



# Assignment

## Identifying Key Metrics

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## DESCRIPTION

You have recently joined as the Product Manager (Analytics) at **Zoom**, which is one of the fastest-growing SaaS startups. Zoom is the leader in modern enterprise video communications, which provides a cloud platform for video and audio conferencing, collaboration, chat, and webinars. It helps businesses and organisations bring their teams together in a frictionless environment. Your first project at Zoom is to build a **web-based analytics dashboard** that will track all the relevant metrics across the lifecycle of the product. For this, you need to first identify the relevant metrics that you will monitor for the different stages and then build a wireframe for the dashboard, which will help track all these metrics.

## ELEMENTS TO CONSIDER

In one of the previous sessions, you learnt the **AARRR framework** for prioritisation of metrics. It is a common framework, which was proposed by Dave McClure. AARRR, which stands for acquisition, activation, retention, referral and revenue are the different stages of a user's journey through your product. You can use this framework to find the relevant metrics for Zoom.

## DELIVERABLES

1. First, you have to **identify all the relevant metrics** that Zoom should monitor across the lifecycle of the product. You also need to provide a brief explanation for choosing each metric.
2. Second, you have to **build the wireframe** for the analytics dashboard, which will help monitor all these relevant metrics. This dashboard will help you to visually track, analyse and display key metrics and data points to monitor the health of the product.

## SUBMISSION GUIDELINES

1. In your final submission, identify the relevant metrics (along with an explanation of why you will use them) and then share the screenshots of your wireframes.
2. You can add your responses in the submission file attached below.
3. Convert this presentation into **PDF format** for the final submission.

**Acquisition**

**Retention**



**Activation**

**Revenue**

**Referral**

# Part 1

Identifying the relevant metrics  
for Zoom based on the AARRR  
Framework

## 1. Platforms to Acquire New Users

- Zoom can use social media advertising (LinkedIn) specifically. Over here they can run their campaign and as per the click they received via LinkedIn, will let them know new users acquired via social media. Likewise, other blogging websites, email marketing, etc. Could be used for customer acquisition.

## 2. Zoom Platforms

- Users who visited the zoom platforms through their own Zoom website or Zoom App (ios/Android). Can be classified through the analytics, No. of users who visited or installed the app. Also, we can get insights from where the users have started their journey. For e.g. On LinkedIn we are running a campaign through that we can understand no. of users who took action via ad campaigns.

## 3. CAC (Customer Acquisition Cost)

- CAC will help us to get budget insights, that the cost/ amount spend per user to acquire. For e.g. Zoom ran an ad on LinkedIn with a budget of \$50000 and out of that 50 users got converted, which means CAC is \$1000. \$1000 was spent to acquire a single user.

## 1. No. of users engaged with zoom after signing up

- Zoom can use analytics and track no. of users using zoom for meetings, these could be tracked daily, weekly, monthly, etc.
- This will also inform zoom about the LTV of the users.

## 2. No. of users scheduled their first meeting after signing up

- This will help to analyze the activation metrics for the zoom app after users sign up, When did the users schedule their first meeting from the day they signed up? Has he/she scheduled it immediately or later?

## 3. No. of users using zoom after taking the subscription

- This will help to track zoom about how often users are using the zoom services after applying for the subscription.
- This is the ideal customer whom zoom should focus on, because this audience needs to be retained for the future too.

## 1. Average no. of minutes/hours spent

- Zoom can track the engagement of the users, by gauging the average time spent by the users on the platform/meeting.
- This will also help to analyze the active users of zoom.

## 2. No. of users stopped using the zoom

- This will help to track the users who dropped off from using zoom services and can also help the product team to make the necessary changes and improvements required for a better customer experience.

## 3. No. of users stopped using the subscription

- Over here zoom can track his ideal customer's problems. What went wrong so customers found to switch back to the free plan rather than the paid one. Necessary changes need to be done after understanding the customer pain points and should build strategies to retain them.



## 1. Average revenue generated per user

- Zoom can use analytics to understand the average revenue they receive from users.  $\text{Total no of revenue generated} / \text{Total no of users} = \text{Average revenue collected per user}.$

## 2. User LTV (Life Time Value)

- Here zoom can estimates as per his analytics, that for this month X user has bought the \$10 plan which means this year LTV for this user would be \$120.

## 3. Conversion Rate

- Zoom can track as per his analytics or view the free users who got converted to the paid ones and the revenue they have generated to analyze the revenue metrics for zoom.

## 1. NPS (Net Promoters Score)

- Zoom can use analytics to understand no. of users who have shared the referral link, which will increase the word of mouth for zoom and brand building.

## 2. Referral Invites Sent

- Here zoom can analyze how many referral invites were been shared among the users via analytics.

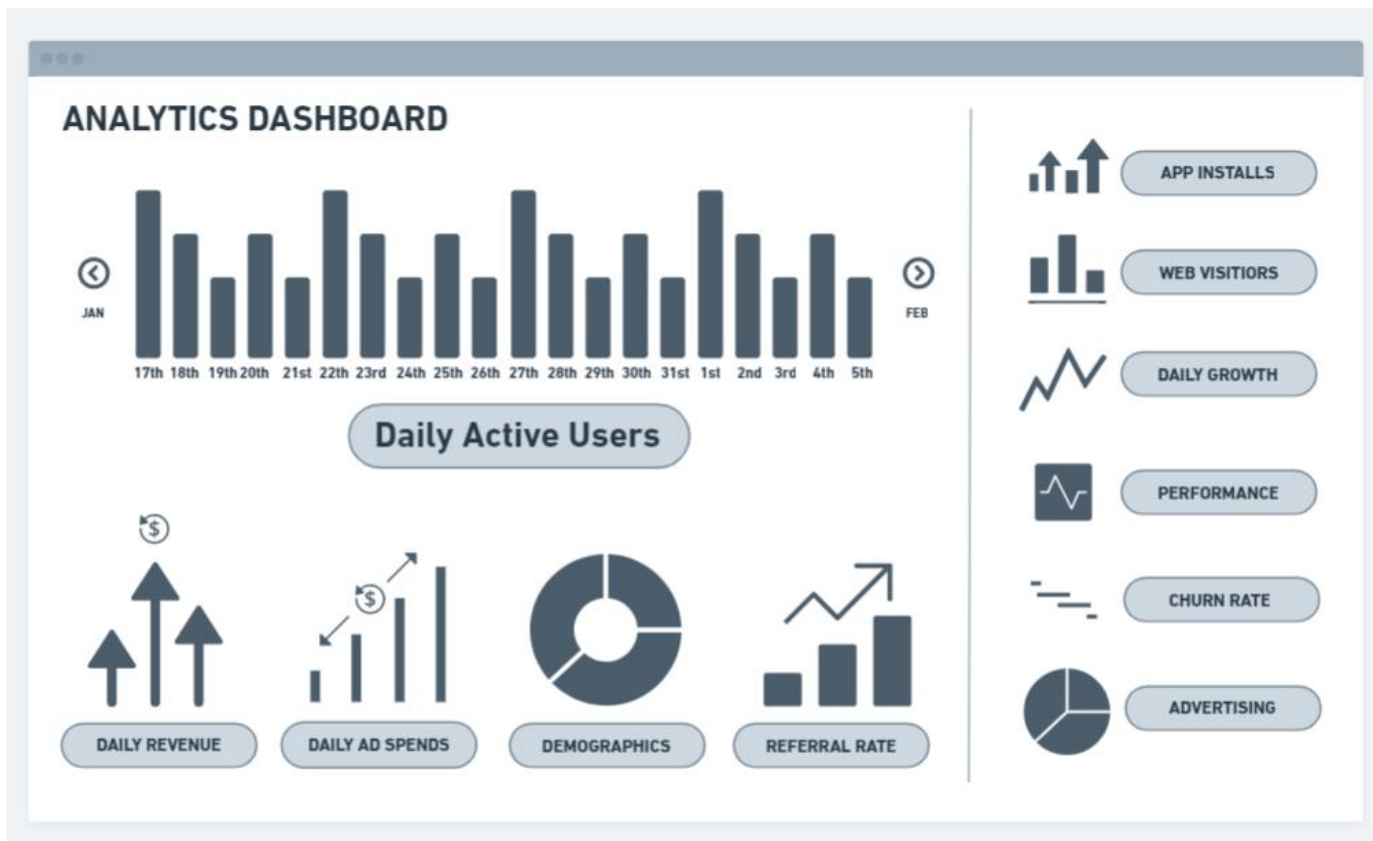
## 3. Viral Coefficient (K)

- Zoom can track as per his analytics, how many new users land up on the zoom platform due to the existing users.

## Part 2

# Building the Wireframes for the Web-based Analytics Dashboard

# Wireframe - Analytics Dashboard



Tool - Whimsical

## Small description of the wireframe

- Daily Active Users – To understand and gauge zoom's daily active users.
- Daily Revenue – To track the daily revenue collected by zoom platforms (app/web) i.e. Subscription, Ads, etc.
- Daily Ad Spent – To better understand how much ads spent are and on which platforms (web/social media, etc.)
- Demographics – Gathering user's info to understand the customer journey and their pain points.
- Referral Rate – A tab that will help us to analyze the zoom referral link shared by the existing users and how many new users came directly via the link.
- App Install – A must-have tab to track the app installs via platforms (play store, apple store, etc)
- Web Visitors- To get insights from users who use zoom web instead of the app to save the device storage or data, etc.
- Daily Growth – To understand how zoom is growing its market base daily.
- Performance – A tab that will help with important things done on the app/web, like average time spent or a time frame when usually does the meeting are done on the platform.
- Churn Rate – This will help to understand how many users are dropping off from zoom and user pain points.
- Advertising – Users engaged with zoom from other platforms due to advertising, to understand where we need to spend our penny.

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