Success Metrics & Monitoring Plan

Last updated: 2025-10-24T23:35:47+03:00

Project: EE HH Recommendation System

Document Purpose: Define technical and business KPIs for measuring project success and ongoing system health

Date: October 23, 2025

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Executive Summary

This document outlines the comprehensive metrics and monitoring strategy for the EE HH Recommendation functionality. Success is measured across three dimensions:

1. **Technical Performance**: System reliability, response times, error rates
2. **Business Outcomes**: Customer acquisition, code adoption, conversion rates
3. **Project Execution**: Sprint velocity, quality metrics, stakeholder satisfaction

1. Technical KPIs

1.1 System Performance & Reliability

Metric	Target	Measurement Method	Review Frequency
System Availability	99.5% uptime	Application monitoring	Real-time dashboard
Error Rate	<1% of requests	Application logs	Daily review
API Response Time (Code Validation)	<500ms (p95)	APM logs	Weekly trend analysis
Discount Application Accuracy	100% correct	Automated verification	Daily review

1.2 Security & Fraud Prevention

Metric	Target	Method	Frequency
Failed Validation Attempts	<10/day per code	Application logs	Daily review
Code Uniqueness Violations	0	Database constraints	Real-time alerts

2. Business KPIs

2.1 Customer Engagement & Conversion

Metric	Target	Source	Frequency
Code Adoption Rate	20% of customers generate code	CC&B reporting	Monthly
Code Usage Rate	15% of shared codes used	CC&B reporting	Monthly
New Customers via Codes	10% of all new signups	Campaign tracking	Monthly

2.2 Financial Impact

Metric	Target	Source	Frequency
Customer Acquisition Cost	30% reduction vs traditional	Finance report	End of project
Total Discount Liability	Within budget	CC&B financial reporting	Monthly
ROI	Positive baseline established	Finance report	End of project

3. Project Execution Metrics

3.1 Agile Delivery

Metric	Target	Method	Frequency
Sprint Velocity	25-30 story points	Sprint burndown	Per sprint
Sprint Goal Achievement	>90% committed stories done	Sprint review	Per sprint

3.2 Quality

Metric	Target	Method	Frequency
UAT Pass Rate	>90% first pass	UAT session results	Per sprint
Production Bugs	<3 per sprint	Issue tracking	Per sprint
Critical Bugs at Release	0	Issue tracking	Per release

3.3 Stakeholder Satisfaction

Metric	Target	Method	Frequency
Business Satisfaction	>4.0/5.0	Survey	End of Sprint 4
Deployment Success	>95% (no rollbacks)	Deployment log	Per release

4. Monitoring & Reporting

4.1 Key Dashboards

System Health Dashboard:

- System availability and error rates
- API response times (24h trend)
- Active alerts

Business Dashboard:

- Daily promo code generation and usage counts
- Monthly conversion funnel (generated → shared → used → activated)
- Discount liability tracking

Sprint Progress Dashboard:

- Sprint burndown chart
- Story status breakdown
- Bug count by severity

4.2 Alerting

Critical Alerts (immediate, 24/7):

- System availability <99%
- Error rate >5%
- Discount application failures

High Priority (within 30 min, business hours):

- API response time degradation
- Failed validation spike (potential fraud)

4.3 Logging

Application Logs (90 days retention):

- Promo code generation events
- Code validation requests and results
- Discount applications
- Integration API calls
- Errors with context

Audit Logs (7 years retention, compliance):

- Code creation/inactivation
- Discount configuration changes
- Manual interventions

5. Testing Strategy

5.1 Load Testing

Objective: Validate system handles production load

Key Scenarios:

1. **Promo Code Generation**: 1000 concurrent contract activations, <2s response time
2. **Code Validation API**: 500 requests/second, <500ms (p95) response time
3. **Discount Application**: 200 concurrent activations, correct discount application

Schedule: End of Sprint 1, Sprint 3, and Sprint 4 (pre-release)

5.2 User Acceptance Testing

Objective: Validate business requirements met

Scope:

- Happy path: Code generation, sharing, usage, discount application
- Edge cases: Invalid codes, expired codes, duplicate usage attempts
- Integration: Self-service and manual entry workflows
- Security: Validation rules, fraud prevention

Schedule: End of each sprint for completed features

6. Reporting Schedule

Weekly Status Report

Recipients: Product Owner, Project Manager, Team
Contents: Sprint progress, business metrics trend, blockers, next week priorities

Monthly Business Review

Recipients: Management, Stakeholders
Contents: Customer acquisition numbers, discount liability, system reliability, project timeline

7. Success Criteria

Technical Success

- ☐ System availability >99.5% for 30 consecutive days
- ☐ Zero critical bugs in production
- ☐ Discount application 100% accurate

Business Success

- ☐ > 10% of existing customers generate promo codes (within 3 months)
- ☐ > 5% of new signups use promo codes (within 3 months)
- ☐ CAC reduced by >20% vs traditional channels
- ☐ Positive ROI baseline established by Week 8

Stakeholder Success

- ☐ Business satisfaction >4.0/5.0
- ☐ Formal UAT sign-off obtained
- ☐ Operations team trained and runbook complete

Conclusion

This metrics plan focuses on **essential, realistic measurements** that provide:

- **Technical confidence**: System works reliably and performs well
- **Business validation**: Feature drives customer acquisition and reduces costs
- **Project accountability**: Delivery is on track with quality standards

The metrics are deliberately streamlined to track what truly matters, avoiding measurement overhead while maintaining visibility into system health, business impact, and project progress.