

Business Problem Statement

Modern SaaS companies must understand how users progress from first touch to long-term engagement, yet the organization currently lacks a centralized analytics framework to measure funnel conversion, retention behavior, and churn patterns. Without structured event data and actionable insights, product, engineering, marketing, and growth teams are unable to identify activation bottlenecks, diagnose engagement issues, and make data-driven decisions. This limits the company's ability to improve user experience, reduce churn, and increase subscription revenue.

“The business lacks a centralized, analytics-ready event data system to measure key SaaS lifecycle metrics—including funnel conversion, retention performance, and churn behavior, preventing teams from identifying user drop-off points, understanding customer engagement patterns, and executing data-driven strategies to improve activation, retention, and subscription revenue.”