Project Overview

Name: CourseSignal
Goal: Build an MVP analytics tool that attributes course sales revenue to marketing sources for creators using Kajabi, Teachable, or Stripe.

Core Objective

Deliver clear, actionable revenue attribution:
"YouTube drove $8K in sales, Instagram drove $400."
Enable creators to stop wasting effort on low-ROI channels.

MVP Scope

- User onboarding (<5 minutes)
- Platform connections (Kajabi, Teachable, Stripe)
- Visitor tracking via script
- Purchase attribution
- Dashboard with revenue by source
- Basic authentication and billing

Key Flows

1. Onboarding Flow
- Choose platform → Connect (OAuth/API key)
- Auto-sync last 30 days of purchases
- Generate unique tracking script
- Copy script to course site
- Land on dashboard showing initial data

Constraints:
- <5 min from signup to first data
- Progress indicators and clear errors
- Platform-specific script instructions

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2. Daily Dashboard

Components:
1. Revenue Summary (total, trend, avg order value)
2. Revenue by Source (sortable table)
3. Recent Purchases (real-time feed)

Requirements:
- Load <2s
- Data fresh within 5 minutes
- Export to CSV
- Mobile responsive

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3. Platform Connections

Kajabi
- OAuth 2.0
- Webhooks: `offer.purchased`, `offer.refunded`
- Sync 30 days of purchases
- Show sync progress

Teachable
- API key auth
- Webhooks: `order.created`, `order.refunded`
- Sync 30 days of orders

Stripe
- API key auth
- Webhooks: `payment_intent.succeeded`, `charge.refunded`
- Requires metadata (`course_name`, `customer_email`)

Acceptance:
- Works in all browsers
- Descriptive error messages
- Reconnect possible
- Real-time sync status

Core Features

Visitor Tracking Script
- <5kb async JS
- Persistent visitor ID (cookie + localStorage)

- Capture UTM params, referrer, landing page
- First/last touch attribution
- Graceful fallback for cookieless visitors
- Non-blocking, cross-domain support

Purchase Attribution
Matching logic:
1. Email match
2. Fingerprint + timing
3. Else → "unmatched"

Attribution models:
- First-touch
- Last-touch
- Full session history

Acceptance:
- >85% match rate
- Real-time updates
- Handle multi-device and gift purchases

Revenue by Source Report
Columns: Source | Visitors | Revenue | Students | Conversion % | Avg Order Value | Revenue/Visitor
- Sortable, filterable (7d, 30d, 90d, all time)
- Click to drill down
- CSV export
- Query <500ms up to 100K events

Auth & Billing
- Email/password + verification
- 14-day free trial (no CC)
- $99/mo via Stripe Checkout
- Cancel anytime
- Retry failed payments 3x

Acceptance:
- Secure password storage

- Full subscription lifecycle
- Clear billing status

Data Model Summary

Table	Key Fields
Users	id, email, subscription_status, trial_ends_at
Visitors	id, visitor_id, email, first_touch_data
Sessions	id, visitor_id, source, medium, campaign, timestamp
Purchases	id, user_id, visitor_id, email, amount, course_name, platform, attribution_status
Platform_Integrations	id, user_id, platform, access_token, webhook_id, status

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Performance Targets
- Match rate >85%
- Dashboard load <2s
- Script load <100ms
- Uptime >99.5%

Business Metrics
- 30 paid users in 6 months
- <5% churn
- 25% trial → paid conversion
- 70% script installation within 24h
- 90% platform connection success

Out of Scope (MVP)
- Multi-touch attribution
- Predictive models
- Content ROI tracking
- Launch dashboards
- Student LTV
- Benchmarking
- Email integrations
- Team access
- White-labeling

Technical Constraints
- 10K events/day per customer
- Cross-domain tracking supported
- GDPR compliant (opt-out, export, delete)
- Encrypted tokens
- Webhook signature verification

Launch Checklist

- [ ] Signup + email verification
- [ ] Kajabi OAuth connect works
- [ ] Tracking script logs visitor data
- [ ] Purchases attribute correctly
- [ ] Dashboard displays accurate revenue
- [ ] CSV export functional
- [ ] Billing + subscription management live
- [ ] Error states clean and human-readable
- [ ] Mobile responsive
- [ ] Security best practices verified

Beta Program

Offer: Free for 60 days + setup help
Ask: Weekly feedback + testimonial rights
Goal: Validate feature usage, confusion points, and desired reports.

Next Step:
Build core flows end-to-end for Kajabi first → onboard 10 beta users → iterate before expanding to Teachable and Stripe.