Drop-off Rate =in Sign-Up Funnel (identify steps where users abandon the process)	

KR2: Reduce the cost per acquisition (CPA) by 15%

◆ **Cost Per Acquisition (CPA)** = Marketing Spend / New Users Acquired
◆ **Customer Acquisition Cost (CAC)** = (Total Marketing & Sales Expenses / New Users Acquired)
◆ **Channel Efficiency** = CPA breakdown per marketing channel (Google Ads, LinkedIn, referrals, etc.)

KR3: Achieve a 30% conversion rate from marketing campaigns

◆ **Marketing Campaign Conversion Rate** = (Conversions from Campaigns / Total Campaign Clicks) × 100
◆ **Click-Through Rate (CTR)** = (Total Clicks / Impressions) × 100
◆ **Landing Page Bounce Rate** = % of visitors who leave without taking action

📌 Strategy to Drive Metrics & Achieve KRs

✅ **Optimize Sign-Up Funnel:** Reduce steps, offer social logins, A/B test CTA buttons.
 ✅ **Refine Targeting in Marketing Campaigns:** Focus on high-intent audiences to improve ROI.
 ✅ **Landing Page Improvements:** Improve copy, design, and personalization to boost conversions.
 ✅ **Experiment with Incentives:** Offer limited-time offers or exclusive features to encourage sign-ups.
 ✅ **Analyze & Optimize Paid Campaigns:** Track CPA by channel, shift budget to high-performing ads.

🎯 **Objective 2 : Enhance Product Appeal for New Users**

KR1: Increase trial-to-paid conversion rates from 15% to 25%

Key Result (KR)	Key Metrics to Track Progress
Trial-to-Paid Conversion Rate = (Trial Users Who Convert / Total Trial Users) × 100	
Average Time to Conversion = How long it takes for trial users to convert	
Drop-off Rate at Paywall = % of users who leave when prompted to upgrade	

KR2: Achieve 80-90% completion rate for new users
 ◆ **Onboarding Completion Rate** = (Users Who Complete Onboarding / New Users) × 100
 ◆ **Feature Adoption Rate** = % of users engaging with core product features
 ◆ **Session Length & Engagement Metrics** = Avg. time spent on platform, clicks per session

KR3: Achieve a 40% invite rate
 ◆ **Invite Rate** = (Users Who Send Invites / Total Users) × 100
 ◆ **Viral Coefficient** = (Invites Sent × Conversion Rate) / Total Users
 ◆ **Referral Program Participation** = % of users who engage with referral incentives

📌 Strategy to Drive Metrics & Achieve KRs

✅ **Improve Trial-to-Paid Conversion:**

- Add in-app nudges showcasing premium features.
- Offer time-sensitive discounts for trial users.
- Personalized email sequences based on usage behavior.

✅ **Optimize Onboarding & Product Experience:**

- Gamified onboarding with progress indicators.
- Interactive walkthroughs for key product features.
- AI-driven guidance to suggest relevant actions.

✅ **Boost Invite Rate & Referrals:**

- Social sharing options & frictionless invite process.
- Offer referral incentives (e.g., discounts, bonus features).
- Personalized invite suggestions based on user network.

🚀 **Feedback Loop & Continuous Improvement**

- **Collect feedback** via in-app surveys & support tickets
- **Analyze** feature adoption & friction points
- **Improve UX** based on data-driven insights
- **Iterate & personalize** Slack experience for different user personas

Uber

Company Overview:

Uber, officially known as Uber Technologies, Inc., was founded in March 2009 by Garrett Camp and Travis Kalanick. The idea for Uber was born out of Camp's frustration with the difficulty of finding a taxi on a snowy night in Paris and the high cost of hiring a private driver1. The initial prototype of the mobile app was developed by Camp and his friends, Oscar Salazar and Conrad Whelan, with Kalanick serving as an advisor.

Uber's services and mobile app were publicly launched in San Francisco in 2011. Initially, the app allowed users to hail a black luxury car, and the price was approximately 1.5 times that of a taxi1. The company changed its name from UberCab to Uber in 2011 after complaints from San Francisco taxicab operators.

Over the years, Uber expanded its services to include food delivery (Uber Eats), package delivery, and freight transport. The company has grown to operate in approximately 70 countries and 15,000 cities worldwide1. Despite its success, Uber has faced controversies and regulatory challenges in various markets.

Product Goal:

Uber's mission statement is "to provide transportation as reliable as running water, everywhere, for everyone,"

Vision:

"To ignite opportunity by setting the world in motion". The vision reflects Uber's commitment to improving transportation accessibility and convenience for users worldwide.

Customer Values Provided by Uber:

Uber provides significant value to customers by offering **convenience, affordability, and reliability** in transportation keeping safety and sustainability in mind.
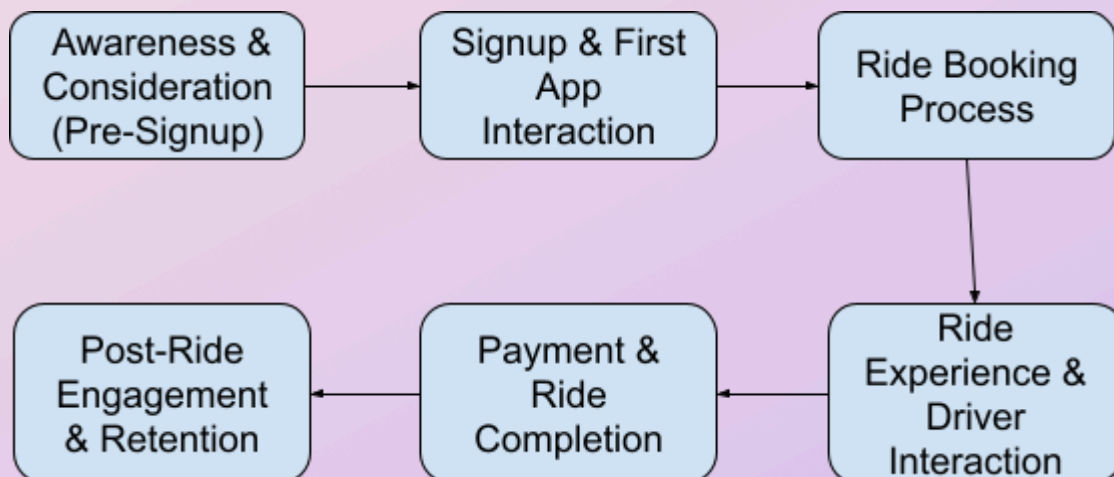
Business Goal = Reduce support call center cost.

North Star Metrics: % of issues resolved via self-services channel

OKRI (Objectives, Key results and Initiatives)

Objectives	Key Results	Initiatives
Drive self-service adoption	Increase self-service resolution rate from 60% to 80%	• Enhance AI-Powered Help Center • Implement Interactive Troubleshooting Guides • Expand AI-Driven Help Features • Optimize FAQ Response Time • Promote Self-Service Adoption
	Launch 3 new AI driven help features by the end of this quarter	
	Reduce the average response time for FAQs from 5 mins to 2 mins	
Improve Customer support efficiency	Reduce the volume of support calls by 30%	• Enhance Self-Service & Deflect Calls • Implement AI Chatbot for Tier 1 Support • Optimize First-Call Resolution (FCR) • Leverage Data-Driven Support Optimization • Promote Digital Adoption & Self-Help
	Achieve a first-call resolution rate of 85%	
	Implement a chatbot to handle 50% of tier 1 queries with a 90%satisfaction rate.	

User Journey:

Awareness & Consideration (Pre-Signup) → Signup & First App Interaction → Ride Booking Process → Ride Experience & Driver Interaction → Payment & Ride Completion → Post-Ride Engagement & Retention

Corresponding Funnel Metrics:

Stage	Action Item	Metrics
Awareness & Consideration (Pre-Signup)	- Learn about Uber via ads, social media, word-of-mouth, or app store. - Checks Uber's website or app for features, pricing, and service availability. - Compares Uber with alternatives (taxis, competitors like Ola, Rapido, taxis etc).	Website/App traffic, Ad CTR, Conversion Rate from Ads
Signup & First App Interaction	- Downloads the Uber app and signs up (email, phone, or social login). - Adds payment details (credit card, PayPal, UPI, etc.). - Browse ride options (UberX, UberXL, Uber Green, etc.).	Install-to-Signup Rate, Signup Drop-off Rate, First Ride Conversion Rate
Ride Booking Process	- Opens the Uber app and enters pickup & destination. - Chooses ride type based on price, ETA, or comfort. - Confirms booking and waits for driver allocation.	Search-to-Booking Conversion, Impact
Ride Experience & Driver Interaction	- Receives driver details and ETA. - Tracks ride in real-time via GPS. - Gets picked up and experiences the ride. - Can chat/call the driver for coordination.	Pickup Accuracy, Ride Cancellation Rate, Driver-Rider Communication
Payment & Ride Completion	- Ride ends, and fare is auto-charged to the linked payment method. - Option to pay with cash (in select locations). - Gets an e-receipt and an	Successful Payment Rate, Fare Accuracy, Refund Rate

	option to tip the driver.	
Post-Ride Engagement & Retention	• Rates the driver and provides feedback. • Share ride details with friends or refer new users. • Receives offers and discounts for future rides.	Ride Ratings, Support Ticket Volume, Loyalty Engagement

🎯 **Objective 1 : Drive Self-Service Adoption**

KR1: Increase self-service resolution rate from 60% to 80%
📊 **Metrics:**

- % of total support inquiries resolved through self-service (FAQ, chatbot, AI assistant)
- % decrease in agent-handled queries
- % of users finding answers via self-help channels (without escalating to support)

KR2: Launch 3 new AI-driven help features by the end of this quarter

📊 **Metrics:**

- Number of AI-driven help features deployed
- User engagement rate with AI features (click-through rate, session time)
- % of queries successfully handled by AI without human intervention

KR3: Reduce the average response time for FAQs from 5 mins to 2 mins

📊 **Metrics:**

- Average response time for FAQ-related queries
- Drop-off rate from self-service page (lower = better)
- % of users resolving their issue in under 2 minutes

🎯 **Objective 2 : Improve Customer Support Efficiency**

KR1: Reduce the volume of support calls by 30%

📊 **Metrics:**

- % reduction in total inbound support calls

- % of users resolving issues via self-service channels (FAQ, chatbot, AI assistant)
- % of repeat queries reduced (indicating better issue resolution)

KR2: Achieve a first-call resolution (FCR) rate of 85%

📊 **Metrics:**

- % of issues resolved during the first interaction (FCR rate)
- % of escalations to higher-tier support (lower = better)
- % of repeat calls for the same issue (lower = better)

KR3: Implement a chatbot to handle 50% of tier 1 queries with a 90% satisfaction rate

📊 **Metrics:**

- % of tier 1 queries handled by chatbot vs. human agents
- User satisfaction score for chatbot interactions (CSAT, NPS)
- % reduction in agent workload for tier 1 queries

🔁 Feedback Loop Process

1️⃣ **Collect Feedback**

- **User Surveys:** Post-interaction CSAT surveys for chatbot & support calls
- **Chatbot Analytics:** Track unresolved queries & drop-off points
- **Support Ticket Analysis:** Identify top recurring issues
- **Call Monitoring:** Analyze call durations, hold times, and escalation reasons
- **Self-Service Usage Data:** Track FAQ engagement and effectiveness

2️⃣ **Analyze Insights**

- Identify **common issues leading to high call volume**
- Pinpoint **gaps in chatbot resolution** & areas for AI improvement
- Assess **first-call resolution challenges** (agent training, knowledge gaps, unclear processes)
- Understand **why users prefer calling over self-service options**

3️⃣ **Product Strategy Actions**

✅ Enhance **self-service capabilities** (FAQs, video tutorials, community forums)
✅ Improve **chatbot NLP** to handle **complex queries** with more accuracy
✅ Train support agents using **real-time call insights & AI coaching**
✅ Implement **proactive support** (automated issue detection & resolution prompts)
✅ Personalize chatbot interactions based on **user history & behavior**

4️⃣ **Measure Impact & Iterate**

📊 Track improvements in:

- Call deflection rate 📉 (more users solving issues via self-service)
- Chatbot resolution rate 📈 (fewer escalations)
- First-call resolution % 🚀 (higher means better efficiency)
- Customer satisfaction (CSAT, NPS) 😊

🛠️ **Continuous Optimization:**

- Monthly **feedback reviews** with Product, Support & AI teams
- **A/B testing** for chatbot responses & self-service UI improvements
- Implement **real-time dashboards** to monitor customer support efficiency