



Useful analytics without expensive systems and unnecessary complexity

Elvira Nassirova
Coupler.io

Hello



- I am Elvira from Coupler.io
- 5 years experience as Data Analyst
- Worked in telecom, bank, classified and even post office
- I love to automate stuff!



What is Coupler.io?



Coupler.io is a no-code app that syncs data between sources automatically on a schedule

Importance of product metrics



- Is your product growing?
- Is your product making enough money?
- What are next steps for your product?

Importance of product metrics



Product Cycle Stage

Key metrics

Growth

Growth rate, New users,
New subscriptions, New
traffic

Maturity

ROI, MRR, Active base,
Retention

What metrics do we use?



- Active users
- MRR
- Active subscriptions & Churn rate
- Error Rate
- Users of new destinations & Sources



What?






My Bot APP 3:48 PM

Hey team! Here is our daily statistics 🚀 More info on the [dashboards](#)

Active users

- Today **1,000**
- Yesterday 500  1%
- Week ago 800  25%
- Month ago 990  100%

Imports

- Today **10,000**
- Yesterday 10,100  -1%
- Week ago 8,500  18%
- Month ago 6,300  59%

New users 100 



Why Apps Script?

- Cheap (actually free)
- Easy to setup and support
- Schedulable



Why Notifications?

- Timely and proactive
- Leading to discussion and ideas
- Accessible by every team member



Use cases

- Product metrics
- Errors
- Data consistency



JUST 4 STEPS

- Prepare data
- Import the data to Google Sheets via Coupler.io
- Set up Slack
- Set up Apps Script



Advanced **5th** step

- Use [Clasp](#) for code versioning and deploying



DEMO



Q&A

Contacts



[GitHub repo](#)

<https://www.coupler.io/>

elvira.nassirova@railware.com