UpGrad

Product Analytics

Introduction to Metrics

Student Name: K Sri Sayi Bhavani
Email ID: srisayi.bhavani@gmail.com

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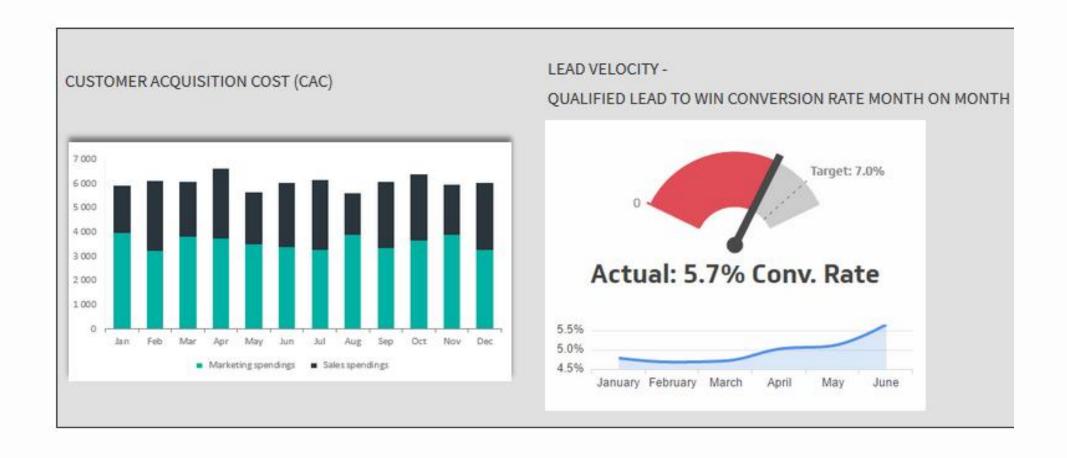**Hint:** Use the AARRR framework to find the relevant metrics.

Relevant AARRR Metrics

ACUISITION	ACTIVATION	RETENTION	REVENUE	REFERRAL
Customer Acquisition Cost (CAC): This metric determines how much marketing spend is required to acquire a customer. From various channels, marketing is done and how much of the company's cost goes to get a customer is the CAC. = Total cost of marketing/No. of deals done and closed. **Lead Velocity :** This is the growth percentage of qualified leads month on month. This gives how many potential customers you are working on converting to actual customers.	**No. of trial signups:** This gives the number of actual users who registered on the website. The ones who are interested to use the product and engage. **No. of subscriptions:** This gives the number of users who subscribed to some service on your website and they are using it rather than being dormant after sign-up. **Avg. on-boarding time:** This metric gives how much time it takes for the users on an average to start using the product. **No. of weekly/monthly active users:** These are the users who are actively using your product.	**Customer Retention rate:** The proportion of customers that have continued to use your product for a while is the retention rate. This is important metric to understand who are those users who have been regularly using the product and they can be engaged better to generate more revenue and convert them into transacting customers. **Churn rate:** The no. of users who leave during a given time period. It is a measure of dissatisfaction, better offers from the competition, etc. For SaaS companies, 5 to 7 % churn rate is acceptable. **Customer Lifetime Value:** Tells how much revenue a customer brings during his/her life time with the product.	**Monthly recurring revenue (MRR):** The company's month on month performance can be compared with this metric. It gives the revenue rate of that month. **Average Revenue per Account (ARPA):** This is a measure of the revenue generated per account i.e., from one user usually calculated per month. **ARPA = MRR/total no. of active customers.** A good general practice is to calculate separately for both new and existing customers. If multiple payment methods are used, then the data needs to be pulled, consolidated and then calculated.	**Net Promoter Score (NPS):** It is a metric to measure the customer satisfaction. Along with this even the customer surveys can be done. Basically, it would tell how likely it is that a customer would recommend this product to others. Customers can be classified as - Detractors (responded 0-6) Passives (responded 7 or 8) Promoters (responded 9 or 10) **Viral Coefficient:** Word of mouth marketing cannot be beaten. This helps s the existing customers bring in lot of new people and this growth can be viral exponentially. This can be calculated as – **Avg. no. of invites x conversion percentage**

UpGrad

WIREFRAME FOR AARRR METRICS –
SaaS DASHBOARD

ACQUISITION METRICS

ACTIVATION METRICS

WEEKLY AND MONTHLY ACTIVE USERS

MONTHLY NEW USERS	3 790
MONTHLY RETURNING USERS	3 475
MONTHLY ACTIVE USERS	7 264

WEEKLY NEW USERS	841
WEEKLY RETURNING USERS	1 951
WEEKLY ACTIVE USERS	2 793

AVERAGE ON-BOARDING TIME

Company: The Klip Factory

4m:10s

TRIAL SIGN-UPS & NEW PAID SIGN-UPS

New Trial Signups   New Paid Signups

Visitors:	New Trial:	New Paid:	Conversion:
3012	121	78	6,61 %

UpGrad

RETENTION METRICS

REVENUE METRICS

REFERRAL METRICS

Link to wireframe on mockflow:

https://wireframepro.mockflow.com/view/saas_dashboard_page

Note: Each of the metrics depicted in the previous slides are done on mockflow as a wireframe, the link is given above

Disclaimer

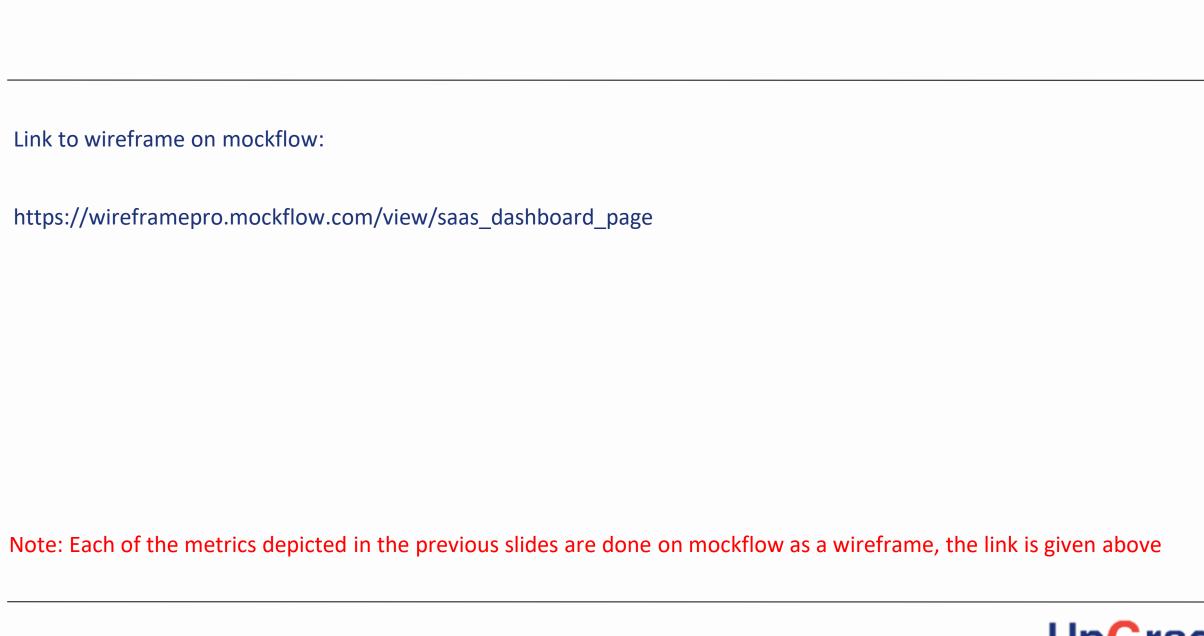- All content and material on the UpGrad website is copyrighted material, either belonging to UpGrad or its bonafide contributors and is purely for the dissemination of education. You are permitted to access print and download extracts from this site purely for your own education only and on the following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

UpGrad