HW15-Team: Metrics

Instructions

<u>Team number and name</u>: Team 11 - SkillUp

Names of students who actively worked on this assignment:
- Student 1: Akash M Dubey
- Student 2: Shiqi Yu
- Student 3: Rutuja
- Student 4: Dhrakshayani Priyanka
- Student 5: Divyank Jain

Using examples we reviewed in class, identify <u>three key metrics</u> for your app.

Use Template on page 2. <u>Page limit: one</u>

Template

A. Write the three core user actions for your product:
1. Operate study operations (Browse & progress) with courses under low bandwidth
2. Create, Collaborate through gamification or quizzes with community groups
3. Comment, Question & Answer through Community Forum

B. Individually, each team member writes the three metrics that would be important to measure for your product. Team lead to combine them and list below.

1. Average Customer retention rate (CRR)
2. Net Promoter Score (NPS)
3. Employment success rate after one-to-one guidance
4. Average number of users satisfied using our app.
5. Average time users spend on app
6. Average number of users using online forums
7. Community forum availability that helps learners solve doubts and develop skills
8. Impact of gamification courses available on SkillUp
9. Gathering feedback from the consumers about the overall experience using SkillUp
10. Average Course Completion rate
11. Average of learners performance after course and their progression through app
13. Learner Satisfaction and approval
14. Learners Competency and Proficiency
15. Revenue Generated per course in given quarter

C. As a team, discuss all suggested metrics and select <u>Top Three</u>:
1. Average Customer retention rate (CRR)
2. Net promoter score
3. Revenue Generated through advertisements per category in given quarter

D. Which one is the <u>most important metric</u> and why?

Customer retention rate (CRR) is the most important metric for our Product SkillUp because of following factors:
1. **Focusing on User Needs :**
   We need Customer retention rate to measure how successful we are in reflecting user needs
2. **Intersection of User, Product & Business goals:**
   Through customer retention rate we can measure how well we are aligned with user, product and business goals
3. **Long time Growth Period:**
   Customer retention rate will give us idea of acquiring strong customer base over particular time period so that our revenue source of advertisements can grow stronger on strong customer base gives us long term growth in revenue