

HW19-Team: Metrics

Team number and name: Travel Genius – Team 4

Names of students who actively worked on this assignment:

- Student 1: Shubhada Bagal
- Student 2: Brinda Raj L
- Student 3: Vishakha harkood
- Student 4: Rakshitha Appasanahalli Srinivasareddy
- Student 5: Yuktha Reddy Gaddam

A. Write the three core user actions for your product:

1. Discovering new destinations
2. Generating Itinerary
3. Manage Trip

B. Individually, each team member to write the three metrics that would be important to measure for your product. Team lead to combine them and list below.

1. Number of Sign-up
2. Itinerary Customization
3. User Feedback & reviews
4. Download Attribution
5. No. Of downloads
6. Conversion Rate of Recommendations
7. Customer acquisition
8. Customer Lifetime value
9. User engagement
10. User Churn Rate
11. Social media engagement
12. Cost Per Conversion
13. Average session duration
14. User Retention rate
15. Click through rate

C. As a team, discuss all suggested metrics and select Top Three:

1. Cost per Conversion
2. Customer Lifetime Value
3. Conversion Rate of Recommendations

D. Which one is the most important metric and why?

Cost per Conversion (CPC) can be a useful metric to measure the effectiveness of user acquisition strategies in converting users into paying customers. By tracking CPC, you can understand the cost required to acquire a user who takes a specific action, such as signing up for a subscription. CPC can help to optimize our marketing strategies and determine which areas are most effective at driving conversions. By optimizing user acquisition strategies and increasing conversion rates, we can increase the return on investment and drive revenue growth.