1. How would you calculate the rate of growth for Foodie-Fi?

To calculate the rate of growth for Foodie-Fi, there are many possible ways. One way I would do this is seeing the number of customers throughout the months. The number of customers is a good way to see growth in the customer. Another way is seeing the amount of revenue the company is producing. If the company’s number of customer wasn’t increasing but they were making way more money throughout the months, this is also an indication of company growth.

1. What key metrics would you recommend Foodie-Fi management to track over time to assess performance of their overall business?

Some key metrics I would recommend Foodie-Fi management to track over time is to how many people are using their services on a day-by-day basis. If there aren’t many people watching daily, this could indicate that content is dry or other potential problems. Another would track revenue and number of customers. This is to see the growth of the company. A third metric I would check is the location in that customers are in. For example, if you find there are not a lot of people watching in America and you’re spending a lot of resources advertising there, there might be a problem somewhere in the business.

1. What are some key customer journeys or experiences that you would analyze further to improve customer retention?

Some key customer journeys or experiences that I would further analyze would be content they watch, where the person is watching from, watch time, and the type of plan they are on. When analyzing the content customers are watching, we might look at the type of food that are shown, the type of cuisine, and the style of the video (whether is documentary or video logging style). This can tell us what the most popular videos Foodie-Fi customers are watching. All the things I would further analyze are all things related to customer’s habits, which can tell us how customers start from using the service all the way to the customer leaving. This allows us to develop some ways to improve customer retention.

1. If the Foodie-Fi team were to create an exit survey shown to customers who wish to cancel their subscription, what questions would you include in the survey?

Some questions I would include in the survey is why the customer decided to leave, reason for leaving, rating of the service, potential things they would like to see, and if they would subscribe again.

1. What business levers could the Foodie-Fi team use to reduce the customer churn rate? How would you validate the effectiveness of your ideas?

You can try to lower cost of the subscription and add content. If you lower the cost, you might retain more customers can potentially give you the same earnings or even more. Adding more content is a no brainer, but there may be logistical problems to this. For example, you may end up losing earnings. To validate the effectiveness of these ideas, looking at the amount of people churning on a month-by-month basis is a good starting point. You would also have to look at revenue as you might be retaining customers but if you don’t make a profit, there really isn’t a point.