**Zoom Platform Analytics System - Reports & Requirements**

Zoom, as a video communications company, deals with vast amounts of data related to user activity, meetings, and platform performance. This data is critical for making business decisions, from improving service reliability to identifying popular features.

This document outlines the official reporting requirements for the Zoom Platform Analytics System based on the current database structure. These requirements will guide the development of analytical dashboards to support daily decision-making processes.

**1. PLATFORM USAGE & ADOPTION REPORT**

**Business Objective**

Monitor user engagement and platform adoption rates to identify growth trends and areas for improvement.

**Uses of the Report**

* Track key usage metrics like total meeting minutes and active users.
* Identify trends in new user sign-ups and meeting creation.
* Analyze usage patterns by user plan type (e.g., Free vs. Paid).
* Assess the adoption of new features.

**Data Relationships Used**

* Meetings -- >Users (via Host\_ID)
* Attendees -->Meetings (via Meeting\_ID)
* Features\_Usage --> Meetings (via Meeting\_ID)

**Data Attributes in the Report**

* User information (User\_ID, Plan\_Type)
* Meeting information (Meeting\_ID, Duration\_Minutes, Start\_Time)
* Usage details (Feature\_Name, Usage\_Count)
* Calculated metrics (Total\_Meeting\_Minutes, Active\_Users\_Count)

**KPIs and Metrics in the Report**

* Daily/Weekly/Monthly Active Users (DAU and WAU and MAU)
* Total meeting minutes per day
* Average meeting duration
* Number of meetings created per user
* New user sign-ups over time
* Feature adoption rate

**Calculations in the Report**

* The total number of meeting minutes is determined by adding up the duration (in minutes) of all meetings.
* The average meeting duration is found by averaging the duration across all meetings.
* The active user count is the number of unique users who have hosted at least one meeting.
* The feature adoption rate measures the proportion of users who have used a specific feature at least once, compared to the total user base.

**Data Constraints**

* Duration\_Minutes must be a non-negative integer.
* Start\_Time and End\_Time must be valid timestamps.
* A Meeting\_ID in Attendees or Features\_Usage must exist in the Meetings table.

**Visualizations**

* Line chart showing DAU and WAU and MAU trends.
* Bar chart comparing average meeting duration by Meeting\_Type.
* Pie chart showing feature usage distribution.

**2. SERVICE RELIABILITY & SUPPORT REPORT**

**Business Objective**

Analyze platform stability and customer support interactions to improve service quality and reduce ticket volume.

**Uses of the Report**

* Identify products or features that generate the most support tickets.
* Track ticket resolution times and patterns.
* Correlate meeting issues with ticket types.
* Assess the efficiency of the support team.

**Data Relationships Used**

* Support\_Tickets --> Users (via User\_ID)
* Support\_Tickets --> Meetings (implied link, not direct FK)

**Data Attributes in the Report**

* User information (User\_ID, Company)
* Calculated metrics (Average\_Resolution\_Time, Ticket\_Volume\_by\_Type)

**KPIs and Metrics in the Report**

* Number of tickets opened per day.
* Average ticket resolution time.
* First-contact resolution rate.
* Tickets opened per 1,000 active users.

**Calculations in the Report**

* The ticket volume by type shows how many tickets were created for each type of issue.
* The average resolution time is calculated by determining the average time taken to close a ticket after it was opened.
* The user-to-ticket ratio compares the total number of tickets raised to the number of active users during the same period.

**Data Constraints**

* Type and Resolution\_Status must be from a predefined list of values.
* User\_ID must exist in the Users table.
* Open\_Date must be a valid date.

**Visualizations**

* Bar chart showing ticket volume by Meeting\_Type.
* Line chart tracking average resolution time over time.

**3. REVENUE AND LICENSE ANALYSIS REPORT**

**Business Objective**

Monitor billing events and license utilization to understand revenue streams and customer value.

**Uses of the Report**

* Track revenue trends by License type.
* Analyze license assignment and expiration.
* Identify opportunities for upselling or cross-selling to users.
* Forecast future revenue based on license data.

**Data Relationships Used**

* Billing\_Events --> Users (via User\_ID)
* Licenses --> Users (via Assigned\_To\_User\_ID)
* Meetings --> Users (via Host\_ID)

**Data Attributes in the Report**

* Billing information (Event\_Type, Amount)
* License information (License\_Type, Start\_Date, End\_Date)
* User information (User\_ID, License\_Type, Company)
* Meeting details (Host\_ID, Duration\_Minutes)

**KPIs and Metrics in the Report**

* Monthly Recurring Revenue (MRR).
* Revenue by License\_Type.
* License utilization rate.
* License expiration trends.
* Usage correlation with billing events (e.g., users who upgrade after a certain usage threshold).

**Calculations in the Report**

* Total revenue is calculated by summing up all monetary amounts from billing events.
* The license utilization rate is the proportion of licenses that are currently assigned to users, out of the total number of licenses available.
* The churn rate measures the fraction of users who have stopped using the platform, compared to the total number of users.

**Data Constraints**

* Amount must be a positive number.
* License\_Type must be a predefined value.
* Start\_Date must be before End\_Date.

**Visualizations**

* Line chart showing MRR trends over time.
* Stacked bar chart showing revenue distribution by License\_Type.
* Table showing upcoming license expirations.
* Heat map showing geographic revenue distribution.

**Security**

* Anonymize or mask sensitive user data (Email, User\_Name) for non-authorized users.

**TECHNICAL REQUIREMENTS**

**Data Integration**

* Ensure all foreign key relationships are correctly implemented for accurate joins.
* Data must be validated against schema constraints (e.g., valid dates, non-negative numbers).

**Performance**

* Optimize queries that aggregate data over large time periods.
* Create indices on frequently used columns like User\_ID, Meeting\_ID, and date fields.
* Implement data caching for frequently accessed reports to improve dashboard load times.

**Report Delivery**

* Automate daily and weekly report generation for key stakeholders.
* Create an alert system to notify sales teams of expiring licenses or users nearing a plan's usage limits.
* Ensure all dashboards are mobile-responsive for on-the-go access.