



Assignment

Identifying Key Metrics

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DESCRIPTION

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

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.

Acquisition

Retention



Activation

Revenue

Referral

Part 1

Identifying the relevant metrics
for Zoom based on the AARRR
Framework

- 1) Number of Trial Sign Ups
 - 2) Number of App Downloads
 - 3) Bounce Rate from Website
-
- Acquisition metrics deals with acquiring new users.
 - Users doing the free trial sign ups for zoom will fall into this bucket as it shows a potential for first time use
 - Number of Zoom Apps that are being downloaded will also give an idea of potential new users
 - Bounce rate from Zoom Website Will tell that how many users visited the website but didn't download the app

- 1) Number of Users who have scheduled first zoom meeting
 - 2) Number of Signups for paid features
 - 3) % of Users using all four major features : Video, Audio, Texting, Content Sharing
-
- Activation metrics deals with users achieving success or getting value from a product
 - If a user has scheduled his/her first zoom meeting that means it would have found some value in it
 - If a user is signing up for paid features on zoom then it means they will be using those paid features in near future
 - If a user is using all four major features : Video, Audio, Texting, Content Sharing then it means user is using zoom collaborative tool extensively for multi purposes

- 1) Daily/Weekly/Monthly Active users (DAU/WAU/MAU)
 - 2) Churn Rate
 - 3) Total number of meeting minutes per month
-
- Retention metrics tells about the users that are continuing to use the product. Retention and Engagement go hand in hand
 - (DAU/WAU/MAU) will give an idea about number of active users on zoom in the defined time period.
 - Churn rate is the rate at which customers stop using or unsubscribe from zoom
 - Total number of meeting minutes per month on zoom will also tell about the users engagement with the product

- 1) Monthly Recurring Revenue (MRR)
- 2) Average Revenue per User (ARPU)
- 3) Customer Lifetime Value (CLTV)

- Revenue metrics helps measure revenue from the product
- Monthly Recurring Revenue (MRR) = avg revenue per user * total number of users.
Will predict how much zoom will earn per month. Will be a key metric for SaaS based model of Zoom
- Average Revenue per User (ARPU) = Total revenue per month / Total active customers in the month. Will measure the average amount of money that zoom is earning per user
- Customer Lifetime Value (CLTV) is the gross margin of a user in a lifetime. It will tell zoom the total amount of money customers will spend on zoom during their relationship with it.

- 1) Net Promoter Score (NPS)
- 2) Viral coefficient (K)
- 3) Revenue from Referral Sign Ups

- Referral metrics gives an idea of how current users are helping to promote product to get new users
- Net Promoter Score (NPS) tells how willing customers are to recommend zoom to others. Calculated by %promoters(scores 9-10) - % detractors(scores 0-6)
- Viral coefficient (K) is the number of new users the average customer generates for zoom

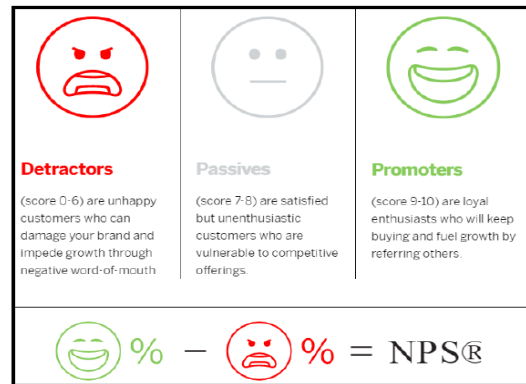
Viral coefficient = $C \times R \times CR / 100$

C = Number of customers

R = Average number of referrals per customer

CR = Average conversion rate for referrals

- Revenue from Referral Sign Ups will help zoom in calculating revenue purely from referral schemes and will help in cutting marketing costs otherwise



Part 2

Building the Wireframes for the Web-based Analytics Dashboard

- Sign In/ Sign Out Option at the left
- Search option at the top
- Refresh page option at the top
- Settings option at the top
- Mail/Download reports option at the top
- Dashboards, Charts, Statistics, Activities, Help pages at the left
- Duration Selection options over metrics
- Clicking on Each Metric will open the individual page of the metric

Wireframe - Analytics Dashboard

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Nitesh

Product Manager

Dashboards

Charts

Activities

Statistics

Help

Company Logo

Search



Refresh

Settings



Mail/Download

Acquisition Metrics

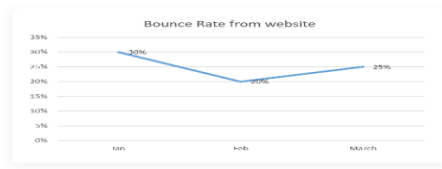
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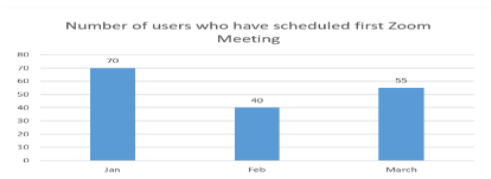


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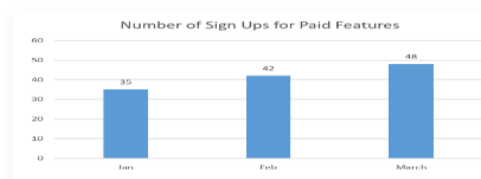


Acquisition Metrics

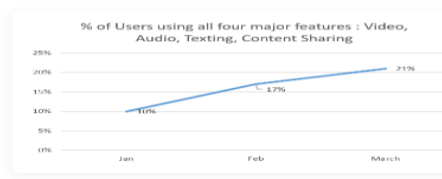
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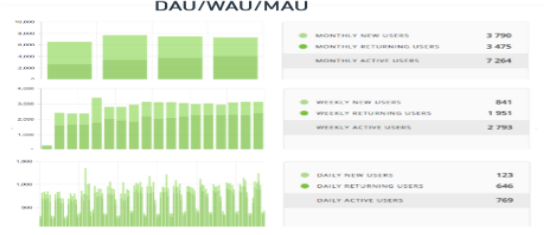


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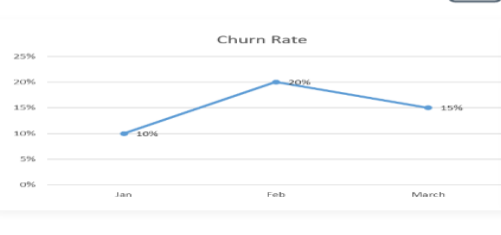


Retention Metrics

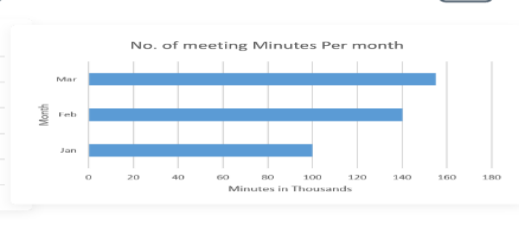
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Duration



Duration



Wireframe - Analytics Dashboard

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Nitesh

Product Manager

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Refresh

Settings



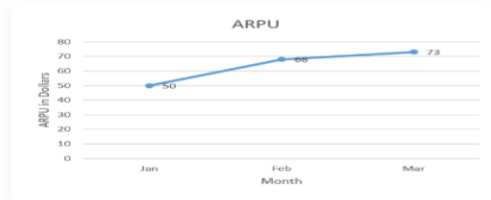
Mail/Download

Revenue Metrics

Duration



Duration



Duration



Referral Metrics

Duration



Net Promoter Score

45

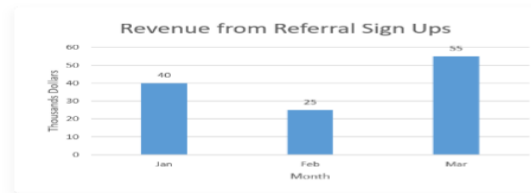
Duration



Viral Coefficient

3

Duration



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