### **Introduction:** Insights dashboard addresses the customer’s goals and displays the information they need to see to help make assertive data-driven decisions.

### **Objective:** To build a self-serve dashboard for clients to look at insights and check for estimated reach based on the budget proposed. Keeping the most significant, high-level insights at the top view, gives the client context on the data displayed on the dashboard, not only saving time but also allowing quick and efficient updates on their business goals and performance. So building an insights dashboard in a self-serve fashion would reduce dependency on CSMs and campaign analysts. This would further reduce turnaround time for clients regarding insights which could drive more campaigns in a period.

* Mockup (Figma) - [Link](https://www.figma.com/file/3MSK4ex3e4O54N7lFhcFYQ/Intellect-Dashboard-Figma-(Copy))

#### **Epic 1:**

1. As a Client, I want to export and download derived insights data in spreadsheets from the dashboard via self-serve for my previous ad campaign to reduce dependency on CSMs and campaign analysts which would aid me in creating more campaigns by consuming data sooner. With the exported dump, I would be able to collaborate and share visibility with my team members.
2. As a Client, I want to explore the Number of clicks absolute numbers, and click-through rate for an ad on the dashboard via self-serve across locations, age, platform, music genre, and gender for my previous ad campaign so that I can work for ad development and target potential growth segments.
3. As a Client, I want to explore lifetime revenue and average revenue per user on a self-serve dashboard across locations, age, platform, music genre, and gender for my previous ad campaign so that I can work on a budget.

#### **Epic 2:**

1. As a Client, I want to explore data insights based on an individual ad via ad-CTA click on the dashboard through self-serve so that I can have visibility across my different ads which could be audio ads, video ads, banner ads, and playlist sponsored ads.
2. As a client, I want to use date filters which could be DoD, WoW, MoM, and YoY so that I would be able to consume data insights efficiently to check for patterns based on campaign trends. This would also reduce dependency on campaign analysts for Level one insights.
3. As a client, I want to use FAQs so that I easily find solutions to frequently asked questions, instead of having to reach out to Jiosaavn’s customer service team.

#### **Epic 3:**

1. As a client, I want to use the contact CSM section (help section) so that I can reach out to CSMs or campaign analysts to seek help. This would aid me in solving doubts more effectively, tracking queries, and discuss regarding insights.

#### **Epic 4:**

1. As a client, I want to quickly calculate estimated lifetime frequency, estimated reach, and impressions based on parameters like campaign budget cost per unit and target audience in the respective period. So that I would be able to plan accordingly.

### **Acceptance criteria/ Definition of done:**

* Given that client clicks on the date filter and selects the date range when a client wants to check all the data insights in that period, then all data point tiles would be updated based on the date range selected.
* Given that client click on average revenue per user tile when client.

### **Success criteria:**

1. Gain “n” number of DAU for dashboard in 30 days of dashboard launch.
2. Achieve an NPS score of 60 within 30days of dashboard launch.
3. Increase Avg revenue per user by 20% in 30days of dashboard launch.
4. Increase client lifetime value by 20% in 30days of dashboard launch.

### **Metrics to be tracked:**

1. Customer effort score
2. The number of clients leveraging FAQs (Number of clicks WoW and MoM).
3. The ratio of views to submitted tickets. (To see how well clients can self-serve).
4. The number of tickets raised by client post using self-serve.
5. The number of tickets raised by clients without using self-serve.
6. The number of tickets raised by clients post using faqs.
7. Number of unique merchants raising tickets