

upGrad



Assignment

Identifying Key Metrics

Name: VVSS Vijay Aditya
vvssvijayaditya@gmail.com

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.

Assignment Instructions

upGrad

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

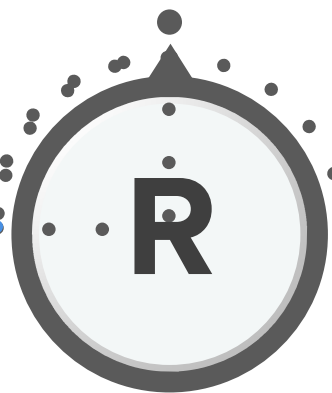
upGrad

Acquisition



Activation

Retention



Revenue



Referral

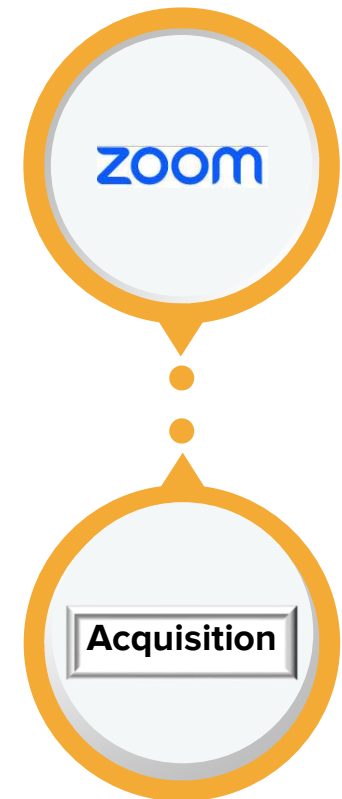
Part 1

Identifying the relevant metrics for Zoom based on the AARRR Framework

Acquisition Metrics

upGrad

As a product manager in Zoom, I would like to start tracking the daily & weekly new users reaching the zoom website/App. I would like to know the most channels conversion rate that used to convert users as customers from different channels to be part of freemium model and will want to know the different channels traffic for the same. CAC will describes the total amount we spend to acquire customer from different channels and be into zoom freemium. CPC will calculates the cost to buy a click on the advertisement placed on different channels. Bounce rate explains the user visited zoom website or play store for zoom app but not performed any action and leave without any action.



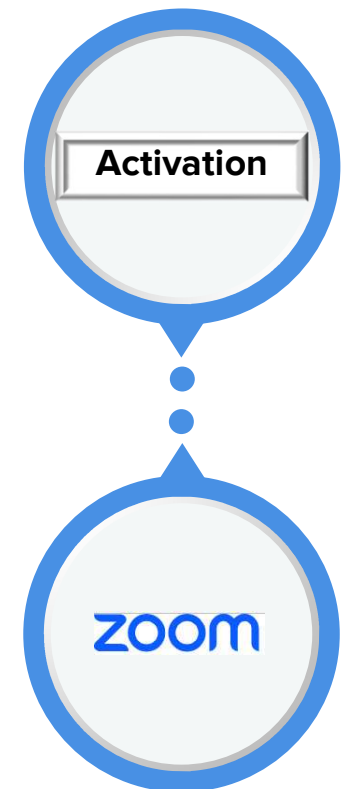
- **Daily/Weekly New active users**
- **Conversion rate**
- **Traffic from channel/Traffic driven by website**
- **CAC – Customer acquisition cost(Per Channel)**
- **CPC – Cost per click (Per Channel)**
- **Bounce Rates (Per Channel)**
- **Number of successful signups**
- **Number of App downloads**

Activation Metrics

upGrad

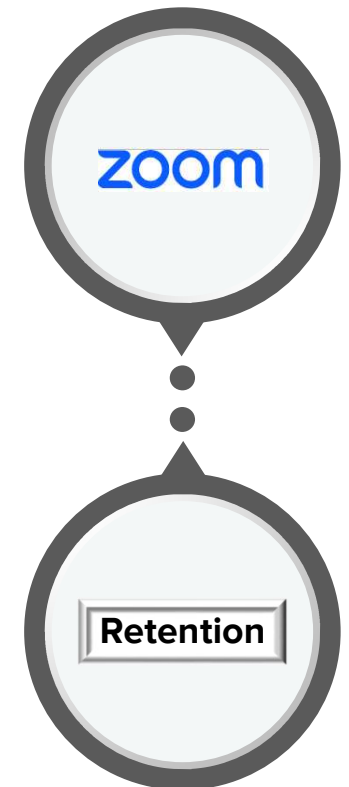
As a product manager in Zoom, I would like track my activation metrics with first meeting attending and scheduling . Then I would like to know the subscriptions happened and converted into premium memberships. Attending meeting and scheduling in continuity will improve the subscription and making the customers into premium. This can further used into B2B webinar service for improving customer activations.

- **Number of users attended their first meeting**
- **Number of signups for the premium membership**
- **% of Premium Vs Freemium**
- **Number of users schedule first meeting**
- **Conversion rate**
- **Webinar attendees (B2B)**



As a product manager in Zoom, I would like track my retention metric for DAU & MAU to identify how many customers are coming back or staying with zoom. This helps to identify the premium customers to define the customer retention rate and the churn rate. To maintain the retention or to maintain customers come back or to refer we will like to measure the meetings attended per month or scheduled in a month. Also I would like to measure session per user and user sessions conducted in a month. Having the net promotor score will increase the retention policy.

- **DAU(Daily Active users) & MAU (Monthly Active Users)**
- **Customer retention rate vs Churn rate**
- **Number of meetings attended/Scheduled per month**
- **Number of users per session**
- **Number of sessions/webinars per user**
- **Net promotor score**



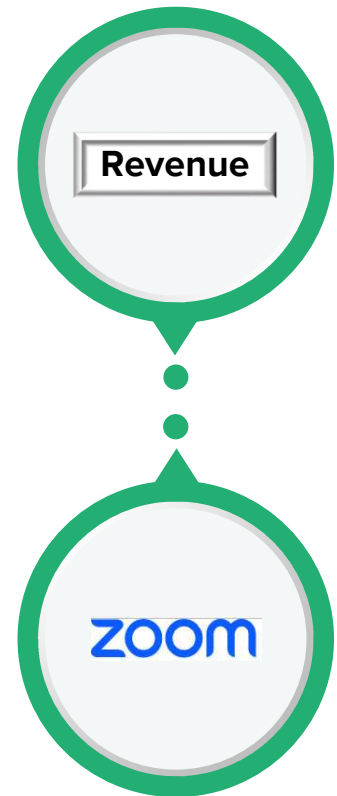
Revenue Metrics

upGrad

As a product manager in Zoom, I would like to track zoom revenue projections using CAC(customer acquisition cost),MRR(Monthly recurring revenue),LTV (Customer life time value),ARPUA(average revenue per user account) & ACV (average contract value). Revenue churn to calculate the drop out for paid user payments.

Our goal is to calculate zoom business revenue and make profits. We should ensure the LTV:CAC should not drop and should be maintain something like 3:1 to be good in the current market.

- **Customer acquisition cost**
- **Monthly recurring revenue**
- **Customer life time value**
- **Average revenue per user account**
- **Average contract value**
- **Revenue churn**



As a product manager in Zoom, I need to get the percentage of customers who referred zoom app to their friend/relatives. Number of referred customers. Nice to have net promoter score to increase the users and their referrals. Social media shares will help zoom to get more referral users. Counting freemium vs paid customers received on referral to retain them in their life time value. App store rating and following improves the app value against the competitors and helps to retain and maintain durability of market .

- **Percentage of customers who refer**
- **Referred customers**
- **Net promoter score**
- **Social media shares**
- **Percentage of customers freemium vs paid using referral**
- **Number of users provide rating and follow zoom app at Appstore**
- **Viral coefficient**



Part 2

Building the Wireframes for the Web-based Analytics Dashboard

ZOOM app dash board is to track the application revenue with respective acquisition cost & activation funds. This is to track the retention of the customers that are using **ZOOM** app. The customers of zoom from inside or outside can refer other users and can track and view the retention of overall customers. Depending on specific goals, we may have focus on metrics that you will monitor regularly, which helps us judge the health of **ZOOM** business or the product that we're managing.

Wireframe - Analytics Dashboard

upGrad

zoom

Dashboard JAN 2023:

Acquisition:

Activation:

Retention:

Revenue:

Refferal:

Progress

+ Acquisition

Daily/Weekly New active users

Conversion rate

Traffic from channel/Traffic driven by website

CAC - Customer acquisition cost(Per Channel)

CPC - Cost per click (Per Channel)

Number of successful sign-ups

Number of App downloads

Progress

+ Activation

Number of users attended their first meeting

Number of sign-ups for the premium membership

% of Premium Vs Freemium

Number of users schedule first meeting

Conversion rate

Webinar attendees (B2B)

Progress

+ Retention

DAU(Daily Active users)

MAU (Monthly Active Users)

Customer retention rate

Churn rate

Number of meetings attended/Scheduled per month

Number of users per session

Number of sessions/webinars per user

Customer retention rate vs Churn rate

Progress

+ Revenue

Customer acquisition cost

Monthly recurring revenue

Customer life time value

Average revenue per user account

Average contract value

Revenue churn

Progress

+ Refferal

Percentage of customers who refer friends

Referred customers

Net promoter score

Social media shares

Percentage of customers freemium vs paid using referral

Number of users provide rating and follow zoom app at Appstore

Viral coefficient



Export

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.