

Up grad

Product Analytics

Introduction to Metrics

Student Name: <Sachin Bhat>

Problem Statement

You have recently joined as Product Manager-Analytics in a fast growing SaaS startup. One of your first jobs is to build a web based dashboard that will track the relevant metrics across the lifecycle of the product.

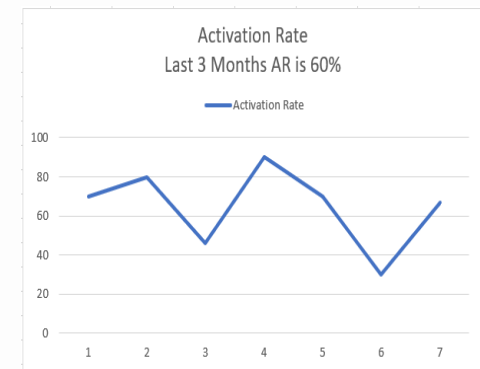
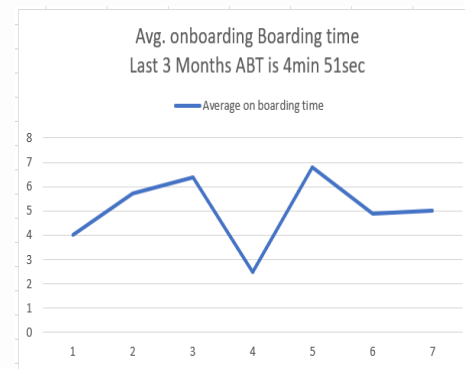
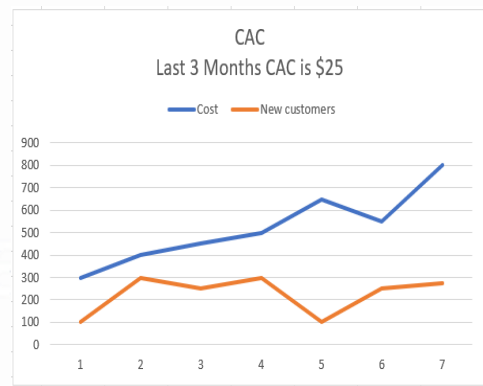
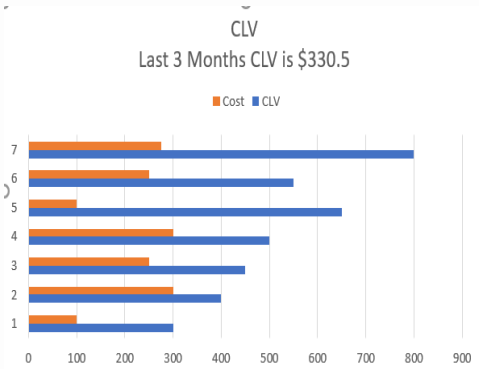
For this you need to first identify the relevant metrics that you will track for the different stages and then build a wireframe for the dashboard which will help track all these metrics.

In your submission, identify the relevant metrics (along with explanation of why you will use them) and then share the screenshot of your wireframe.

Hint: Use the AARRR framework to find the relevant metrics.

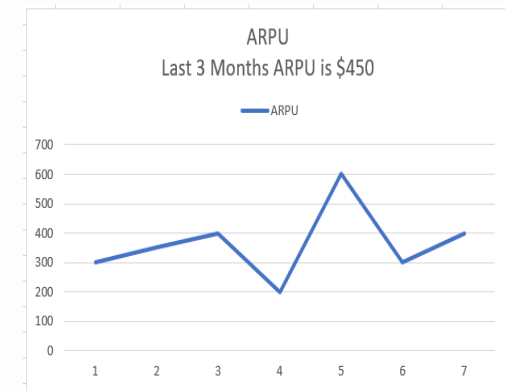
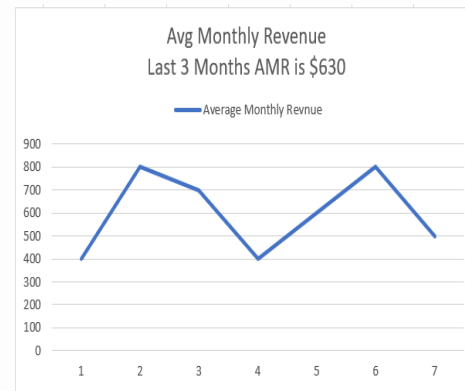
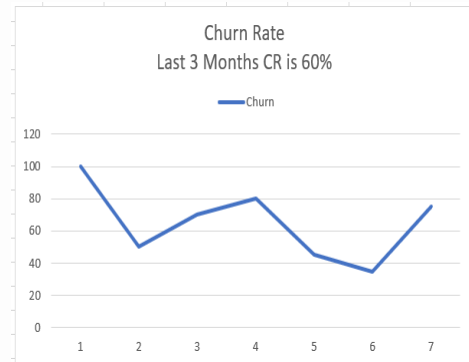
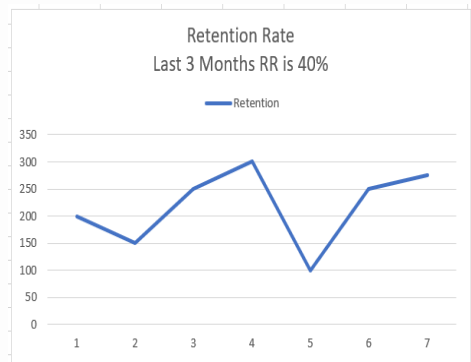
Relevant Metrics

<u>Acquisition</u>	<u>Activation</u>	<u>Referral</u>	<u>Retention</u>	<u>Revenue</u>
<p>CAC (Customer Acquisition Cost): This metric indicates the expense occurred in acquiring the customer. This metric is to be monitored as the metric can indicate when the break-even happens. It can also be used to monitor the Marketing Expenses.</p>	<p>Average On-boarding Time: This metric indicates the time duration taken by a prospect to become a "Paid" member from being a "Free" Member. This indicates how engaged the users are with the product.</p>	<p>NPS: This is used to measure how likely are existing customers refer other people to use your product. A high NPS generates more leads</p>	<p>Churn Rate: This metric indicates how many customers are lost over a specified time period. This indicates disloyalty of the customers.</p>	<p>Average Monthly Revenue: This metric can be used to know the average monthly revenue gained by the company. This can help in deciding marketing expenditure, etc.</p>
<p>CLV (Customer Lifetime Value): This indicates how much revenue does a customer generate for the time he is associated with the product</p>	<p>Activation Rate: This metric is used to analyze the percentage of customers that pay (or activate) their account. This indicates how many users are interested and pay for the product.</p>	<p>Viral Coefficient: This is the number of new users an existing user generates. This metric calculates the exponential referral cycle. This metric measures the success of referral programs</p>	<p>Retention Rate: This is the reverse of Churn Rate and indicates how many customers are loyal.</p>	<p>ARPU: This metric measures the average revenue per customer. This could be used, along with CAC to decide which customers to target</p>



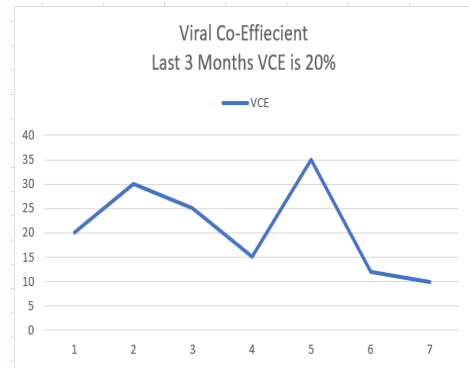
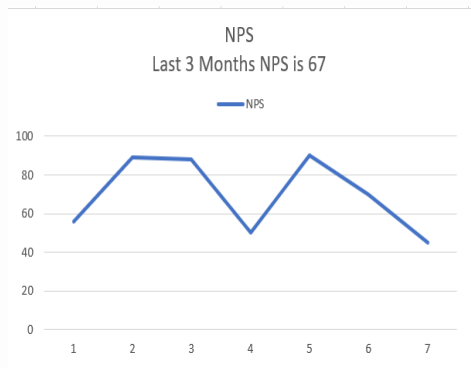
Acquisition Metrics

Activation Metrics



Retention Metrics

Revenue Metrics



Referral Metrics

Disclaimer

All content and material on the upGrad website is copyrighted material, either belonging to upGrad or its bonafide contributors and is purely for the dissemination of education. You are permitted to access print and download extracts from this site purely for your own education only and on the following basis:-

- You can download this document from the website for self use only.
- Any copies of this document, in part or full, saved to disc or to any other storage medium may only be used for subsequent, self viewing purposes or to print an individual extract or copy for non commercial personal use only.
- Any further dissemination, distribution, reproduction, copying of the content of the document herein or the uploading thereof on other websites or use of content for any other commercial/unauthorized purposes in any way which could infringe the intellectual property rights of upGrad or its contributors, is strictly prohibited.
- No graphics, images or photographs from any accompanying text in this document will be used separately for unauthorised purposes.
- No material in this document will be modified, adapted or altered in any way.
- No part of this document or upGrad content may be reproduced or stored in any other web site or included in any public or private electronic retrieval system or service without upGrad's prior written permission.
- Any rights not expressly granted in these terms are reserved.