Project Report: SaaS Product Analysis

This project report details my work on analyzing a SaaS (Software-as-a-Service) product, where the focus was on understanding user behavior, product adoption, and identifying opportunities for improvement through data analysis. The analysis involved working with key SaaS metrics, user interaction data, and qualitative feedback to deliver data-backed insights for product growth and customer retention.

Key Contributions & Data Analysis Focus:

- Tracked and analyzed core SaaS KPIs such as DAU (Daily Active Users), WAU (Weekly Active Users), MAU (Monthly Active Users), retention rates, conversion rates, and customer lifetime value (CLV).

- Performed cohort analysis to measure retention trends and identify high-value customer segments.

- Designed and executed A/B testing on onboarding flows and landing pages, leading to measurable improvements in trial-to-paid conversion rates.

- Wrote SQL queries and used Excel dashboards to extract, analyze, and visualize product usage patterns across customer cohorts and time periods.

- Analyzed customer support tickets and feedback surveys to uncover recurring pain points and product usability issues.

- Partnered with product managers and engineering teams to translate data insights into actionable recommendations for feature improvements and user experience optimization.

- Prepared weekly performance reports with visualizations, highlighting product adoption trends, churn analysis, and feature-level engagement for leadership teams.

This SaaS product analysis project demonstrates my ability to combine technical skills with business understanding. By monitoring KPIs, running experiments, analyzing user behavior, and generating actionable insights, I showcased the role of a data analyst in driving product growth, improving retention, and enhancing the customer experience. This project also reflects my readiness to work cross-functionally with product and engineering teams in a real-world business environment.