

KPI(Key Performance Indicator)

<u>MRR</u>	<ul style="list-style-type: none">• Definition: Total revenue generated from subscriptions per month.• Reflection: Indicates product monetization and growth potential.• Initiative: Increase subscription plans, upsell/cross-sell opportunities, and customer retention strategies.
<u>Customer Lifetime Value (CLTV or LTV)</u>	<ul style="list-style-type: none">• Definition: Total revenue generated from a customer throughout their relationship with the company.• Reflection: Measures customer loyalty and revenue potential.• Initiative: Focus on customer satisfaction, personalized offers, and effective customer retention programs.
<u>Customer Acquisition Cost (CAC)</u>	<ul style="list-style-type: none">• Definition: Cost incurred to acquire a new customer.• Reflection: Measures efficiency and effectiveness of marketing and sales efforts.• Initiative: Optimize marketing channels, improve targeting, and reduce acquisition costs.
<u>Daily Active User (DAU) to Monthly Active User (MAU) ratio</u>	<ul style="list-style-type: none">• Definition: Ratio of daily active users to monthly active users.• Reflection: Indicates user engagement and product stickiness.• Initiative: Improve user experience, introduce new features, and enhance product value proposition.
<u>Session Duration</u>	<ul style="list-style-type: none">• Definition: Average time users spend on the platform per session.• Reflection: Measures user engagement and product value.• Initiative: Enhance user experience, provide valuable content/features, and personalize recommendations.
<u>Traffic (Paid/Organic)</u>	<ul style="list-style-type: none">• Definition: Source of website/app traffic - paid (advertising) or organic (search engines, referrals).• Reflection: Evaluates marketing strategy effectiveness and customer acquisition sources.• Initiative: Optimize paid campaigns, improve SEO, and leverage referral programs.

Some More KPI:-

Bounce rate, Retention rate, Churn rate, Number of sessions per user, Number of user actions per session, Net Promoter Score (NPS), Customer Satisfaction Score (CSAT).

<https://www.altexsoft.com/blog/business/15-key-product-management-metrics-and-kpis/>

And from chat gpt and google bard

Roadmap for Success:

1. Conduct market research.
2. Develop localized marketing strategy.
3. Build user-friendly website/app.
4. Monitor and analyze KPIs.
5. Continuously optimize and iterate.

Conclusion

- Expanding to Tier-2 cities for revenue growth.
- Use analytics and KPIs for performance.
- Implement initiatives based on analysis for success.