Link to the Google Sheet:

https://docs.google.com/spreadsheets/d/1aROLJqRFMHXqaW7I0Gx4aViRm6j63Hec7rbNMAo1Lkc/edit?usp=sharing

Link to the Google Doc:

https://docs.google.com/document/d/1p6hOE\_lALhFstLjUba1VWcSHDX\_A5BcEp81X3XmmUAg/edit?usp=sharing

Udacity PART II:

Point 4:

After carefully analysing the original pricing structure, here are a few ideas I propose to Increase the Revenue and Customer Base of our product-

Signup Process

1. Forums should be accessible to learner's of all tiers as it will force existing customers to register as a free learner.
2. We should leverage the access to social media and look for other acquisition channels that have a higher Ad CTR compared to Google like Facebook and TikTok.
3. Add success stories Link/section on the landing page of the signup process. It may increase the percentage of landing page visitors that complete the signup flow process by 5%.

Convert To Paid Customer

1. Reduce the Referred User Bonus from $50 to $30 and Increase the Referrer Bonus to $60. It will encourage more learners (~2%) to start the invitation process.
2. Provide an extra free class for the same month to those who successfully send invites to more than nine people/potential learner's.
3. Provide an extra $50 bonus to referrers if the Referred Users successfully signs up for the pro or premium tier.
4. We should add multiple payment options like local currency wallets and Debit cards, and Internet Banking.

Upgrade

1. *While an Upgrade prompt, Learners should see the success stories of others who have had an upgraded tier. It may help increase the upgrade numbers* **by 3%**.
2. Constant Reminder through Notifications and Prompts every time free users login to the app on what they are missing and new features and courses added to the library.
3. Learners should get a list of people in their contacts (or) community (or) college who have had an upgrade.

Downgrade

1. We should add more features to the Premium Tier to justify the product pricing based on customer feedback.
2. We should also do a feedback survey with the Premium tier customers about how they feel about the product and what new features and courses they would like to add to the product. It would enhance the customer experience.
3. Add 1 to 1 Mentor / Instructor video session of 15 minutes after a Premium Tier learner completes the respective course.

The above measures will reduce the number of learner's that completes the downgrade process by nearly 5%.

Cancel

1. The learner should get 2-3 prompts before the plan cancellation. It should remind them of what they are missing.
2. They should also get a list of new features and upcoming courses they will miss if they cancel their existing plan.
3. They should fill the feedback form that contains why they are cancelling their plan before completing the cancellation process.

The above measures will reduce the number of learner's that completes the cancellation process by 1% from each tier.

Resubscribe

1. Constantly get feedback from the existing Professional and Premium customers about the product.
2. We should provide an option for Quarterly Payment and Auto Subscription to our customers.
3. We should constantly remind the learner's about the upcoming payment and new features and courses added to our product.

The above measures will improve the number of reactivated customers and retention rate by 1%.

PART III

Point 7:

After carefully analysing the data, I propose the following change in the original pricing metric-

'Charge $50 to learners of the free tier.'

Learners who use our product for free may promote our product but eventually harms the business in the long run. Therefore I believe it's vital to charge half of the Average customer Acquisition cost since the product launch. They can use the service for a day or two for free but not more than that.

This small change in our Growth Monetisation Strategy ( pricing metric ) can result in a manifold amount of money that we can later reinvest in the growth of our product through various acquisition channels. The above solution is a Hypothesis and requires A/B Testing.

Point 9:

Pros:

1. The overall customer Acquisition cost has decreased because of the new/ modified pricing model.
2. We have able to add additional revenue from the learners through an overage class fee.
3. By providing more features to learners of each tier, we have been able to acquire more customers.

Cons:

1. Net Dollar Retention remains almost the same compared to the original model.
2. The churn rate along with contraction revenue has increased due to the change in the pricing model.
3. The quick ratio is drastically going below 1.