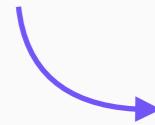


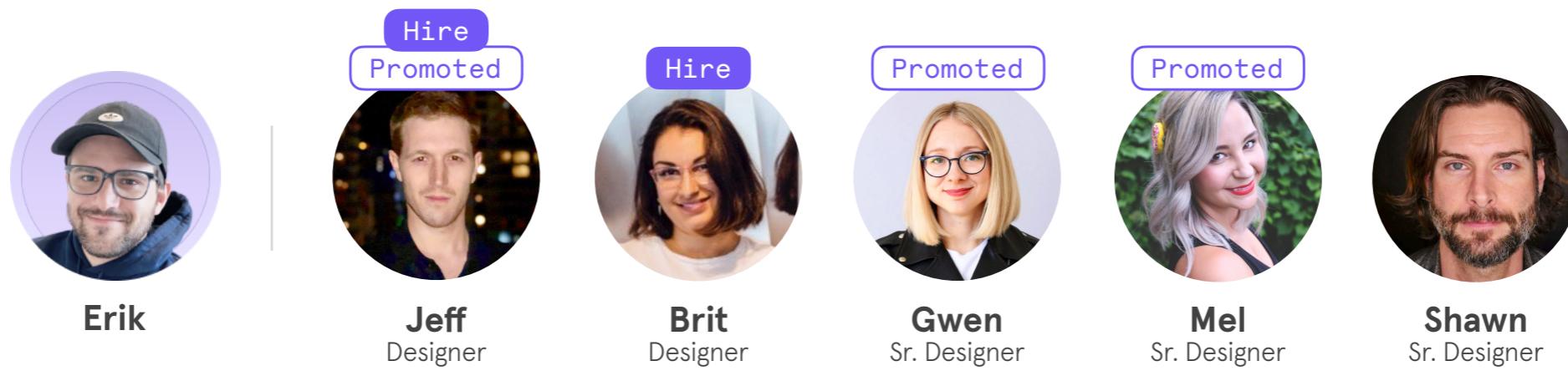


I design successful products and
build effective design teams



👉 Check out my [work samples](#)

Created and implemented
Zapier's 1st design career framework



_zapier

Hired two (2) designers during my first eight (8) months

Designing clear growth plans & setting expectations

This growth framework played a crucial role in guiding aspects of people operations, including design recruiting, promotions, performance evaluations, and goal-setting.

ROLE

Owner

COLLABORATORS

VP Design, Design Director, Product Director, Head of Learning & Development

The screenshot shows a Google Doc titled "Product Design Competencies". The document is part of the "Product Design Team" folder, created by Erik Levitch. It has a status of "Final" (adapted from Google Doc) and was last updated on 12/14/2021. The document is organized into sections: "Background", "Goal", and "Overview of Competencies". The "Background" section explains the addition of role-specific descriptions for Engineering, Product Management, and Product Design to supplement the company-wide Career Growth Framework. The "Goal" section states that the document outlines competencies for Product Designers and clarifies expectations. The "Overview of Competencies" section lists five competencies: Impact, Strategy, Quality, Execution, and Growth, each with a brief description.

Product Design Team

Career Growth Framework

Product Design Competencies

Erik Levitch

Document status: Final (adapted from Google Doc)
Last updated: 12/14/2021

Product Design Career Growth Framework
Competencies for Individual Contributors

Background

We've added role-specific descriptions for Engineering, Product Management and Product Design to supplement our company-wide Career Growth Framework. These descriptions map to the [five existing competencies](#): Impact, Strategy, Quality, Execution, and Growth.

Goal

This document outlines the competencies for Product Designers. We want to clarify expectations and help answer the question, "Which competencies describe the role of Product Design at Zapier?". This document *does not* include [level-specific descriptions](#).

Overview of Competencies

Impact / Deliver meaningful, memorable experiences.

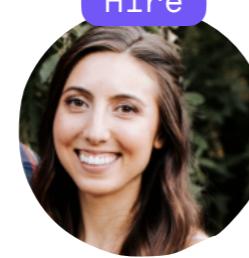
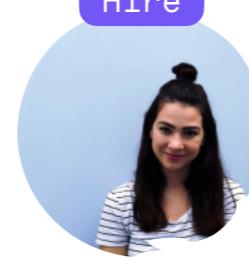
Execution / Define the design process and deliver solutions to complex problems.

Strategy / Understand the customer problem and express the strategy.

Quality / Use your design expertise to craft quality experiences.

Growth / Commit to your growth as a designer and level up team mates.

Improved Mixpanel's product design
engagement scores by **36% ↑**

**Erik****Kaitlyn**
Team Lead**Jess**
Sr. Designer**Katie**
Sr. Designer**Nate**
Designer**Nikki**
Sr. Designer

Hire

Hire

Hire
Promoted

Hire

Hire

Elevating Mixpanel's design culture

As the team grew, I addressed challenges like stagnant career growth and unproductive critique practices. By implementing effective processes, I contributed to a remarkable 36% improvement in our engagement score.

ROLE

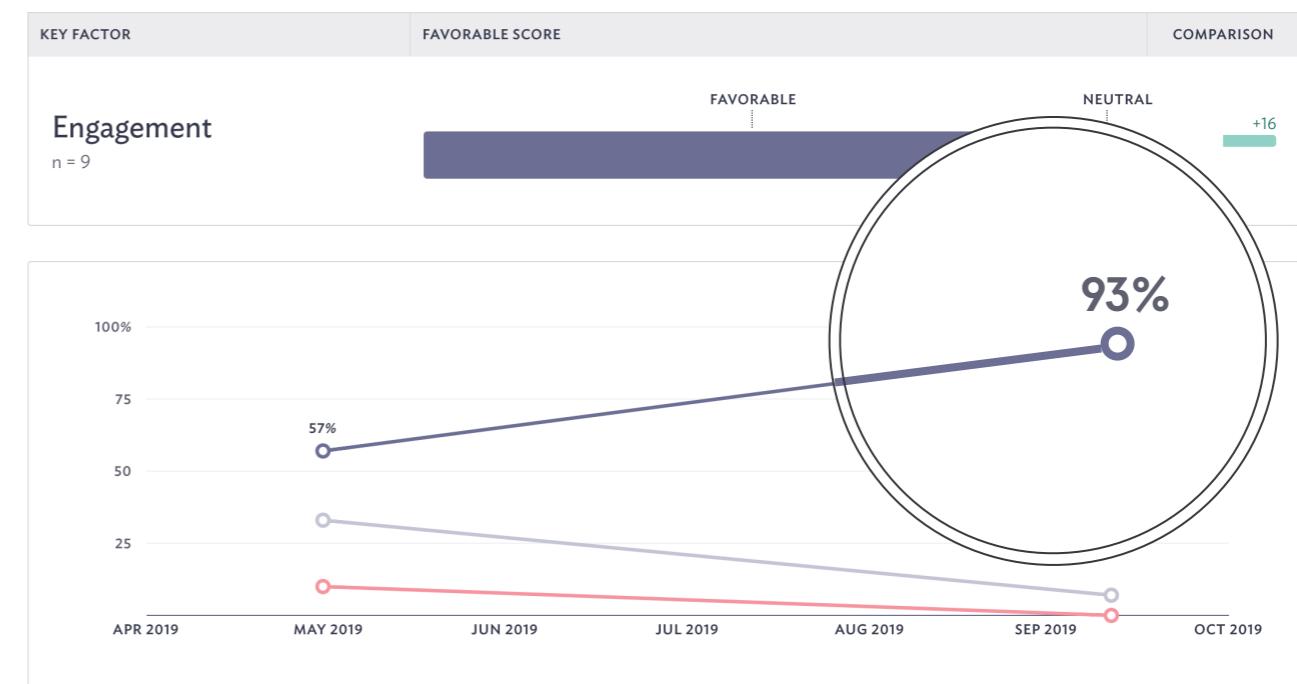
Primary Contributor

COLLABORATORS

VP Product & Design, Design Lead Manager



Product Design Team Report



Work Samples



01



02



SOON

Helping customers take control of sprawling sustainability disclosures

ROLE

Staff Product Designer

COLLABORATORS

Lead PM, Eng Lead, Sales, Support
Climate Advisory & Science

ACTIVITIES

Prototyping, Visual Design, UXR,
Workshop Facilitation

2M+ ARR from new customers as a result of shipping critical workflow improvements



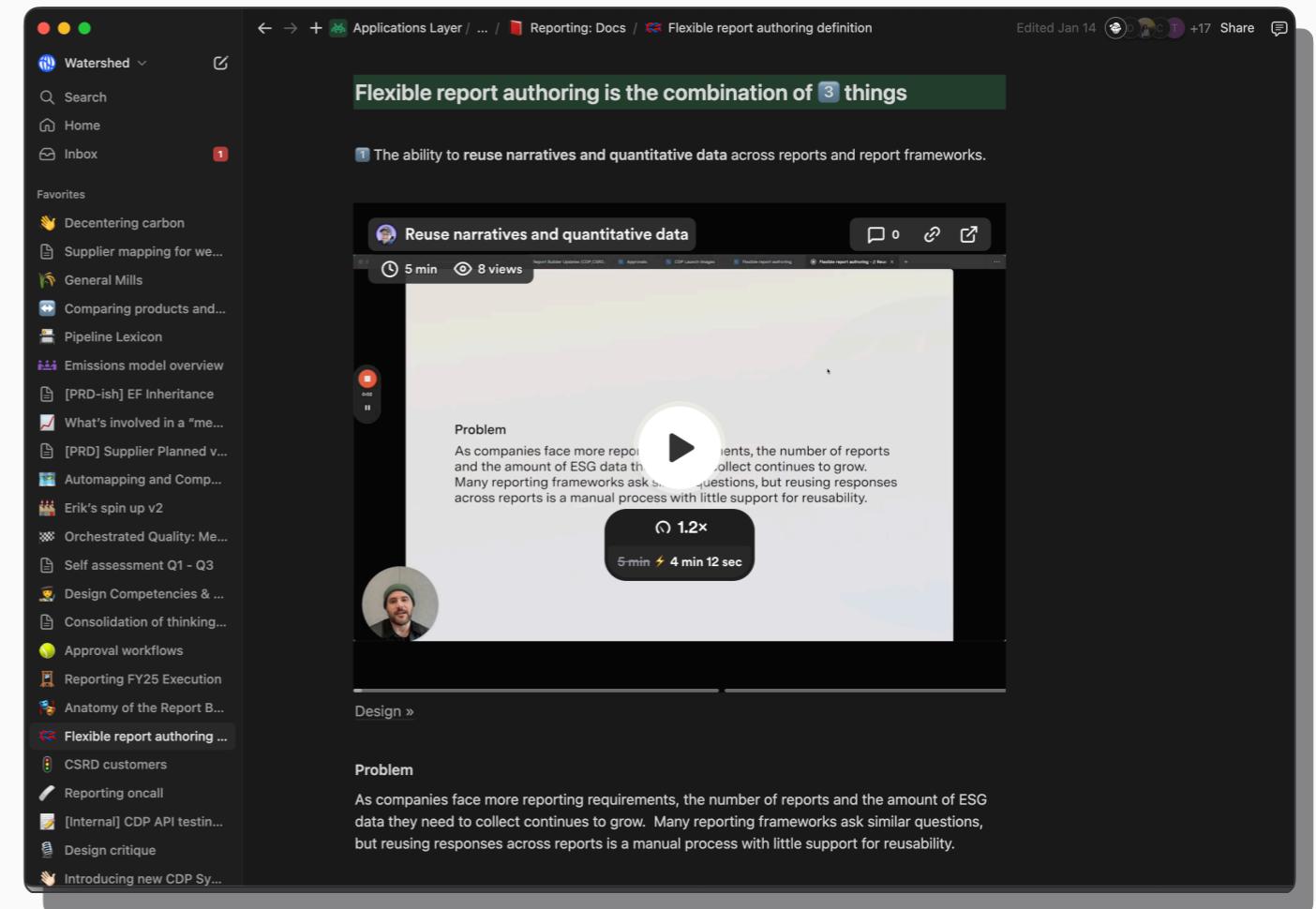
Today, the Watershed reporting product is not well set up to help customers respond to the growing number of sustainability reporting requirements.

- Product brief

This quote illustrates the core problem-to-solve

Authoring the product brief

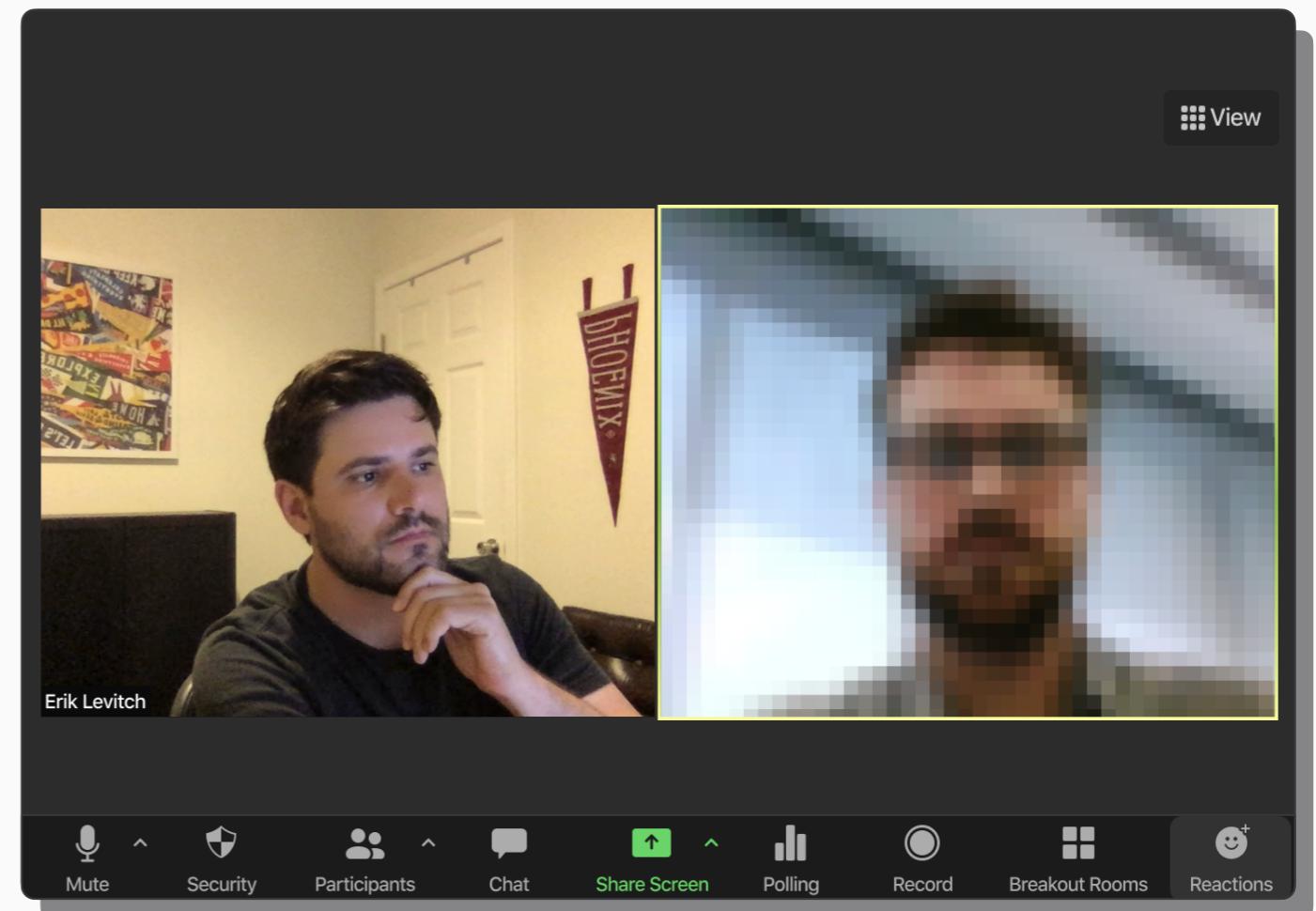
Design *is* product management! I played a key role in shaping the product roadmap by writing product briefs that kept us aligned on the right problems to solve for the right customers.

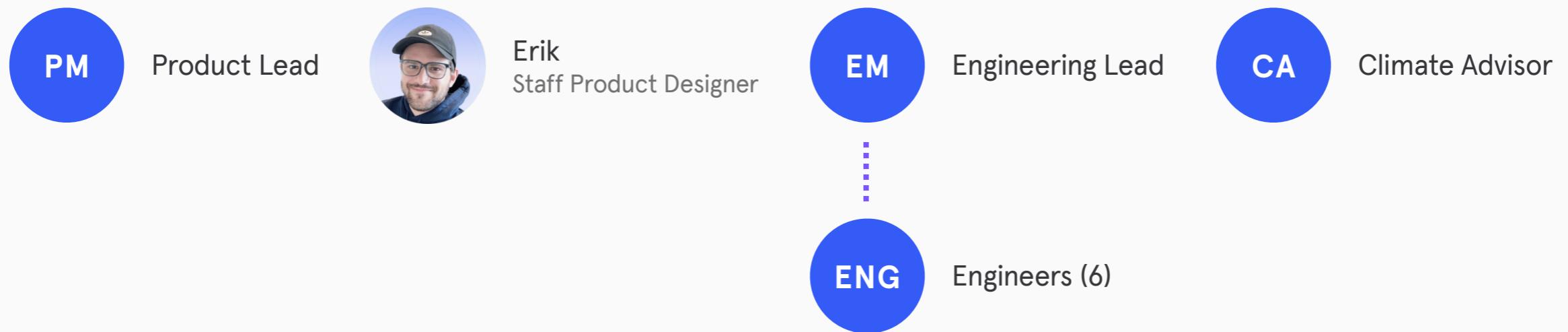


Conversations with customers

I chatted with customer success and booked 1:1 sessions with customers to understand two key areas: **a)** how teams collaborate to author reports and **b)** external tools people use as workarounds outside of the Watershed product.

Recruited a mix of Watershed customers (new, existing) to analyze and contrast the experiences of these two groups.







Disclosures... / Organization Name's CDP Report

Overview Changelog Configuration

Progress · 6 of 9 modules completed

Complete (6) Not started (2) In progress (1)

Filter



7: Emissions data

4 12 24

Click to view

Export

Sync to CDP

	Question	Answer	Assignee	Question status	Sync status
<input type="checkbox"/>	1: Introduction				<input checked="" type="radio"/> 4 <input type="radio"/> 0 <input type="radio"/> 0
1	1.1: Past reports	Qualitative	Becca Crabb	<input checked="" type="radio"/> Complete	
2	1.2: Give a general description and introduction to your organization	Qualitative	Becca Crabb	<input checked="" type="radio"/> Complete	
3	1.3: Filer status	Qualitative	Becca Crabb	<input checked="" type="radio"/> Complete	
4	1.7: Select the countries/areas in which you have Scope 1 or Scope 2 emissions fro...	Qualitative	Becca Crabb	<input checked="" type="radio"/> Complete	
5	1.24: Has your organization mapped its value chain?	Qualitative	Becca Crabb	<input checked="" type="radio"/> Complete	
<input type="checkbox"/>	2: Identification, Assessment and Management of Dependencies, Impacts, Risks, and Opportunities				<input checked="" type="radio"/> 3 <input type="radio"/> 0 <input type="radio"/> 1
6	2.1: How does your organization define short-, medium- and long-term time horizon...	Qualitative	Madeline Cam...	<input checked="" type="radio"/> Complete	
7	2.2: Does your organization have a process for identifying, assessing, and managi...	Qualitative	Madeline Cam...	<input checked="" type="radio"/> Complete	
8	2.2.1: Does your organization have a process for identifying, assessing, and respon...	Qualitative	Madeline Cam...	<input checked="" type="radio"/> Complete	
9	2.2.2: Describe your process(es) for identifying, assessing and responding to cl...	Qualitative	—	—	—
10	2.3: Do you provide incentives for the management of climate-related issues, includ...	Qualitative	Madeline Cam...	<input type="radio"/> In progress	
<input type="checkbox"/>	3: Disclosure of Risks and Opportunities				<input type="radio"/> 0 <input type="radio"/> 4 <input checked="" type="radio"/> 0

Manage your sustainability report

E1-1: Transition plan for climate change mitigation

E1-1 16a

Explanation of how targets are compatible with limiting of global warming to one and half degrees Celsius in-line with Paris Agreement

... □

Text editor toolbar: H1, H2, B, I, S, A, Insert, etc.

Alignment of Targets with 1.5°C Paris Agreement Goal

Our company's climate targets have been meticulously developed to ensure compatibility with the Paris Agreement's goal of limiting global warming to 1.5°C above pre-industrial levels. Here's how our targets align with this critical objective:

1. Science-Based Targets Initiative (SBTi) Validation

Our emissions reduction targets have been validated by the SBTi, confirming their alignment with the latest climate science and the 1.5°C trajectory. Specifically:

- 50% reduction in absolute Scope 1 and 2 emissions by 2030 (base year 2019)
- 30% reduction in Scope 3 emissions by 2030 (base year 2019)

2. Ambitious Near-Term Goals

We've set aggressive 5-year goals:

- 25% reduction in energy intensity by 2025
- 100% renewable electricity by 2025

Narratives are created from AI-extracted answers

We've generated an answer for you

Keep Cancel

3. Long-Term Net-Zero Commitment

We're committed to achieving net-zero emissions across our entire value chain by 2040, a full decade earlier than the Paris Agreement's target date.

Details Guidance Insights

CSRD CDP

AI-extracted answers ⓘ

H Hydro 2023 ⓘ

Hydro defines substantive financial or strategic impact from climate-related risks as follows: an impact that significantly affects our business strategy or our ability to deliver continuous customer services. Subject matter leadership on climate change risk resides with our Environmental Sustain...

F Ford 2023 ⓘ

Did you find this useful?

S Scan Global Logistics 2023 ⓘ

Use AI to satisfy reporting requirements

Disclosures... / CSRD 2024

Build Manage

E Share Publish ...

Outline 24%

- Introduction
- General information
- Environmental information
 - Our transition plan
 - Science-based GHG emission reduction targets
 - Climate change mitigation actions
 - Climate-related impacts, risks and opportunities
 - Climate change risks and opportunities
 - Climate-related policy
 - Metrics and targets
 - Energy consumption
 - Emissions & carbon credits
 - Financial effects from risks & opportunities
 - Social information
 - Governance
 - Indices
 - Statements

Build mode is active.

Our transition plan

Buildings contribute approximately 40% of global energy-related carbon emissions, making sustainable and carbon-neutral construction essential for reducing emissions. Building materials like AAC and CSU products are positioned for long-term growth due to their ability to promote energy-efficient structures and reduce life-cycle emissions.

As part of our commitment to reach net-zero emissions by 2050, we've made significant investments in both operational and capital expenditures to support our climate action plan.

In 2023, we invested €250 million in capital expenditures (Capex) to modernize our facilities, including adding renewable energy sources and emissions-reducing technologies. This included installing solar panels and electrifying key processes.

We also spent €50 million in operational expenditures (Opex) on energy efficiency improvements, staff training in sustainability, and monitoring GHG emissions.

Over the next five years, we plan to invest an additional €400 million to further decarbonize our value chain and develop low-carbon products, like green hydrogen and battery technologies.

These expenditures are essential to lowering our carbon emissions and meeting our Science Based Targets and the Paris Agreement's 1.5°C goal.

Our transition plan

We believe our strategy and business model are compatible with the transition to a sustainable economy by reducing our carbon emissions in line with our Science Based Targets and target of net-zero emissions in 2050. This is in line with the Paris Agreement and the EU's climate goals.

Science-based GHG emission reduction targets

We have set validated targets to reduce our scope 1, 2, and 3 greenhouse gas emissions by 2030. This is based on a 2020 life-cycle analysis (LCA) of our AAC and CSU products, which demonstrated their potential to achieve net-zero or negative emissions by 2050. Details of our targets can be found in disclosure requirement E1-4.

Climate change mitigation actions

Browse narratives

Search...

212 narratives Cross-framework categorization

ESRS E1-1 16c ISSB S2 14b AUG 22, 2024

As part of our commitment to reach net-zero emissions by 2050, we've made significant investments in both operational and capital expenditures to support our climate action plan.

In 2023, we invested €250 million in capital expenditures (Capex) to modernize our facilities, including adding renewable energy sources and emissions-reducing technologies. This included installing solar panels and elect...

A Amy Lyn ... Insert

ESRS E1.60V-3 13 ISSB S2 4a AUG 20, 2024

The oversight of climate-related risks and opportunities is integrated into our organization's governance framework at the highest level. The Board of Directors holds overall responsibility for supervising the implementation of our climate strategy, which is aligned with our long-term sustainability goals.

To support the Board's oversight, we have established a de...

E Erik Mansioner ... Insert

ESRS E1-1 16d ISSB S2 15c AUG 11, 2024

Customize the structure of your report

ic

1 / 43

Primary

3 VARIANTS

ENT - Switzerland (1...)

ENT - Dubai (3134)

ENT - Australia (134)

+ Add variant

212 / 7000

Disclosure of transition plan for climate change mitigation

Our transition plan for climate change mitigation focuses on reducing greenhouse gas (GHG) emissions, increasing energy efficiency, and transitioning to renewable energy. We aim to reduce our GHG emissions by 50% by 2030, with a long-term goal of achieving net-zero emissions by 2050. [In Switzerland, we are working closely with local partners to optimize our supply chain and reduce emissions through Swiss-certified renewable energy sources like hydroelectric power.](#) To achieve these goals, we are optimizing our operations, upgrading equipment, and integrating more sustainable processes. We are also investing in solar and wind to power our facilities. Additionally, we plan to collaborate with our suppliers to reduce emissions across our value chain. Regular progress updates will be provided to ensure transparency and accountability as we work towards these goals.

Added by Shawn Ingram Aug 22, 2024

Details Guidance Insights

Status

In progress

Assignee(s)

Shawn Ingram

Approver(s)

Bryan Cervantes Jr Approved

Kai Guy Approved

Ted Danson Waiting...

Supporting evidence

supporting-evidence_really_long_name.xlsx

supporting-evidence_docx.pdf

Notes

Add a message...

Manage answers across reporting frameworks


Watershed ▾

Home
Network tasks (4)

Measure
Measurements
Datasets
Activity data
Emissions factors
Footprints

Analyze
Overview
Drilldown
Products & materials
Supply chain
Benchmarks

Report
Disclosures & reports
ESG metrics

Plan
Reduction plans
Marketplace

Disclosures... / Framework library
+ Custom framework

Filter
grid icon
list icon

 3 topics · 24 questions
SB 261
Disclose climate-related financial risk and measures adopted to reduce and adapt to that risk

 Amy Lyn 

 4 topics · 43 questions
Swiss climate disclosure
Climate-related framework in line with the recommendations of the Swiss climate disclosure.

 Erica Victoria 

 14 topics · 104 questions
Corporate Sustainability Reporting Directive (CSRD)
Climate-related financial risk disclosures for investors, banks, companies, and other stakeholders.

 Watershed 

 10 topics · 152 questions
Climate Disclosure Project (CDP)
Climate-related financial risk disclosures for investors, banks, companies, and other stakeholders.

 Watershed 

 2 topics · 43 questions
Streamlined Energy and Carbon Reporting (SECR)
Climate-related financial risk disclosures for investors, banks, companies, and other stakeholders.

 Watershed 

 8 topics · 143 questions
International Sustainability Standards Board (ISSB)
Sustainability-related financial disclosure standards to help investors assess companies' sustainability...

 Watershed 

 10 topics · 152 questions
Sustainability Accounting Standards Board (SASB)
Industry-based sustainability disclosures about risks and opportunities.

 Watershed 

 1 topics · 12 questions
UK Tender
Required carbon disclosure for businesses bidding for UK government contracts.

 Watershed 

Create templates for all of your sustainability disclosures

Watershed ▾

Disclosures... / Framework library / Swiss climate disclosure ★

Create report ↗ + Add ▾

Home

Network tasks 4

Measure

Measurements

Datasets

Activity data

Emissions factors

Footprints

Analyze

Overview

Drilldown

Products & materials

Supply chain

Benchmarks

Report

Disclosures & reports

ESG metrics

Plan

Reduction plans

Marketplace

4 topics • 43 questions

Swiss climate disclosure

Climate-related framework in line with the recommendations of the Swiss climate disclosure.

Filter

Question Related metrics Related questions

Due diligence (2)

S-1
Does the company have a policy on child labour for their supply chain oper... 2 ESRS S1-C3

S-2
How does the company assess and manage risks related to climate change... 2 ISSB S1-32 CDP 4.4 TCFD 5.32

Environmental (3)

S-3
Direct greenhouse gas (GHG) emissions (Scope 1) 2 ESRS S2-32 CDP 7.5 TCFD 5.32 +4

S-4
Direct greenhouse gas (GHG) emissions (Scope 2) 1 ESRS S2-32 CDP 7.25 ISSB S2-36a +4

S-4
Direct greenhouse gas (GHG) emissions (Scope 3) 1 ESRS S2-32 CDP 7.25 ISSB S2-36a +4

Scenario analysis and stress testing (6)

Understand the interoperability of different report questions



How it all fits together

Helping customers understand and trust their product analytics data

ROLE

Design Lead Manager

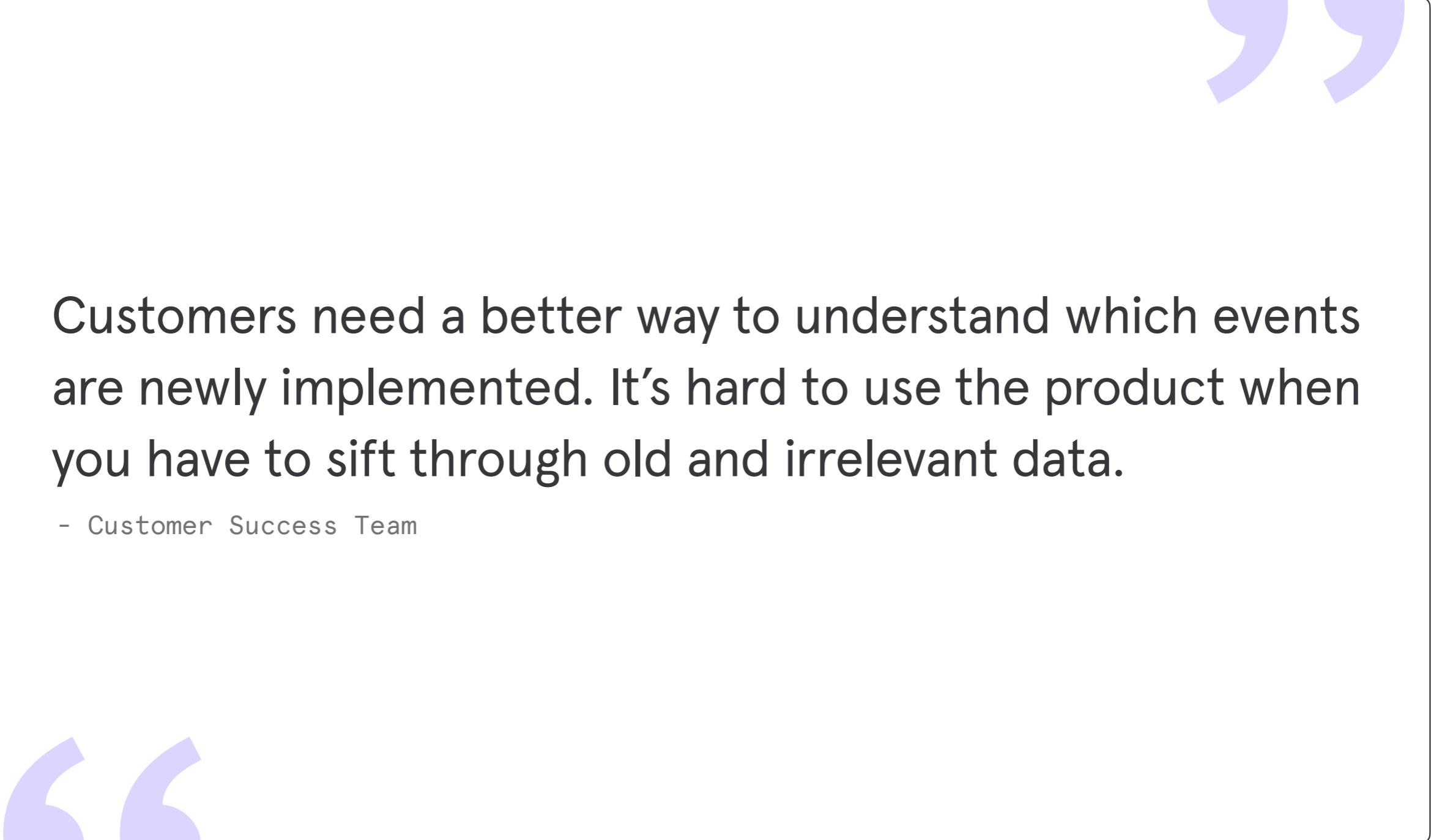
COLLABORATORS

Lead PM, Tech Lead, Product Designer, VP Product & Design

ACTIVITIES

Prototyping, Visual Design, UXR,
Workshop Facilitation

90% ↑ increase in product implementation
through streamlined onboarding and
improved developer experience



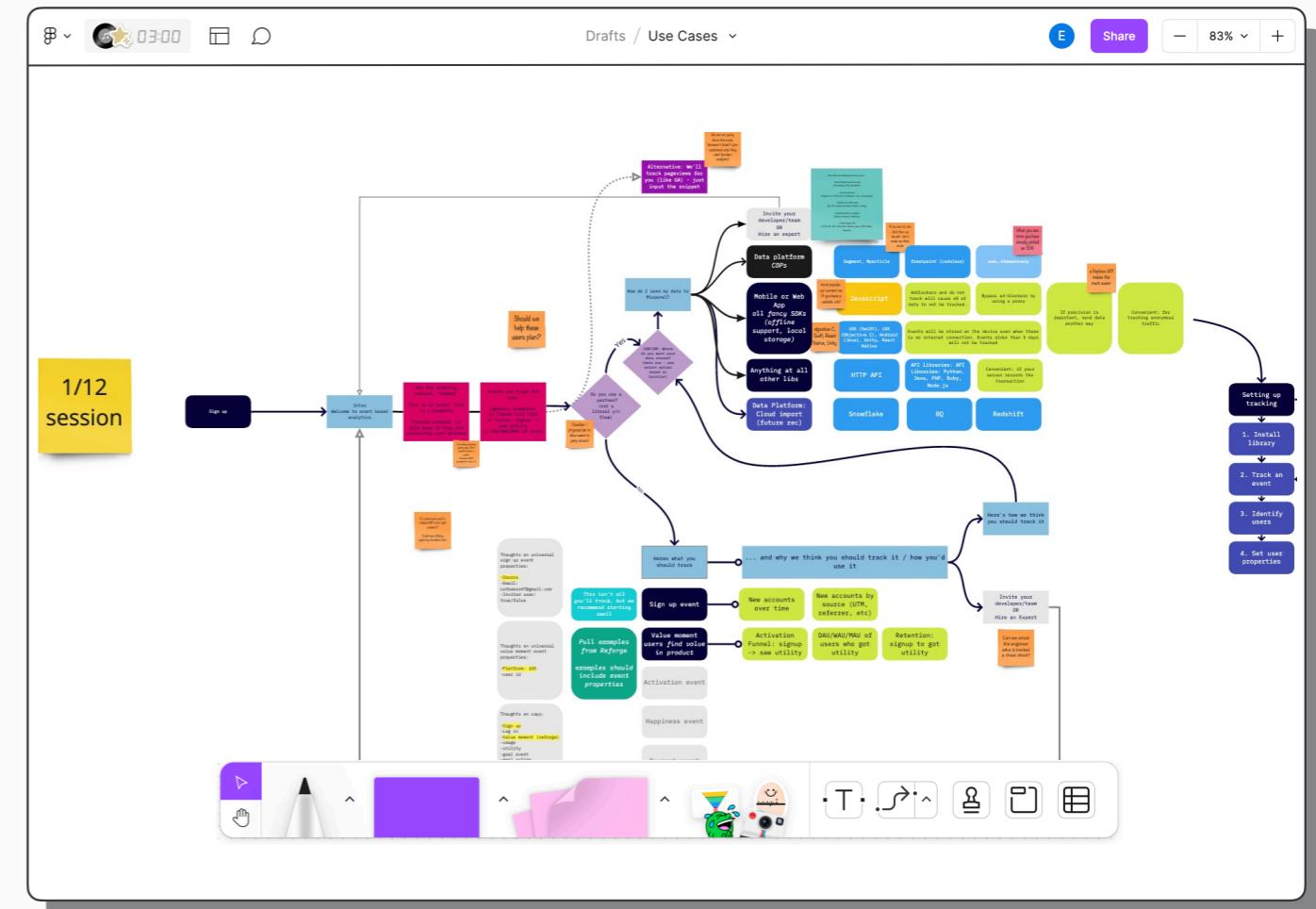
Customers need a better way to understand which events are newly implemented. It's hard to use the product when you have to sift through old and irrelevant data.

- Customer Success Team

This quote illustrates the core problem-to-solve

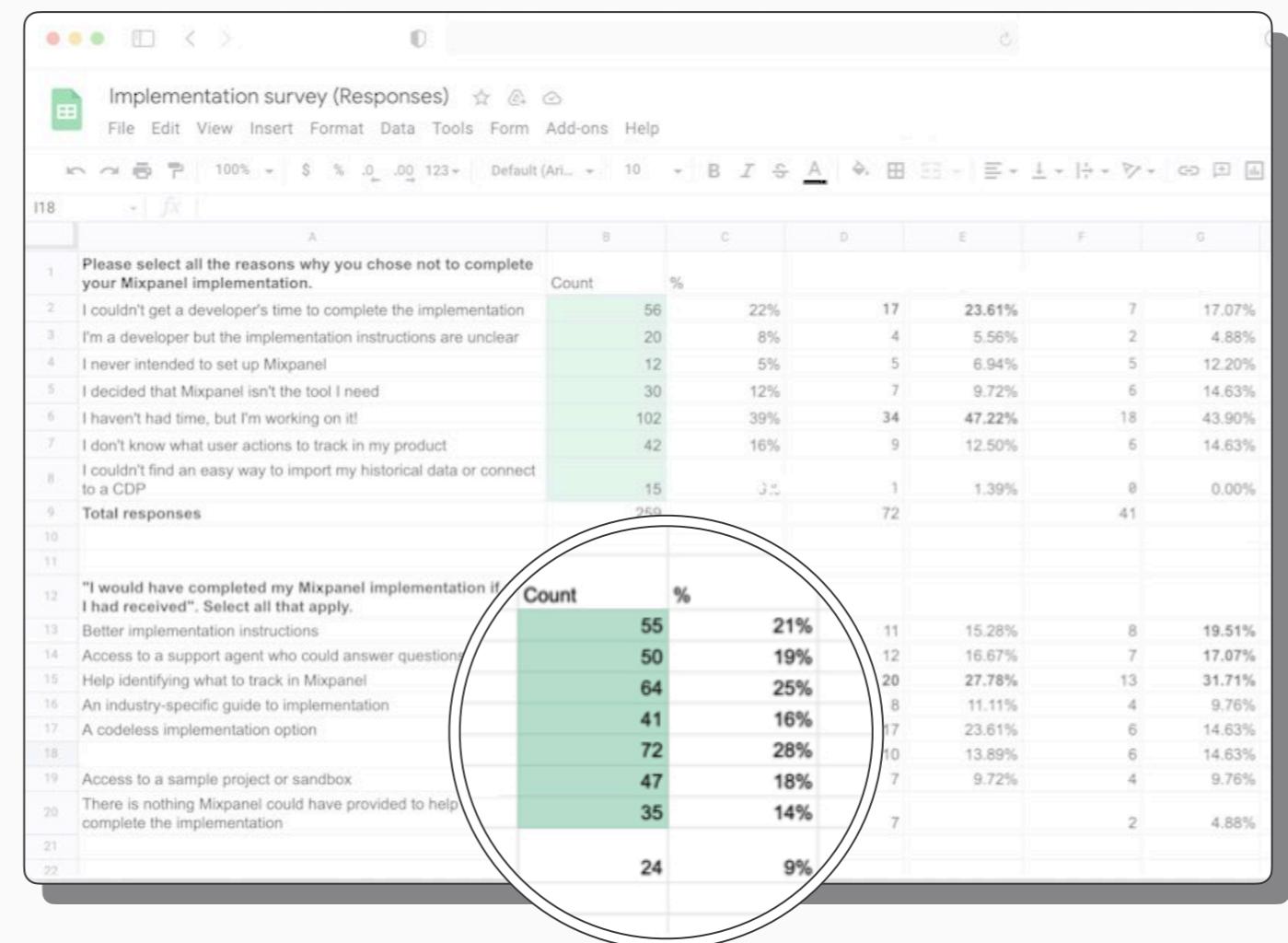
Mapping end-to-end experience

During working sessions with leadership, I focused the team on specific parts of the user journey, particularly addressing issues related to data reliability. This comprehensive approach to product design took into account the entire experience, not just isolated interactions.

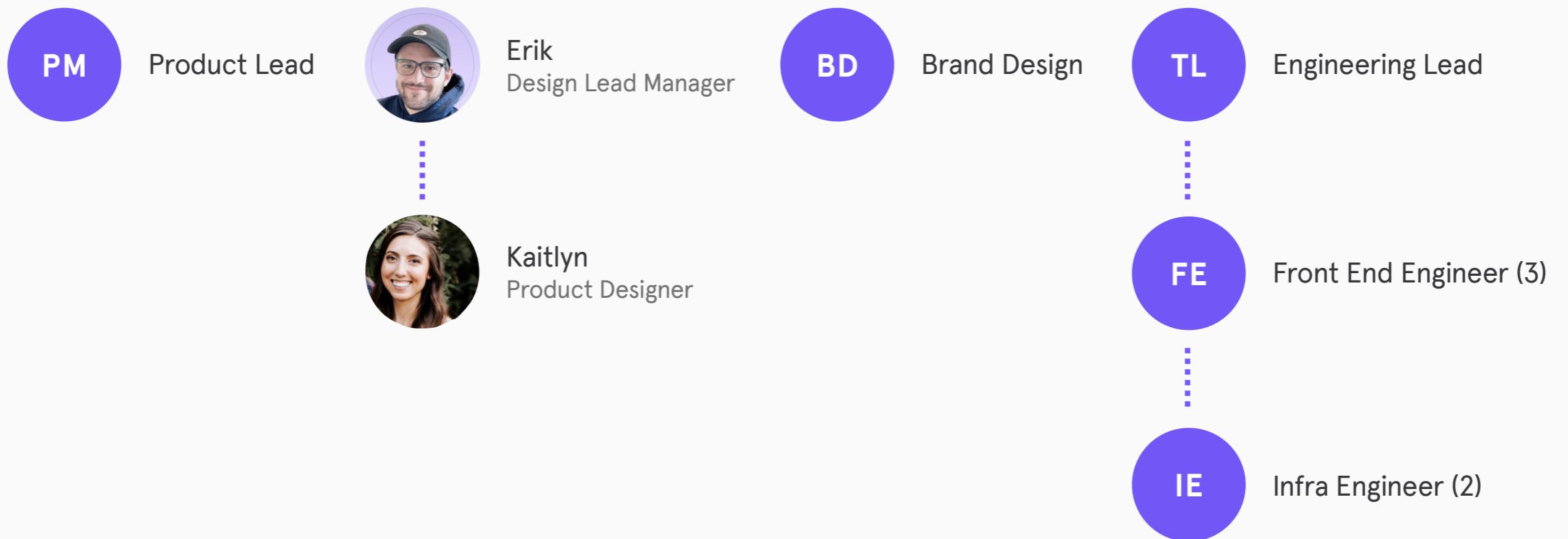


Learning from new users

I conducted a survey among users who signed up but hadn't sent data to Mixpanel within 7 days. The goal was to understand the "why" behind users' decision not to use Mixpanel and focus our efforts during product development.



	A	B	C	D	E	F	G
	Please select all the reasons why you chose not to complete your Mixpanel implementation.	Count	%				
1	I couldn't get a developer's time to complete the implementation	56	22%	17	23.61%	7	17.07%
2	I'm a developer but the implementation instructions are unclear	20	8%	4	5.56%	2	4.88%
3	I never intended to set up Mixpanel	12	5%	5	6.94%	5	12.20%
4	I decided that Mixpanel isn't the tool I need	30	12%	7	9.72%	6	14.63%
5	I haven't had time, but I'm working on it!	102	39%	34	47.22%	18	43.90%
6	I don't know what user actions to track in my product	42	16%	9	12.50%	6	14.63%
7	I couldn't find an easy way to import my historical data or connect to a CDP	15	3%	1	1.39%	0	0.00%
8	Total responses	250		72		41	
9	"I would have completed my Mixpanel implementation if I had received". Select all that apply.	Count	%				
10	Better implementation instructions	55	21%	11	15.28%	8	19.51%
11	Access to a support agent who could answer questions	50	19%	12	16.67%	7	17.07%
12	Help identifying what to track in Mixpanel	64	25%	20	27.78%	13	31.71%
13	An industry-specific guide to implementation	41	16%	8	11.11%	4	9.76%
14	A codeless implementation option	72	28%	17	23.61%	6	14.63%
15	Access to a sample project or sandbox	47	18%	10	13.89%	6	14.63%
16	There is nothing Mixpanel could have provided to help complete the implementation	35	14%	7	9.72%	4	9.76%
17		24	9%			2	4.88%



Screenshot of the Mixpanel interface showing a real-time events feed and a user profile view.

The top navigation bar includes links for Dashboard, Reports, and Users, along with a search bar for Dashboards & Reports. On the right, there are icons for settings, organization, and project data.

The main area displays a list of recent events:

- mike@mixpanel.com performed an event: [Verified Query]
- longemail_here@domain.com performed an event: [Account] Click Navigation Tab 6 seconds ago
- reallylongemail_here@domain.com performed an event: [Account] Click Navigation Tab 24 seconds ago
- reallylongemail_here@domain.com performed an event: [server] Query Complete 24 seconds ago
- swami@sandiego.com performed an event: Verified Sign Up 24 seconds ago
- swami@sandiego.com performed an event: Django request 48 seconds ago
- thomas_designer@carlsbadlocalsonly.com performed an event: [Account] Click Smart Hub Alerts Tab 52 seconds ago
- User performed an event: Verified Sign Up 54 seconds ago

On the right side, a detailed view for Michael Tibrewala is shown, including his profile picture, email (longemail_here@domain.com), last seen date (Mar 20, 2021), and activity timeline for March 20, 2021, which shows three events: [Account] Click Navigation Tab, [server] Query Complete (18), and [Verified Query]. Below that, activity for March 19, 2021, is listed: Verified Sign Up, Django Request (18), and Account Settings. A final entry for Mar 19, 2021, at 10:00AM is a Query Request.

Live data feed gives users a real-time view of their defined events

Project Name

Live View

Viewed Report

```
{
  "event": "viewed report",
  "properties": {
    "# of cohorts": "109",
    "3-month Pricing Plan Experiment": "Matt Smith",
    "Browser": "Chrome",
    "City": "San Francisco",
    "Country": "United States",
    "Device": "Android",
    "MTU | Events Plan Value (ARR)": "3",
    "Nav Source": "www.url.com/#23",
    "Organization Name": "PoorJones",
    "Source Request ID": "16",
    "Project ID": "3",
    "purchase method": "contract",
    "tax": "true"
  }
}
```

Event	Timestamp	Browser	City	Country	Device
Viewed Report	2020-03-23 07:59:23	Chrome	New York	United States	iPhone
Viewed Report	2020-03-23 07:59:22	Chrome	Los Angeles	United States	iPhone
Viewed Report	2020-03-23 07:59:23	Chrome	Los Angeles	United States	iPhone
Viewed Report	2020-03-23 07:59:22	Chrome	Los Angeles	United States	iPhone

Project Name

Search Boards & Reports (EX)

FILTER BY

- All Users
- RECENTS
 - Viewed report
 - Age User profile
 - Mega Region code

Live View

Search

Event	Timestamp	Browser	City	Country	Device
Viewed Report	2020-03-23 07:14:18	Chrome	San Francisco	United States	Android
Viewed Report	2020-03-23 07:23:18	Chrome	San Francisco	United States	iPad
Viewed Report	2020-03-23 07:29:18	Chrome	San Francisco	United States	iPhone
Viewed Report	2020-03-23 07:33:18	Chrome	Santa Cruz	United States	iPhone
Viewed Report	2020-03-23 07:48:18	SA	Ch		
Viewed Report	2020-03-23 07:48:18	Ch	Sa		
Viewed Report	2020-03-23 07:48:18	Sa	Ch		
Viewed Report	2020-03-23 07:48:18	Fin	Ch		
Viewed Report	2020-03-23 07:52:18	Chrome	Tucson	United States	iPhone
Viewed Report	2020-03-23 07:52:18	Chrome	Los Angeles	United States	iPhone
Viewed Report	2020-03-23 07:56:18	Chrome	Los Angeles	United States	iPhone
Viewed Report	2020-03-23 07:58:18	Chrome	San Mateo	United States	iPhone
Viewed Report	2020-03-23 07:59:22	Chrome	Los Angeles	United States	iPhone
Viewed Report	2020-03-23 07:58:18	Chrome	Burlingame	United States	iPhone
Viewed Report	2020-03-23 07:59:23	Chrome	Los Angeles	United States	iPhone
Viewed Report	2020-03-23 07:59:23	Chrome	New York	United States	iPhone
Viewed Report	2020-03-23 07:59:22	Chrome	Los Angeles	United States	iPhone
Viewed Report	2020-03-23 07:59:23	Chrome	Los Angeles	United States	iPhone
Viewed Report	2020-03-23 07:59:22	Chrome	Los Angeles	United States	iPhone

Event Details

Raw Event User Activity

PROPERTIES

of cohorts: 109

3-month Pricing Plan Experiment: Matt Smith

Browser: Chrome

City: San Francisco

Country: United States

Device: iPhone

MTU | Events Plan Value (ARR): 43,345

Nav Source: 3

Org Name: PoorJones

Source Request ID: 4

Project ID: 948

VIEW PROTOTYPE →

Screenshot of the Mixpanel interface showing a user profile and event feed.

User Profile:

- Profile picture: Smiling emoji
- Name: Munkhbileg Natsagdorj
- Email: reallylongemailhere@yahoo.com
- Actions: + Add Property

User Profile Properties:

Property	Value	Created	Updated At
Distinct ID	1636441 · 234243 · 0b51bb5a74e9absa...	May 10, 2019 (2 years ago)	Mar 10, 2021 (in 5 days)
First Seen	Mar 10, 2021 (in 5 days)	3:16 pm, Fri, Mar 6, 2020	less than a minute ago
Location	San Diego, California	City	Country Code
	San Diego	United States	America/California
Timezone	America/California		

[View All Properties ▾](#)

Event Feed:

Timestamp	Event Name	Distinct ID	City	Country	Cohort
Just now	[Web Dash] Funnels Query	██████████	██████████	██████████	██████████
5 sec ago	[Account] Click Navigation Tab	██████████	██████████	██████████	██████████
38 sec ago	[Account] Click Smart Hub Alerts Tab	██████████	██████████	██████████	██████████
56 sec ago	[Account] Click Navigation Tab	██████████	██████████	██████████	██████████
58 sec ago	Django request	██████████	██████████	██████████	██████████
2 min ago	[server] Query Complete	██████████	██████████	██████████	██████████

Inspect an individual user profile

The screenshot shows the Mixpanel Tracking Debugger interface. At the top, there's a navigation bar with links for Dashboard, Reports, and Users, along with a search bar and various icons. The main area is titled "Tracking Debugger" and contains a table of events. The table has columns for the event type (e.g., TRACK, PEOPLE, ALIAS), the event name, and the timestamp. A "Search" input field and a "Filter" button are located above the table. On the right side of the table, there's a large JSON object representing the event data for the last entry.

● TRACK	Viewed report	2020-05-10 07:59:23
● TRACK	Report Loaded	2020-05-10 07:59:23
● TRACK	View pricing page	2020-05-10 07:59:23
● TRACK	[Onboarding] View Get Started	2020-05-10 07:59:23
● PEOPLE	Company	2020-05-10 07:59:23
● PEOPLE	project_id	2020-05-10 07:59:23
● PEOPLE	project_data_view	2020-05-10 07:59:23
● ALIAS	2348323, 33221834	2020-05-10 07:59:23

```
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
{
  "event": "Report Loaded",
  "properties": {
    "[Community] Email": "109",
    "[Community] Login": "Matt Smith",
    "[Community] Primary Role": "Chrome",
    "[Lexicon]# of Descriptions": "San Francisco",
    "# of cohorts": "United States",
    "Account Value (ARR)": "Android",
    "age": "3",
    "Billing: credit IDs": "www.url.com/#23",
    "Organization Name": "PoorJones",
    "Source Request ID": "16",
    "Billing: paid plan types": "3",
    "Chrome Version": "contract",
    "CSM": "Mark Johnson",
    "Events Billing Cycle": "true",
    "Organization ID": "1",
    "Organization Name": "name",
    "Origin": "true",
    "People Billing Cycle": "false",
  }
}
```

Developer tools to understand and fix the implementation

Team Metrics

A summary of how users are activating, engaging, and retaining

Share ▾

+ Add report

Save

Save as New

✓ Favorited

...

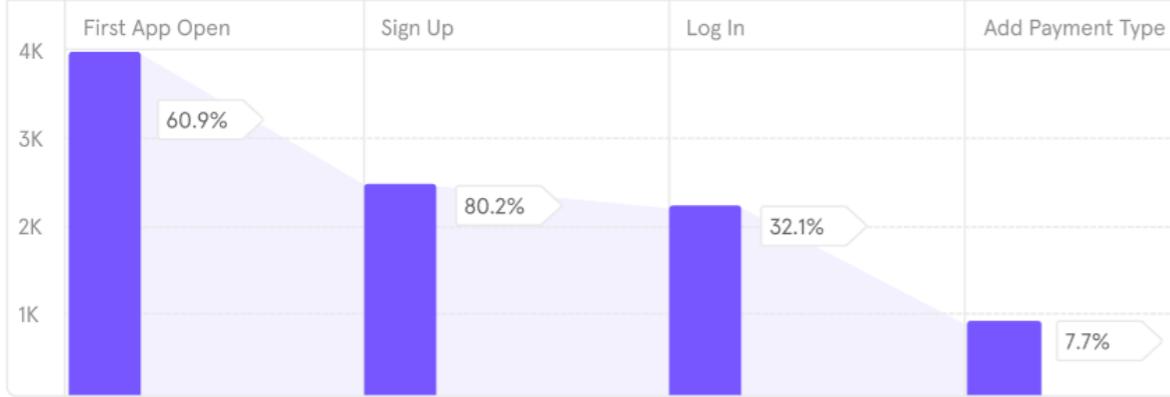
Select Date

Filter

User activation

4-step Funnel · Last 30 Days

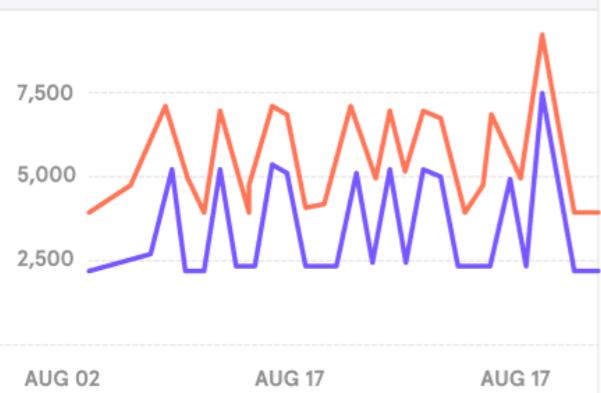
9.61% COMPLETION RATE



New rewards users

Unique, last 30 days

Android iOS



Retained users

Retention, Jul 27th 2020 - Sept 2nd 2020

Latest c

1 day

7 days

14 days

28 days

USER PROPERTIES

Add Filter

AND

Exclude

Sent Message

AND

EVENT PROPERTIES

Region equals North America

and

Add Filter

AND

Data access for a group of users within a single project or workspace

Highlighting our success story

At a company all-hands meeting, our group was acknowledged as a model for success in the past quarter and praised for our customer problem-solving approach going forward.

RESULTS

Avg # of Crunchbase orgs sending data for the first time rose **95%** post-launch

80% of feedback on Dev Docs positive

Q1 & Q2 Highlight Reel

Implementation V1

- Avg # of crunchbase orgs sending data for the first time rose **95%** after June 1st
- **80%** of feedback on Dev Docs positive
- Sessions where user viewed the developer docs and then contacted support has dropped from **0.9%** → **0.6%**

Startup Credits Updates

- Accounts claiming credits went from **9%** → **29%** (**17%** → **56%**)
- Navigated first batch of accounts rolling off of credits without any major blowups

Free Public Dashboards

- 345 Accts have enabled public dashboards, >**400** public dashboards viewed per day
- **8** Signups via Public Dashboards so far

Improvements to CC Failure

- 158 accts successfully updated cc info
- Support tickets flat
- 8% of accounts that Edit Billing Rerun Payment



Let's make something great together