Spotify Project Design Plan:

<u>Min requirements from Stakeholders:</u>

- **Sarah, Head of Strategy**: She is focused on long-term growth and strategic direction. Sarah wants to see insights into user growth trends, particularly for premium and ad-supported users, to shape future strategies.
- **Mark, Director of Revenue** : Mark is responsible for optimizing revenue streams. He needs a detailed breakdown of how different revenue streams (premium and ad-based) have evolved since 2017, as well as an analysis of Premium ARPU (average revenue per user) to measure profitability per subscriber.
- **Olivia, VP of Operations**: Olivia is focused on operational efficiency. She wants a clear understanding of Spotify's cost structure, including the cost of revenue, sales and marketing expenses, and research and development costs. Her goal is to identify areas for potential cost reduction without compromising service quality.

<u>Additional questions to stakeholders</u>

Questions to Mark:
- How would you prefer to measure profitability per user (Metrics)
  - Answer - How much profit do we make per user on average.
- What revenue trends would you find most helpful to identify opportunities for growth across different streams
  - Answer - How they have changed through time with the ARPU being the most interesting.

Questions to Sarah:
- How would you measure long-term growth and strategic direction
  - Answer - My main KPI is MAUs.
- What patterns in user growth should the dashboard highlight
  - Answer - I would like to highlight the changes/growth in subscribers, in general and separated in premium and ad based users.

Questions to Olivia:
- What kind of information would make it easier for you to find ways to reduce costs/expenses without lowering the quality of our service?
  - Answer - Find where we are overspending and why. " Possible to list highest impact"

Stategic dashboard

Top strategic KPI's

Current AD MAU: x   Current Premium MAU: x   Current Total MAU: x

Current YTD AD MAU - Histogram - include a histoical comaprison line

Current YTD premium MAU Histogram include a histoical comaprison line

Total Monthly Active Users Over Time - Line graph

Revenue dashboard

Top KPI,s for revenue

Example of a KPI Card:
KPI: Total Revenue **Current Value:** -10.50 **Trend:** ↑ 10% YoY

Example of a KPI Card:
KPI: Premium ARPU **Current Value:** $12.50 **Trend:** ↑ 5% YoY

Revenue Stream Evolution: Stacked Bar Chart per year / quater with both bars of ad and premium revevue. From 2017

Line Chart: Plot Premium ARPU over time (2017-present).

- Consider adding a MAXARPU line for benchmarking

Operations dashboard

HEADER

ROI years / qauters (gant view) - Aim to show negative ROI and who is responsible for it.

AD ROI years / qauters (gant view) Aim to show negative ROI and who is responsible for it

Premium ROI years / qauters (gant view) Aim to show negative ROI and who is responsible for it

*ROI = (total revenue – total cost) / total cost * 100*

Cost of marketing / R & D / Adminstravtive - Stacked bar chart - 2017 to current

Cost of Revenue vs Total reveneue - Stacked bar chart - 2017 to current