Module 2 – Stakeholders & Data Needs

This document outlines key stakeholders at NordicFlow CRM and how they rely on product and account data to support decision-making. The goal is to help learners (you) practice translating business questions into clear KPIs and understand which tables are required to support those metrics.

Stakeholder 1 – Product Management

Product managers are responsible for improving onboarding, activation, and feature adoption. Their focus is on whether users reach meaningful usage patterns that indicate long-term value.

Common questions include:

- Are new users becoming active shortly after signup?

- Which core features are being adopted?

- Where does onboarding break down?

Stakeholder 2 – Sales Leadership

Sales leadership focuses on pipeline health, deal progression, and regional performance. They rely on account, deal, and usage data to understand where revenue opportunities stall or accelerate.

Common questions include:

- How efficiently do deals move through pipeline stages?

- Do highly engaged accounts close faster?

- Are there regional differences in deal outcomes?

Example KPI Mapping (Completed)

Stakeholder: Product Management
KPI: Activation Rate
Definition: Percentage of new users who perform at least one core product action within 14 days of signup.
Primary Tables:

- silver_users
- silver_product_events
- silver_accounts
- silver_geography

Practice KPI Definitions

Use the space below to complete the mapping from KPI to tables and logic.

1. KPI Name: Feature Adoption Rate
Definition: Percentage of active users who use a specific core feature within a given time period.
Primary Tables: _____
Notes / Assumptions: _____

2. KPI Name: Deal Conversion Rate
Definition: Percentage of deals that move from open to closed-won status.
Primary Tables: _____
Notes / Assumptions: _____

Exercise

Choose one of the KPIs above and describe:
- Which tables you would join
- Which filters you would apply
- Any assumptions you need to make before calculating the metric