

Design Plan

Questions to Stakeholders.

Marketing and Sales Department (Growth):

- How would you measure long-term growth and strategic direction?
- Would you like the Dashboard to include any predictive insights on user growth or revenue potential?

Finance and Product Management (Revenue)

- How would you prefer to measure profitability per user (Metrics)?
- Which comparison between two groups will be helpful in finding profitability?
- What revenue trends would you find most helpful to identify opportunities for growth across different streams?
- Are there particular monetization metrics (eg., Average Revenue Per User) that you would like to prioritize in understanding growth?
- Which segments of the marketing are you interested in?

Operations and Logistics (Costs)

- What types of costs/expenses do you think have the biggest impact on how efficiently Spotify operates?
- How would you like to explore the connection between our costs/expenses and profits we make over time?
- What kind of information would make it easier for you to find ways to reduce costs/expenses without lowering the quality of our service?

Final Mockup design.

