



Product analytics – Introduction to metrics

**Online Higher
Education Programs**

for Working Professionals



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Problem Statement

You have recently joined as Product Manager-Analytics in a fast growing SaaS startup. One of your first jobs is to build a web based dashboard that will track the relevant metrics across the lifecycle of the product. For this you need to first identify the relevant metrics that you will track for the different stages and then build a wireframe for the dashboard which will help track all these metrics.

In your submission identify the relevant metrics (along with explanation of why you will use them) and then share the screenshot of your wireframe.

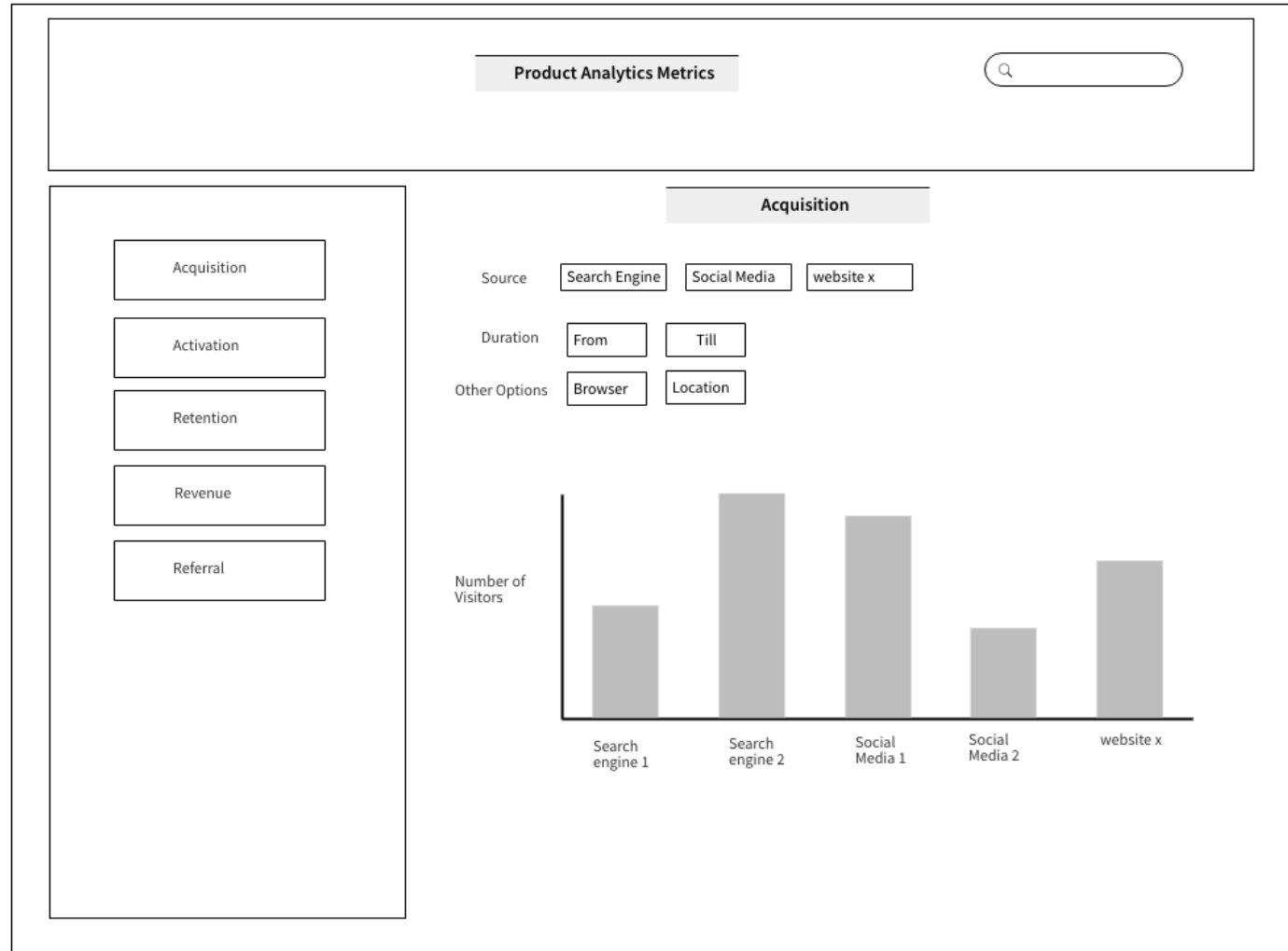
Hint: Use the AARRR framework to find the relevant metrics.

Metrics at different stages and their explanation

Product Life-cycle Stages	Metrics	Explanation for the Metrics
Acquisition How do users become aware of your product?	Customer Acquisition Cost (CAC), SEO, SEM, social media and referrals	Users become aware of the SaaS product by organic search results as well as the paid search results when he searches for such products, hence tracking SEO as well as SEM performance is necessary. Social media as well as referrals also make the product visible to the user, hence to track these performances is also beneficial.
Activation What should you do to keep users engaged?	Number of free trial signups, Number of users upgrading to paid signups, Type of subscription in paid signups	To keep track of the user activation, the mentioned metrics i.e. number of free and paid signups as well as the popularity of the type of subscription in case of paid signups are crucial to understand what keeps user interested as well as engaged.
Retention How to make sure that the user keeps coming back to the product?	Time since user's last visit, churn rate and number of daily active users	These metrics in case of SaaS product, are necessary in order to track the retention. Churn rate gives the number of people leaving the platform which may help us in knowing what kind of people are leaving and why. Also number of daily users may tell us what features are being liked by the users.
Revenue Tracking the revenue metrics	Customer Acquisition cost (CAC), Customer lifetime value (CLV) and number of paid customers, type of paid subscription	Numbers of paid customers and the type of subscription that they are opting for can tell us about the financial performance of the product and can show the direction for the revenue improvement. Customer Acquisition cost and customer lifetime value also provides us the valuable information about how to increase revenue, by using resources efficiently.
Referral Do delighted users recommend product to others?	Viral coefficient and Net Promoter Score (NPS).	Viral coefficient provides us the information about the popularity of the product and Net promoter score tells that how likely are the existing users to recommend the product to others, hence these metrics are necessary to understand user satisfaction as well as the rate of distribution via referrals.

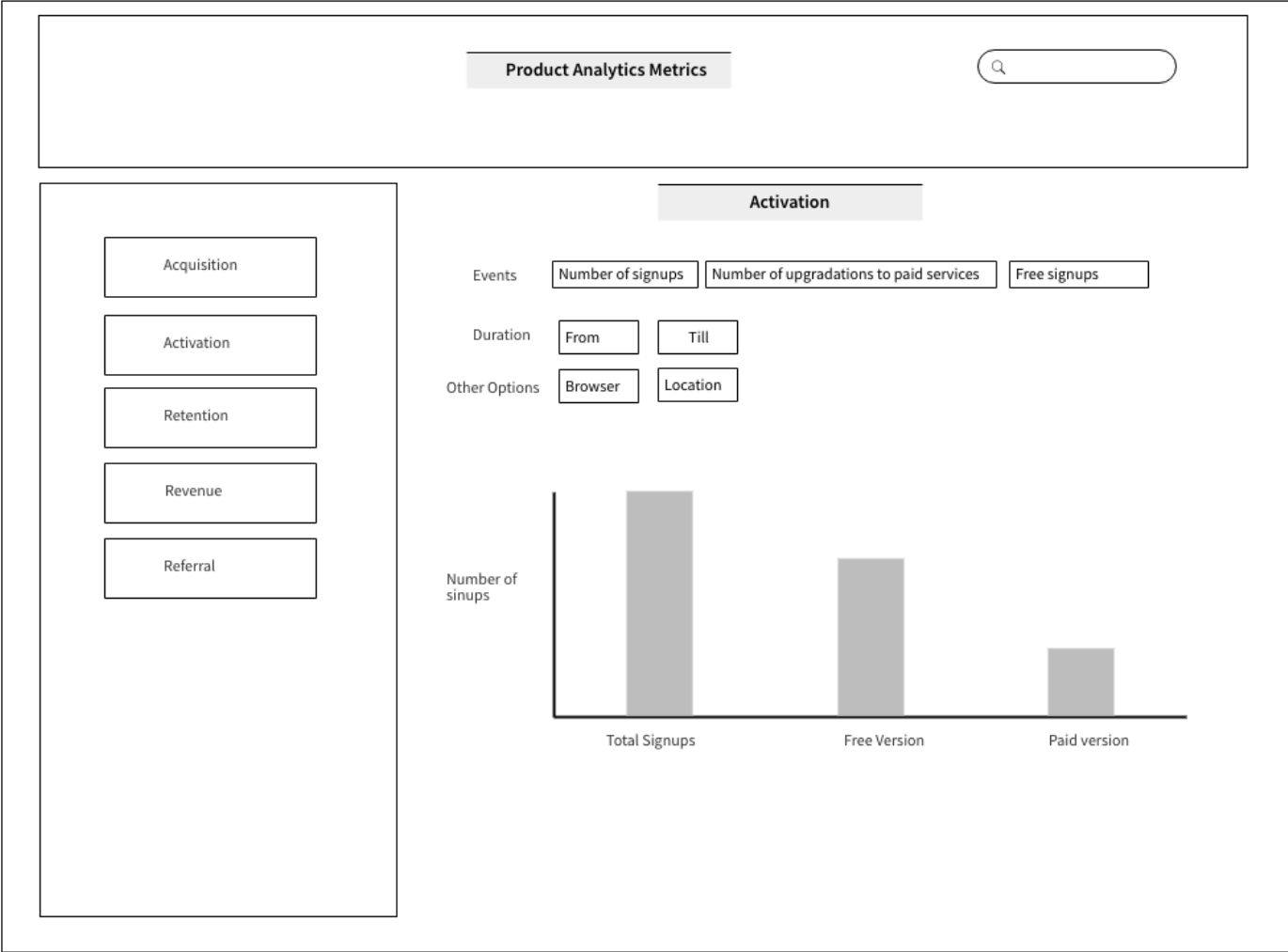
Wireframe

Acquisition Screen



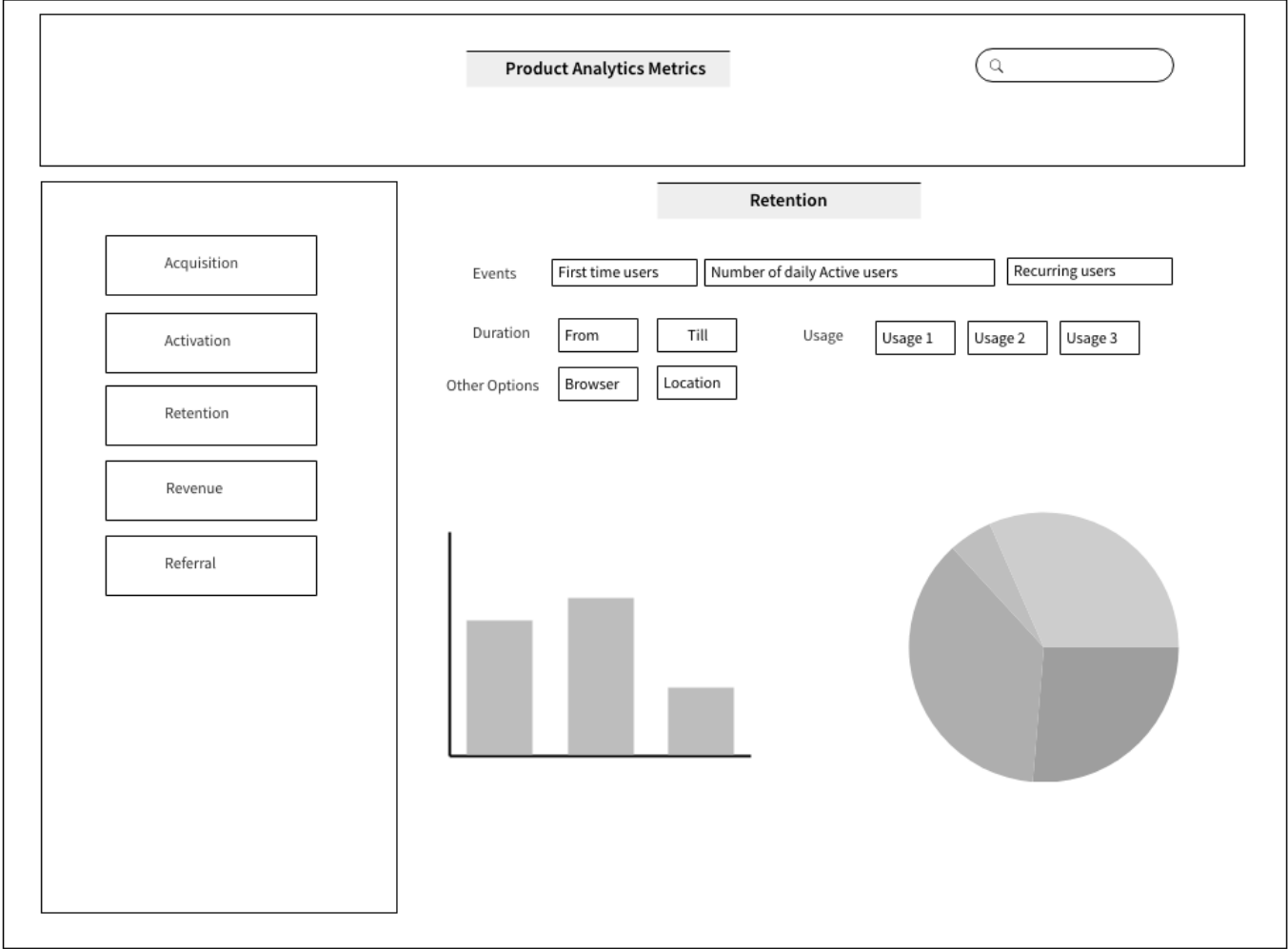
Wireframe

Activation Screen



Wireframe

Retention Screen



Wireframe

Revenue Screen

Product Analytics Metrics

Acquisition

Activation

Retention

Revenue

Referral

Revenue

Events

Number of paid customers

Total Revenue

Marketing expenditure

Duration

From

Till

Other Options

Browser

Location

Demographics

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Wireframe

Referral Screen

