

# PRODUCT MANAGEMENT ASSIGNMENT- 6

This assignment defines and visualizes North Star Metrics and OKRs for Amazon Prime, YouTube Music, and Zepto. For Amazon Prime, the focus is on reducing churn, with the North Star Metric being Subscription Renewal Rate. For YouTube Music, the goal is to increase new user sign-ups in India, with New User Sign-Ups as the North Star Metric. For Zepto, the aim is to reduce contact center costs, using Contact Center Cost per Order as the North Star Metric. Visualizations illustrate the strategic approach for each product to achieve these business goals.

Analytics &  
Metrics-  
Assignment

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**Brief**

**Task :**

Brainstorm **North Star Metrics** and **OKR** (min 2 objectives with at least 3 KRs) for following products:

- Amazon prime
  - Assume your business goal for this quarter is to reduce churn
- Youtube Music
  - Assume your business goal is to ensure that first time users sign up with you instead of Spotify in India
- Zepto
  - Assume your business goal is to reduce contact center cost

# 1. Amazon Prime



## Business Goal: Reduce Churn

### Assumptions:

1. **Subscriber Behavior:** Subscribers who frequently use various Prime features (e.g., Prime Video, Prime Reading) are less likely to churn.
2. **Content Availability:** The availability of new and exclusive content impacts subscriber retention.
3. **Customer Support:** Efficient customer support and issue resolution play a significant role in preventing churn.
4. **Pricing and Offers:** Discounts and special offers influence renewal decisions.
5. **Competitor Actions:** Changes in competitors' offerings (e.g., Netflix, Disney+) can affect retention rates.

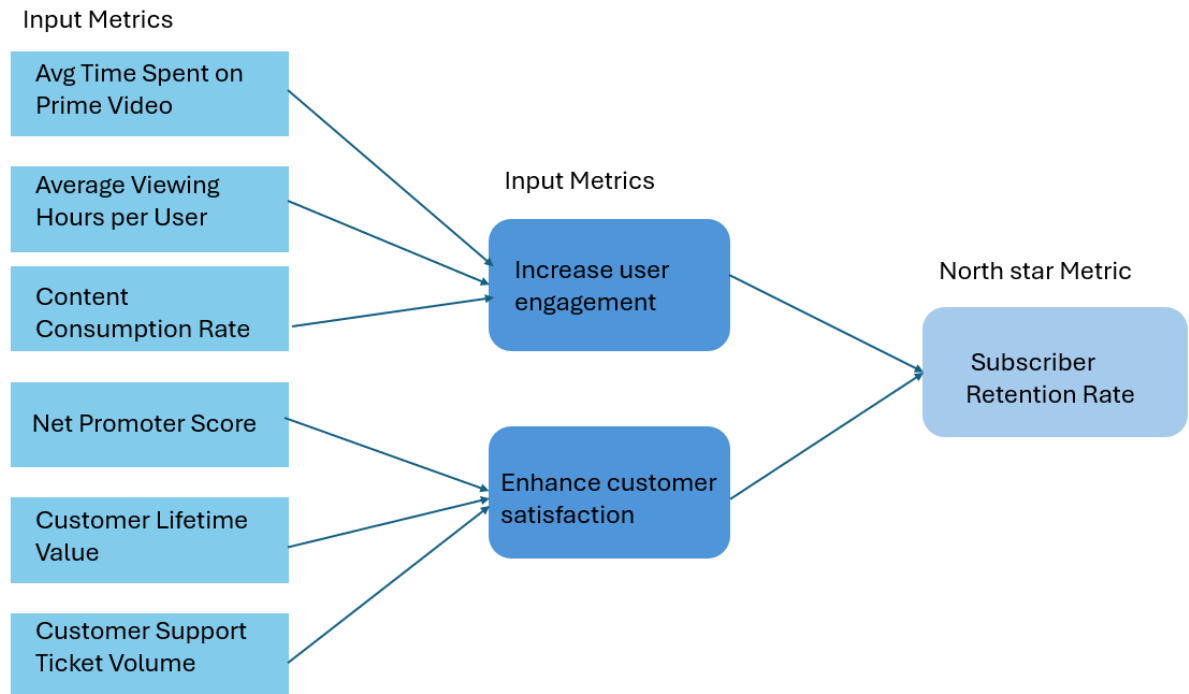
### North Star Metric (NSM)

- **Subscriber Retention Rate:** Measures the percentage of subscribers who continue their subscription over a defined period.

### Why it's the North Star Metric:

- **Direct Impact on Revenue:** Subscription renewals are a direct measure of customer retention, which is crucial for sustained revenue.
- **Customer Satisfaction Indicator:** High renewal rates indicate that customers are satisfied with the service and find value in their subscription.
- **Long-Term Growth:** A higher renewal rate suggests a stable and growing user base, which is essential for long-term growth.

## Product Management Launchpad



### Supporting Metrics:

- **Churn Rate:** Measures the percentage of subscribers who cancel their subscriptions within a given period.
- **Customer Lifetime Value (CLTV):** Indicates the total revenue a company can expect from a single customer account.
- **Net Promoter Score (NPS):** Gauges customer satisfaction and likelihood of recommending the service to others.
- **Average Viewing Hours per User:** Reflects user engagement with the content on the platform.
- **Content Consumption Rate:** Tracks how much and how frequently users consume content.
- **Customer Support Ticket Volume:** Measures the number of support issues, which can impact user satisfaction and renewal rates.

### Objectives and Key Results:

Focus on increasing retention, reducing support issues, enhancing user satisfaction, and boosting engagement with exclusive content—all factors impacting churn and user loyalty.

**Objective 1:** Reduce Subscriber Churn

Key Result	Measurement Tool	Measurement criteria	Target
Increase 6-Month Retention Rate	Subscription analytics platform	Track the percentage of users retained after 6 months of subscription.	Increase the retention rate by 10%.
Reduce Subscription-Related Support Tickets	Customer support system	Monitor and report the number of support tickets related to subscription issues.	Reduce the number of tickets by 20%.
Increase MAUs Engaging with Exclusive Content	User engagement analytics	Measure the number of monthly active users who engage with exclusive content	Increase engagement by 45%.

**Objective 2:** Enhance User Satisfaction and Loyalty

Key Result	Measurement Tool	Measurement criteria	Target
Improve Net Promoter Score (NPS)	NPS survey tool.	Survey subscribers to measure their likelihood to recommend Amazon Prime.	Increase NPS by 50%
Increase Average Session Duration	Usage analytics platform	Track the average duration of sessions for Prime Video and other features.	Increase by 12%.
Launch and Promote New Exclusive Content	Content release tracking	Track the number of new exclusive content releases and their promotion effectiveness.	Launch 4 major exclusive content pieces and achieve 30% higher viewership compared to previous releases.

## 2. YouTube Music:



**Business Goal:** Ensure First-Time Users Sign Up Instead of Spotify in India

### Assumptions:

1. **Market Competition:** Spotify is a major competitor, and features and content exclusivity can sway user preference.
2. **Localization:** Offering localized content and features for India can attract more users.
3. **User Experience:** A smooth onboarding process and intuitive user experience impact first-time user conversion.
4. **Pricing Strategy:** Competitive pricing and promotional offers are crucial in attracting new users.
5. **Brand Recognition:** YouTube's brand presence in India can be leveraged to boost user acquisition for YouTube Music.

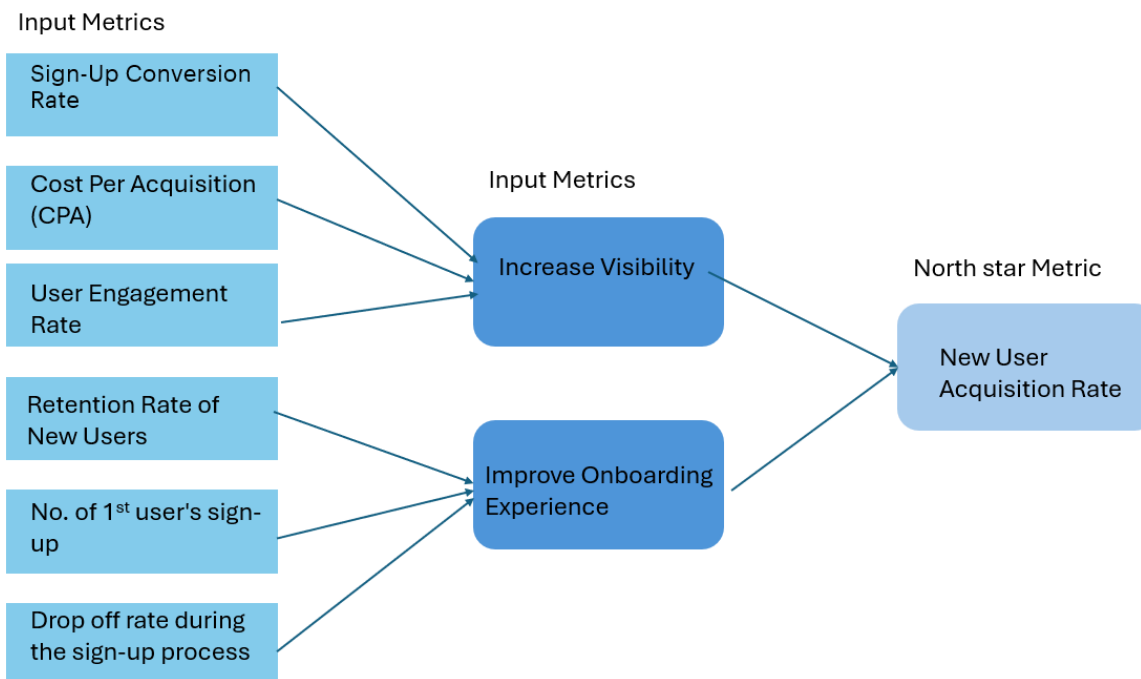
### North Star Metric (NSM)

- **New User Acquisition Rate:** Measures the number of first-time users signing up for YouTube Music in India.

### Why it's a North-Star Metric?

- **Direct Correlation to User Acquisition:** The sign-up rate directly indicates how many new users are joining the platform.
- **Competitive Benchmarking:** Helps measure success against competitors like Spotify in attracting new users.
- **Market Penetration:** Higher sign-up rates show that the platform is gaining traction in the target market.
- **Future Revenue Potential:** More sign-ups increase the potential for future revenue through subscriptions and ads.

## Product Management Launchpad



### Supporting Metrics:

- **Sign-Up Conversion Rate:** The percentage of visitors who complete the sign-up process.
- **Cost Per Acquisition (CPA):** The cost associated with acquiring each new user.
- **User Engagement Rate:** Tracks how actively new users interact with the platform.
- **Retention Rate of New Users:** Measures how many new users continue to use the service after the initial sign-up.
- **Customer Satisfaction Scores for Onboarding:** Indicates how satisfied new users are with the onboarding process.
- **Referral Rate:** Measures how many new users are referred by existing users.

### Objectives and Key Results:

Focus on increasing sign-ups, improving onboarding, boosting engagement, and enhancing user satisfaction—all critical for growing user base and retention.



### Objective 1: Increase First-Time Users in India

Key Result	Measurement Tool	Measurement criteria	Target
Increase New User Sign-Ups	Registration tracking system	Count the number of new user registrations in India	Achieve a 25% increase compared to the previous quarter
Improve Onboarding Completion Rate	Onboarding analytics dashboard	Track the percentage of users completing the onboarding process.	Improve completion rate by 20%.
Increase First-Month Engagement Rate	User engagement analytics.	Measure user engagement (e.g., number of songs played) during the first month.	Increase engagement by 15%.

### Objective 2: Enhance User Retention and Satisfaction

Key Result	Measurement Tool	Measurement criteria	Target
Increase Monthly Active Users (MAUs)	User activity tracking system	Track the number of users who interact with the app at least once a month.	Increase MAUs by 20%.
Improve User Feedback Score	User feedback and ratings system	Collect and analyze user feedback and app ratings.	Achieve a 4.5-star rating on average.
Implement and Track Localized Features	Feature deployment tracking and usage analytics	Measure the adoption and usage of newly localized features.	Achieve 30% adoption rate for new localized features within 3 months.

### 3. Zepto:



**Business Goal:** Reduce Contact Center Cost

**Assumptions:**

1. **Support Volume:** The volume of support requests correlates with issues such as order problems or app usability.
2. **Self-Service:** Improved self-service options (e.g., FAQs, chatbots) can reduce the need for live support.
3. **User Experience:** A seamless user experience reduces the likelihood of issues that lead to support requests.
4. **Cost Drivers:** Key cost drivers include the number of support agents and the average handling time per request.
5. **Technology:** Implementing advanced support technologies (e.g., AI chatbots) can lower costs.

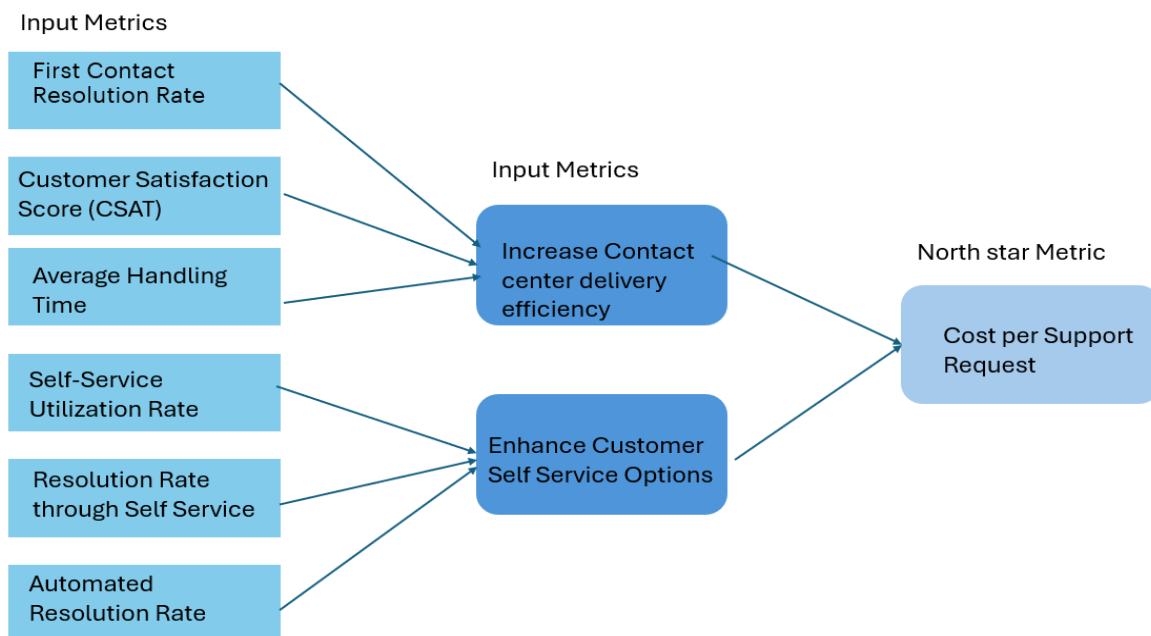
**North Star Metric (NSM)**

- **Cost per Support Request:** Measures the average cost associated with resolving each support request.

**Why it's the North Star Metric:**

- **Direct Cost Impact:** Reducing contact center costs per order directly lowers overall operational expenses.
- **Efficiency Indicator:** A lower cost per order suggests higher efficiency in handling customer queries and issues.
- **Service Quality Measurement:** Efficient and effective contact center operations can enhance customer satisfaction.
- **Scalability:** As order volumes increase, maintaining or reducing contact center costs per order is critical for scalability.

## Product Management Launchpad



### Supporting Metrics:

- **First Contact Resolution Rate:** The percentage of issues resolved during the first interaction, which can reduce overall contact center costs.
- **Average Handling Time:** The average time taken to resolve a customer issue, impacting overall cost efficiency.
- **Self-Service Utilization Rate:** Measures how often customers use self-service options, which can reduce the need for contact center interactions.
- **Customer Satisfaction Score (CSAT):** Indicates customer satisfaction with the support they receive, influencing repeat interactions.
- **Contact Center Call Volume:** Tracks the number of calls to the contact center, with higher volumes potentially increasing costs.
- **Automated Resolution Rate:** The percentage of queries resolved through automated systems like chatbots, reducing the need for human intervention.

### Objectives And Key Results:

Focus on cost efficiency, enhanced user experience, scalability and sustainability, reducing AHT, Improving CSAT and Increase Self-service usage rate.

### Objective 1: Reduce Contact Center Costs

Key Result	Measurement Tool	Measurement criteria	Target
Reduce Cost per Support Request	Support cost tracking system.	Calculate the average cost of resolving each support request.	Reduce the cost per request by 15%.
Decrease Support Request Volume	Support ticket system.	Track the number of support requests and compare with historical data.	Decrease the volume by 10% through improved self-service options.
Improve First-Call Resolution Rate	Tickets tracking analytics platform.	Measure the percentage of support requests resolved on the first call.	Improve the first-call resolution rate by 20%.

### Objective 2: Improve User Experience to Reduce Support Needs

Key Result	Measurement Tool	Measurement criteria	Target
Increase Self-Service Usage Rate	Self-service analytics dashboard.	Track the number of users utilizing self-service options like FAQs and chatbots.	Increase self-service usage by 25%.
Decrease Number of Common Support Issues	Support ticket system.	Identify and track the most frequent support issues and measure their occurrence.	Reduce the occurrence of common support issues by 30%.
Enhance In-App Guidance and Tutorials	User feedback and analytics.	Track user feedback and engagement with in-app tutorials and guides	Increase positive feedback on in-app guidance by 40%.