

Assignment

Identifying Key Metrics

Name : Reema Singh

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

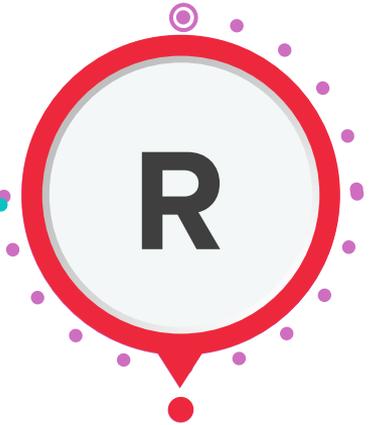
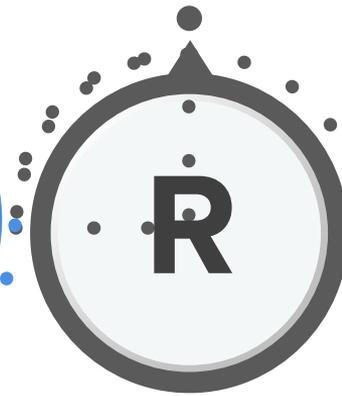
1. First, you have to **identify all the relevant metrics** that Zoom should monitor across the lifecycle of the product. You also need to provide a brief explanation for choosing each metric.
2. Second, you have to **build the wireframe** for the analytics dashboard, which will help monitor all these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

- ✓ Number of distinct users who visits the zoom Website
- ✓ Number of Free Trial Sign Ups
- ✓ Number of Zoom App downloads
- ✓ Time spent on zoom website or app
- ✓ Number of people upgrading to paid version

These are 5 major metrics which I would track for Acquisition of zoom. Starting with Number of people visit ZOOM. How many people have downloaded the app and gone for sign ups. How much time people spent on the site/app which will give us the idea of conversion .

- ✓ Zoom provides 40 mins of freemium model if a user is spending much time, he is likely to upgrade his free trial and go for premium subscription. Usage of zoom across various channels Which helps to derive the over ACP (Acquisition cost per user) as well as the most effective channel for user acquisition

.

- ✓ User onboarding/customer onboarding
- ✓ Completed their profile
- ✓ Number of users attending the meeting on zoom for the first time
- ✓ Number of users scheduled a first meeting with Zoom
- ✓ Number of Signups for Zoom Premium membership
- ✓ Percentage of freemium vs Premium

Activation is fueled by what is the user feeling with the product, this is determined by how quickly user understand the value of the software. Does the user have the 'aha moment' or time-to-first-value (TTFV)? Activation is expressed as the percent of users who have achieved value, out of total acquired users and activation can be tracked through 5 major metrics listed in previous slide for Zoom.

- Number of user attending their first meeting after signup . This will mean that user got to know about the value and services offered by zoom and he is potentially be a conversion case.
- When user scheduled his first meeting using zoom and he finds value in coming back again. He can be converted using premium as his needs can go beyond scheduling out of the freemium mode
- User when subscribe to the premium model where he gets to schedule a meeting for more than 40 mins will helps us track our gross margin revenues and consider for LTVs and overall revenues.
- The percentage of conversion from Freemium to Premium helps to understand the potential for service and users found value in service .First meeting scheduled by a premium user will help us derive a user's journey and potential for getting more conversions on system

- ✓ Number of distinct meetings user attends per week/month
- ✓ Number of meetings scheduled by the user per week/month
- ✓ Total Number of Meeting scheduled per week/month ,minutes per Meeting

Retention will indicate that users are coming back to zoom and logging in, they are considering buying the product. Without solid retention there is a churn problem, which is the silent killer of any SaaS businesses like zoom. One of the main goals for a healthy SaaS company is to not only show that initial value but continue to deliver value. Make sure your customer success team is engaged and executing your CS strategy.

- Retention can be measured through number of unique users attending the meeting with zoom.
- What is the duration of zoom meetings users are doing which will give us a clear pictures of the Zoom usage and customer stickiness to the product who would continue to pay for our service.

- Sign ups
 - Upgrades
 - Subscriptions
 - Subscription Renewals
-
- Measuring these items will help in getting the bucket of metrics
 - ✓ Monthly recurring revenue (MRR),
 - ✓ Average revenue per user (ARPU)
 - ✓ Average contract value (ACV)
 - ✓ Customer lifetime value (LTV)

- Users subscribe to zoom and become customers. Without revenue there is simply no business. We can't forget revenue but be prepared to kickoff customer success efforts as soon as that payment comes through.
- Revenue can be measured by monthly recurring revenue (MRR), average revenue per user (ARPU), average contract value (ACV) and over all customer lifetime value. They can be found out by measuring sign ups , subscriptions etc. These all calculation gives a well objective number to monitor on dashboard to track on daily basis and that indicates zoom over all revenue projections.

- ✓ NPS will indicate how likely the customer will continue using depending upon the satisfaction rate showed
- ✓ Existing users who invites new users
- ✓ Users who give user reviews and rating for App in App store/Play store
- ✓ Number of users follow Zoom in Social Media channels

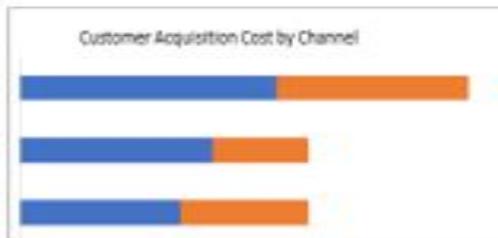
Referral metrics indicate the percentage, of the customer base, that talking in positive way about zoom and bring other customers. It helps predicting product future and which will be matured though various metrics like How may users inviting new / first time users to the platform. Users finds the value in zoom services will be retained and promoted to premium users. PS score also indicates how likely the customer will continue and advocate about the product. Users following social media channel and giving a good rating of 4 & 5 will ensure that these people are likely to refer zoom in their circle.

Part 2

Building the Wireframes for the Web-based Analytics Dashboard

Wireframe - Analytics Dashboard

Daily Monthly Yearly



MRR
\$147
ARR
\$1,764
Customers
3
ARPU
\$49
LTV
\$3,172



I have tried to show metrics on one single page as the people who will consume the metrics would not want to flip pages.

- The metrics has a view of weekly , monthly and yearly . User can toggle between any 3 values. Based upon the selection metrics will be shown, monthly metrics view is represented in the above slide
- All major metrics are covered like CAC, Revenue, Retention, NPS, ARPU, MRR, Customer lifetime value.
- All the metrics shown above will help product manager gauge the health of the product
- After looking at the metrics PM, Marketing team and other interested parties can take appropriate action.

All content and material on the upGrad website is copyrighted material, either belonging to upGrad or its bonafide contributors and is purely for the dissemination of education. You are permitted to access print and download extracts from this site purely for your own education only and on the following basis:-

- You can download this document from the website for self use only.
- Any copies of this document, in part or full, saved to disc or to any other storage medium may only be used for subsequent, self viewing purposes or to print an individual extract or copy for non commercial personal use only.
- Any further dissemination, distribution, reproduction, copying of the content of the document herein or the uploading thereof on other websites or use of content for any other commercial/unauthorized purposes in any way which could infringe the intellectual property rights of upGrad or its contributors, is strictly prohibited.
- No graphics, images or photographs from any accompanying text in this document will be used separately for unauthorised purposes.
- No material in this document will be modified, adapted or altered in any way.
- No part of this document or upGrad content may be reproduced or stored in any other web site or included in any public or private electronic retrieval system or service without upGrad's prior written permission.
- Any rights not expressly granted in these terms are reserved.