

What's Missing & Why It Matters

1. **Org & User Profile Data** (size, industry, role, region) → Helps identify which customer segments are the best fit.
2. **Onboarding & Marketing Touches** (emails, support tickets, setup completion) → Explains whether low engagement is due to product issues or onboarding gaps.
3. **Team Adoption** (users invited per org, employee vs manager roles) → Conversion often depends on collaboration, not just single-user activity.
4. **Conversion Context** (plan purchased, sales touch, payment timing) → Links trial behavior to actual revenue.
5. **Post-Conversion Data** (retention, upsells, churn) → Tells us which early engagement patterns predict long-term success.
6. **Workforce / Scheduling Metrics** (overtime, undertime, adherence, costs, satisfaction) → Proves the platform's ROI in reducing labor pain and boosting efficiency.

How This Links to Insights

- **Feature adoption timing** predicts conversion.
- **Employee engagement** (not just managers) is critical for retention.
- **Overtime balance** and workforce stress are strong drivers of adoption.
- **Onboarding completion** correlates with trial-to-paid conversion.
- **Certain verticals / org sizes** show stronger adoption → helps define ICP.
- **Post-purchase usage** confirms which early behaviors lead to staying vs churning.