

Problem Solving Case Study

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Problem Statement

One of the clients (fastest growing SaaS startup) reached **Alabs.ai**, and as digital analytics lead you are required to propose the solution for the below business problem.

The client is expecting a detailed proposal (presentation) with the below details.

- Define the end-to-end framework to provide analytics & insights starting from data collection from data sources, data capturing, data integration of various sources, downstream analytics including reports, insights-driven dashboards, predictive analytics, etc.
- Client wants you to build a web-based dashboard that will track the relevant metrics across the lifecycle of the product.
 - Identify the relevant metrics that you will track for the different stages and then build a wireframe for the dashboard which will help track all these metrics.
 - List out all possible analysis (digital product analytics) to understand the product performance.
 - List out all possible data sources /data required for performing different analysis
- According to the client, the number of users visiting the website is quite large, but the final conversion rate is quite low.
 - The client wants to know why users are dropping off (possible hypothesis to test to understand the reasons)
 - Client wants to create blueprint of the funnel and mention how you will analyze the same to improve conversions.
 - Provide a systematic approach to improve conversion rate
 - What tools & frameworks we can use for the same
- One more observation from the client is that they are losing mobile app users
 - The client wants to understand the reasons for the loss of mobile users
 - Provide insights & possible suggestions to retain the users