



# Assignment

## Identifying Key Metrics

Name: Vardhan Kale

# Problem Statement

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## DESCRIPTION

You have recently joined as the Product Manager (Analytics) at **Zoom**, which is one of the fastest-growing SaaS start-ups. 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.

# Assignment Instructions

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## DELIVERABLES

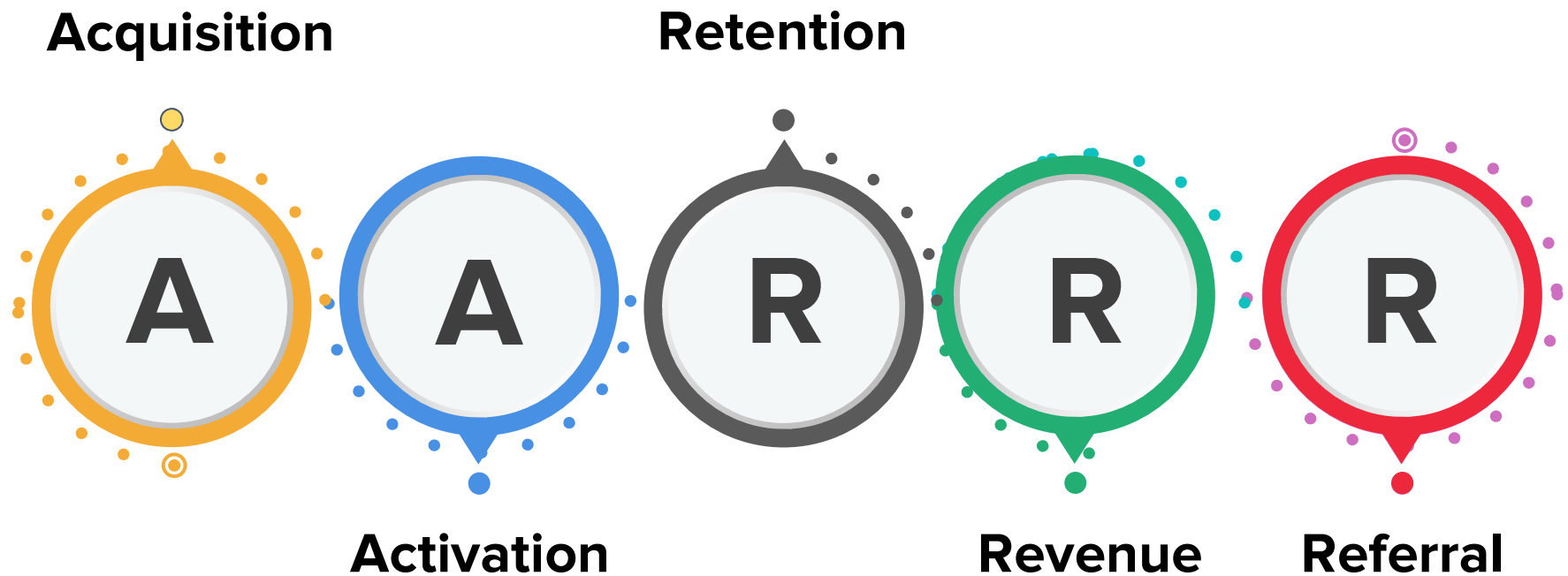
1. First, you have to **identify all the relevant metrics** that Zoom should monitor across the lifecycle of the product. You also need to provide a brief explanation for choosing each metric.
2. Second, you have to **build the wireframe** for the analytics dashboard, which will help monitor all these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

# Recap - AARRR Framework

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# Part 1

## Identifying the relevant metrics for Zoom based on the AARRR Framework

# Zooms offerings

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Zoom provides many offerings

1. Zoom meeting
2. Zoom phone
3. Zoom video webinar
4. Zoom rooms

For this assignment we shall focus on metrics for zoom meetings only.

- 1. Acquisitions per channel** – Zoom acquires users via SEO, Social Media Marketing, partnerships and integrations within other platforms. It attracts users towards its blogs and hosts an annual event called zoomtopia which helps in filling top of the sales funnel. We shall try to get an insight into the effectiveness of top distribution channels for zoom. Example : Top channels by Social & Ads , Top channels by App integrations. We may also track which blogs attracts most traffic during FB advertisement, i.e “Top performing funnel for FB” and which call to action gets attended to most often.
- 2. Customer Acquisition Cost per channel ( CAC )** – We shall measure it Quarter on Quarter basis as impact of marketing and advertisement efforts take time to manifest.
- 3. Customer Lifetime Value ( CLTV )** – Calculated as revenue from new customers over the duration of their partnership with zoom minus the cost of acquiring and serving those customers. CLTV should outweigh the CAC (usually, 3:1.) If it does not, there is something wrong with the sales model, pricing model, customer retention or marketing efforts.

**4. Bounce Rate** – Percentage of visitor who visited zooms page but went away without performing any action. Customers should either Sign up, sign in, join a meeting or respond to call to action after they have been acquired by social media advertisement. We shall measure bounce rate for each page to which we drew customers as part of Facebook marketing to understand which does not work.

**5. Conversion Rate in Appstore** – Percentage of views of zoom in app store that resulted in first time download. Helps in identifying why potential users did not download zoom

**6. Top API engagements** – Developers can integrate zoom in their application. Zoom is supported on different platforms as well. This can help us understand which APIS are not getting and from which platforms.



1. **Monthly Registration Rate** - New zooms users come from existing users. By sending zoom link in Gmail and Outlook calendar invites, existing users keep promoting zoom. Due to their business model, monthly registration rate can be an activation metric as well as help gauge virality of product.
2. **Product Qualified Leads or ( PQL )** - Or number of Active users who have already experienced the value of zoom by participating in video calls.
4. **Metrics Around Feature Adoption** - These metrics will focus on the usage of specific features of zoom.
  - 4.1 **Cloud recording**
    - Percentage of total meeting users which recorded active speaker view
    - Percentage of total meeting with recorded gallery view
    - Percentage of total meeting user which recorded audio only file.
  - 4.2 **Meeting storage**
    - Percentage of meeting users who stored the meeting on cloud.
    - Percentage of meeting users who stored the meeting on their computer.

## 4. Metrics Around Feature Adoption

### 4.3 Sharing of meeting

Percentage of meetings which were shared. What other channels can be added to share them ?

**4.4 Percentage of meetings in which transcripts were downloaded** - Zoom positions transcripts and meeting minutes as a value propositions. Knowing how many users uses it is useful because it will help then continue their efforts towards building features which leverage NLP and AL based meeting minutes

1. **N day retention** - How many customers keep using the product. Example : percentage of seven-day active users in a given week who are still seven-day active three months later
2. **Monthly active users** – Measure product adoption,. We shall measure it MOM.
3. **Average session frequency per segment** – Free users can use zoom till 40 minutes. How many of them exhaust this limit ? What can be done to convert them to paid users ? This can be decided if metrics are available for Basic, Pro users, Business , Enterprise users.
4. **Churn rate per Quarter**- Churn rate for Basic, Pro, Business and Enterprise. This metric will alert the zoom team about new users who are abandoning the product after a month and encourage further investigation. It can be improved by focusing on many aspects such as improve onboarding, stickiness factor ( integrating your product with customers existing workflow ), try different pricing options, measuring customer engagements of your features, improve customer service etc.
5. **Subscription Renewal Rate** – Since we are measuring churn rate we would not measure this metric as both the metrics are not mutually exclusive
6. **Monthly Conversion Rate (Free to paid users)** – To measure the number of users zoom has been able to convert to customers on a monthly basis

1. **Monthly Recurring Revenue ( MRR )** - Growth in MRR is a positive indicator.
2. **Average revenue per user ( ARPU )** - Calculated by dividing total revenue by the number of customers you have. Since zoom has segmented customers based as PRO, Business and Enterprise, it may be useful to know the ARPU for each segment. While graphing this metrics we can identify price points that customers are selecting more than others along with identifying upsell/down sell trends. In the short term, ARPU directly affects MRR. In long term it affects LTV. Higher ARPU is also correlated to lower user churn. It can be increased by marketing feature upgrades, Cross selling additional services & Encouraging plan expansion along a value metric.
3. **Break even revenue** - Revenue that exceeds the customer acquisition cost .
4. **Net revenue retention ( NRR )** - Net Revenue Retention takes into account the total revenue minus any revenue churn (caused by departing customers, or customers who have downgraded) *plus* any revenue expansion from upgrades, cross-sells or upsells. NRR is perhaps the most fundamental KPI in terms of determining customer success for SAAS product. For highly successful company with happy customers, NRR will most likely exceed 100%. If its closer to 0%, it's time to start taking a serious look at where your customers are churning out and take evasive action. We shall track it on a monthly and yearly basis.

5. **Net Revenue Churn ( NRC )** – How much lost customers represent in revenue.  
Amount of money lost after accounting for new and expansion revenue.  $NRC = ( \text{Revenue lost in period} - \text{New and Expansion revenue} ) / \text{Revenue at the beginning of period}$ .
6. **Customer lifetime value ( LTV )** – CLV is the total worth to a business of a customer over the whole period of their relationship. It must be significantly more than CAC

# Referral Metrics

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1. **Net promotor score ( NPS )** - NPS measures customer loyalty. In 2019 zooms NPS was 72
2. **Customer support wait time** - Minimizing customer support wait times when they reach out with questions is important to gauge how likely customers are to recommend zoom service.
3. **Customer satisfaction score (CSAT)** – CSAT measures a user's satisfaction with a product or service. Reviews from [Gartner peer insights](#), [G2.com](#), [TrustRadius](#), etc.
4. **Customer Experience Score (CES)** - Measures ease of customer interaction and resolution during a request.
5. **Viral Coefficient (K)** - Viral Coefficient is the number of new users an existing user generates.  $(\#) \text{ invitations sent per user} \times (\%) \text{ conversion rate} = (\#) \text{ Viral Coefficient}$
6. **Number of meeting participants per day** – More the participants more possibility of meeting invites to new members

## Part 2

# Building the Wireframes for the Web-based Analytics Dashboard

# Wireframe - Analytics Dashboard

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## Acquisition Metrics

1. Top N acquisitions be Social & Ads
2. Top N acquisition by app integrations
3. Top performing ad funnels for FB
4. Top performing blogs

1-April-2020 to 1-June-2020

### Acquisition

#### Top 5 acquisitions by Social & Ads

1. Facebook	<div></div>
2. Youtube	<div></div>
3. WhatsApp	<div></div>
4. LinkedIn	<div></div>
5. Vkontake	<div></div>

#### Top 5 acquisitions by app integrations

1. Calender.google	<div></div>
2. app.asana.com	<div></div>
3. calendly.com	<div></div>
4. zoomno.net	<div></div>
5. slack	<div></div>

#### Top performing ad funnels for FB

1. Request for Demo page	<div></div>
2. Free Signup Page	<div></div>
3. Zoom rooms page	<div></div>
4. Zoom blog with demo	<div></div>
5. Some other page	<div></div>

#### Top performing blogs

1. Star trek actor to lead zoomtopia	<div></div>
2. Zoom recieves MSI award	<div></div>
3. Zoomtopia to feature Richard branson	<div></div>
4. Introducing zoom rooms appliances	<div></div>
5. Zooms quarterly performance	<div></div>



# Wireframe - Analytics Dashboard

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## Acquisition Metrics

1. Customer Acquisition Cost per Channel
2. Customer Lifetime Value per Quartile
3. Bounce Rate per Page
4. Conversion rate in App Store.



# Wireframe - Analytics Dashboard

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## Activation Metrics

1. Monthly Registration Rate
2. Product Qualified Lead Per Month
3. Cloud Recording Metrics
4. Cloud Meeting Storage Metrics.



# Wireframe - Analytics Dashboard

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## Retention Metrics

1. Monthly Active users
2. Avg Session Duration
3. Churn Rate Per Month
4. Monthly conversion Rate

1-April-2020 to 1-June-2020

### Retention



# Wireframe - Analytics Dashboard

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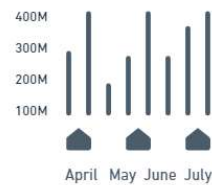
## Revenue Metrics

1. Monthly Recurring Revenue ( MRR )
2. Average revenue per user ( ARPU )
3. Net revenue retention ( NRR )
4. Customer Lifetime Value (CLTV )

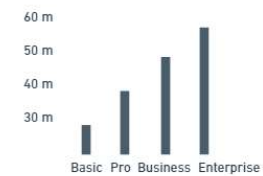
1-April-2020 to 1-June-2020

### Revenue

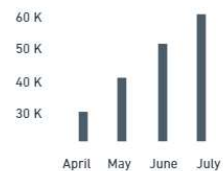
Monthly Recurring Revenue



Avg Revenue Per User



Net Revenue Retention



Customer Lifetime



# Wireframe - Analytics Dashboard

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## Referral Metrics

1. Net promotor score ( NPS )
2. Customer satisfaction score (CSAT)
3. Customer Experience Score( CES )
4. Virality Score

1-April-2020 to 1-June-2020

### Referral



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