Assignment

Identifying Key Metrics

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DELIVERABLES

- **X** is one of the fastest- growing SaaS startups. **X** is the leader in modern enterprise video communications, which provides a cloud platform for video and audio conferencing, collaboration, chat, and webinars.

- First, you have to **identify all the relevant metrics** that **X** should monitor across the lifecycle of the product. You also need to provide a brief explanation for choosing each metric.

- 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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Acquisition

Retention
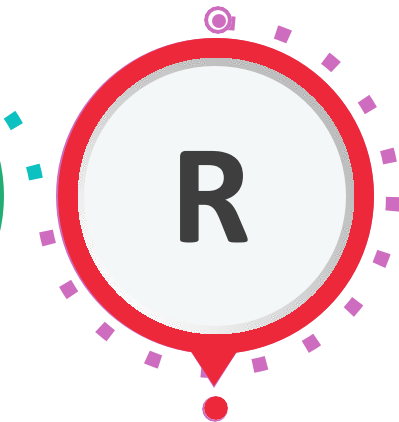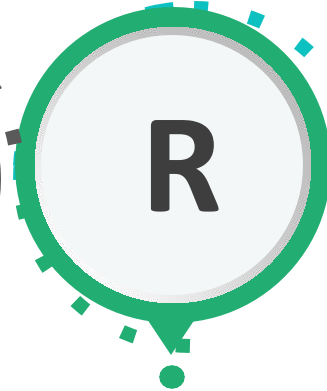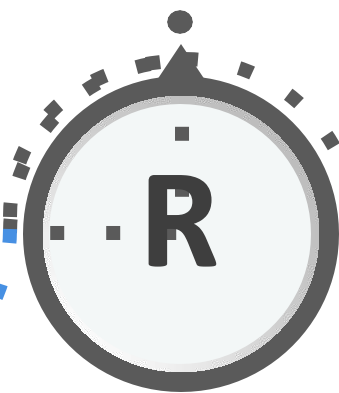
Activation

Revenue

Referral

A A R R R

Acquisition Metrics

Key Metric Name	Metric Definition
Monthly Unique Visitors	Number of unique users who visited **X** website/App in a given month.
Product Qualified Leads	Potential customers of **X** who have used a product and reached pre-defined triggers that signify a strong likelihood to become a paying customer.
Customer Acquisition Cost	One-time cost of all Sales & Marketing activities + all physical infrastructure and systems, required to motivate a customer to purchase, including fully loaded labor.

Activation Metrics

Key Metric Name	Metric Definition
Sign Ups	Provides the number of new users who have signed up for **X** services in a given month.
Number of meetings in a month	Provides the number of meetings held in a month. Can be calculated Annually, per user, per location, per device used, etc.
Number of average participants per meeting	Provides average number of participants participating in **X** meetings per month. Can also be calculated annually, quarterly, year on year, per user, per location, per device used, etc.

Retention Metrics

Key Metric Name	Metric Definition
Number of Daily/ Monthly Active Users (DAU/MAU)	Provides number of users that are active daily/ in a month. Can also be calculated annually, year on year, per location, per client, per device used, per country, etc.
Churn Rate	Provides the percentage rate of subscription/cancellations over a period of time. Can be calculated annually, biannually, year on year, location wise, country wise, etc.
Customer Retention Rate	Provides the percentage of customers who remained active over a period of time. Can be calculated annually, biannually, year on year, location wise, country wise, etc.

Revenue Metrics

Key Metric Name	Metric Definition
Customer Lifetime Value (CLV)	Provides the economic value of a customer over its lifetime. Can be built up for increasing accuracy by components as follows: 1. recurring revenue, 2. churn (a), 3. acquisition cost, 4. cost of service, 5. capital interest rate (i), and 6. viral growth
Conversion Rate to Customer (CRC)	Provides the percentage of new users who have signed up in a given month. Can be calculated annually, biannually, year on year, location wise, country wise, etc.
Monthly Recurring Revenue (MRR)	Provides the amount of revenue generated by customer over a fixed period of time. Can be calculated monthly, annually, biannually, year on year, location wise, country wise, etc.

Referral Metrics

Key Metric Name	Metric Definition
Net Promoter Score (NPS)	Provides an indication of the willingness of a customer to recommend **X** products to others. Calculated as an Index ranging from –100 to 100.
Viral Coefficient (VC)	Provides the number of new users an existing user generates. This metric calculates the exponential referral cycle - sometimes called virality - that accelerates company growth.
Referral Revenue (RR)	Provides the gross amount received by **X** directly or indirectly, arising from each click by a User on a referral link e.g. a paying merchant or any other third party.

Part 2
Building the Wireframes for the Web-based Analytics Dashboard

Customer Acquisition Metrics Dashboard

1. **Monthly Unique Visitors.**
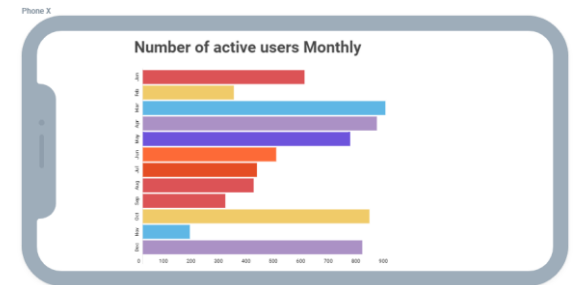
2. **Product Qualified Leads.**

3. **Customer Acquisition**

Customer Activation Metrics Dashboard
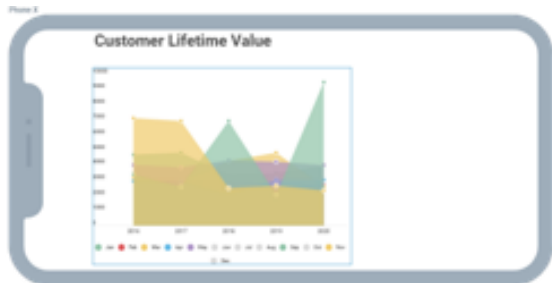

1. No of meeting per Month.

2. Sign ups per Month.

3. Monthly Active Users

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Revenue Metrics Dashboard

Customer Lifetime Value.

Conversion Rate.

Monthly Recurring Revenue.

Retention Metrics Dashboard

Monthly Active Users

Churn Rate.

Customer Retention Rate.

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Referral Metrics Dashboard

Net Promoter Score.

Viral Coefficient.

Referral Revenue