Product Analytics

Introduction to Metrics

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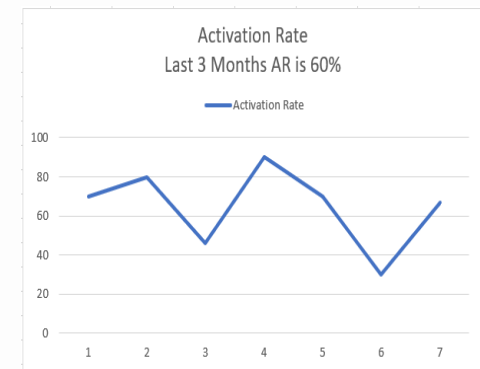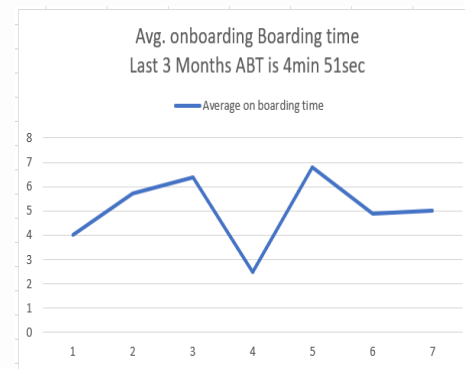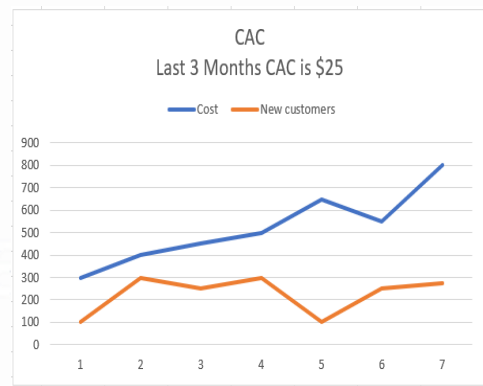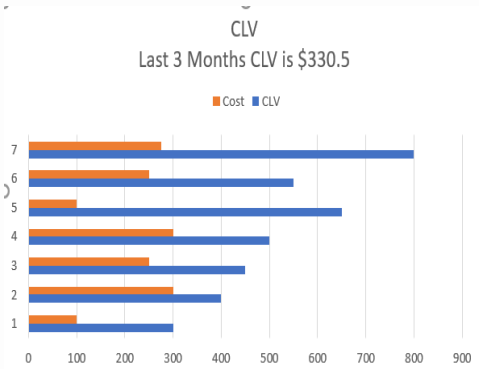
For this you need to first identify the relevant metrics that you will track for the different stages and then build a wireframe for the dashboard which will help track all these metrics.

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

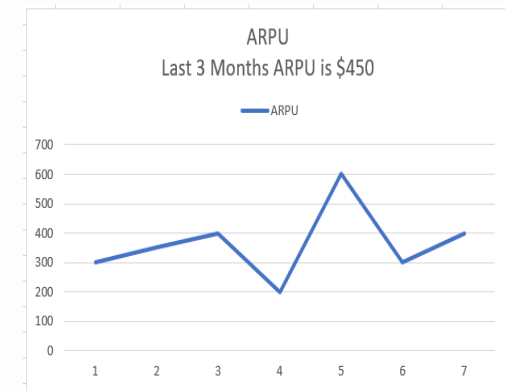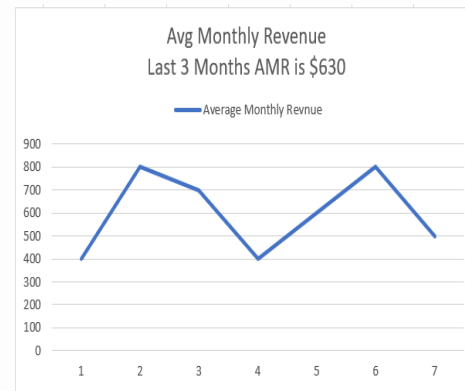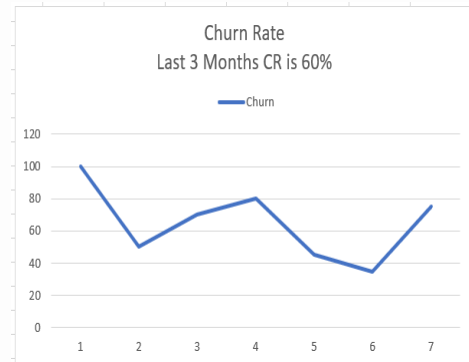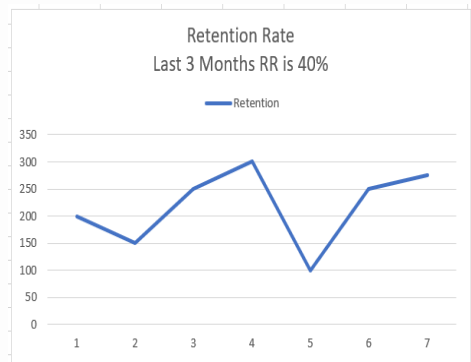**Hint:** Use the AARRR framework to find the relevant metrics.

Relevant Metrics

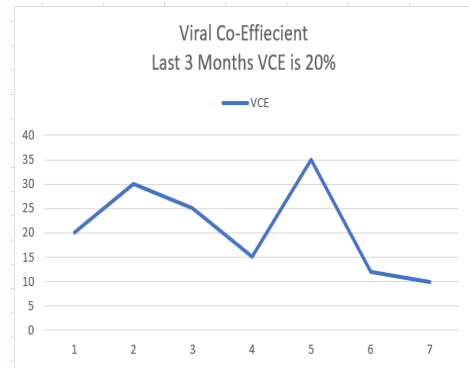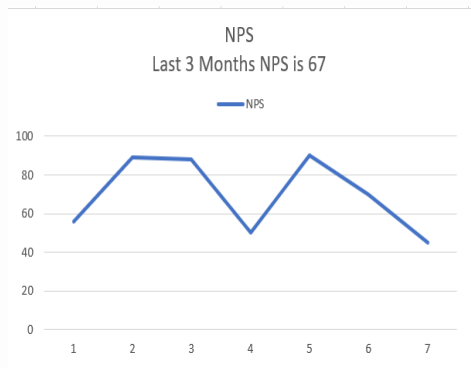| Acquisition	Activation	Referral	Retention	Revenue
CAC (Customer Acquisition Cost): This metric indicates the expense occurred in acquiring the customer. This metric is to be monitored as the metric can indicate when the break-even happens. It can also be used to monitor the Marketing Expenses.	**Average 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.	**NPS**: This is used to measure how likely are existing customers refer other people to use your product. A high NPS generates more leads	**Churn Rate**: This metric indicates how many customers are lost over a specified time period. This indicates disloyalty of the customers.	**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.
CLV (Customer Lifetime Value): This indicates how much revenue does a customer generate for the time he is associated with the product	**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.	**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	**Retention Rate:** This is the reverse of Churn Rate and indicates how many customers are loyal.	**ARPU**: This metric measures the average revenue per customer. This could be used, along with CAC to decide which customers to target

CLV
Last 3 Months CLV is $330.5

CAC
Last 3 Months CAC is $25

Avg. onboarding Boarding time
Last 3 Months ABT is 4min 51sec

Activation Rate
Last 3 Months AR is 60%

Acquisition Metrics

Activation Metrics

Retention Rate
Last 3 Months RR is 40%

Churn Rate
Last 3 Months CR is 60%

Avg Monthly Revenue
Last 3 Months AMR is $630

ARPU
Last 3 Months ARPU is $450

Retention Metrics

Revenue Metrics

NPS
Last 3 Months NPS is 67

Viral Co-Effiecient
Last 3 Months VCE is 20%

Referral Metrics

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