Identifying Key Metrics

Zoom

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Problem Statement

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.

AARRR ?

Acquisition
Retention
A
A
R
R
R
Activation
Revenue
Referral

Part 1

Identifying the relevant metrics for Zoom based on the AARRR Framework

P.S. Images sourced from Internet

Acquisition Metrics

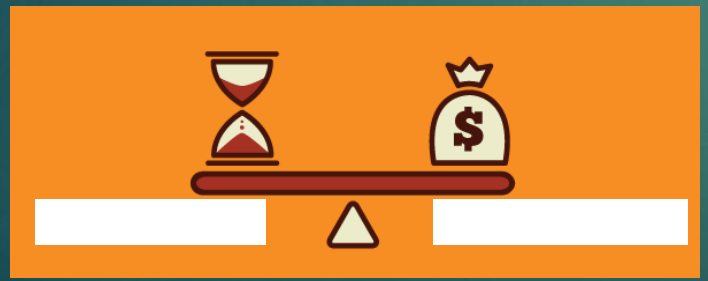
- **New website visits**
  - Number of users visiting Zoom website via various channels
- **User Channel**
  - Users coming from various channels such as Google, Facebook and Organic traffic
- **Total Users** signed up for Free account and Premium Account
  - with time frames per day, per week, per month and per year
- **Bounce Rate**
  - The no. of users visiting website, but no action taken
- **Customer Acquisition Cost (CAC)**

Activation Metrics

- **Usage Time**
  - % of users who have start using the product for more than a stipulated time duration let's say **>1hr** in 7 days post sign up process

- **Sign-up success Rate**
  % of users who sign-up after visiting the website vs bounce off

- **Premium Account Activation Rate**
  - % of users who choose for a premium account in 7 days post sign up process



Retention Metrics

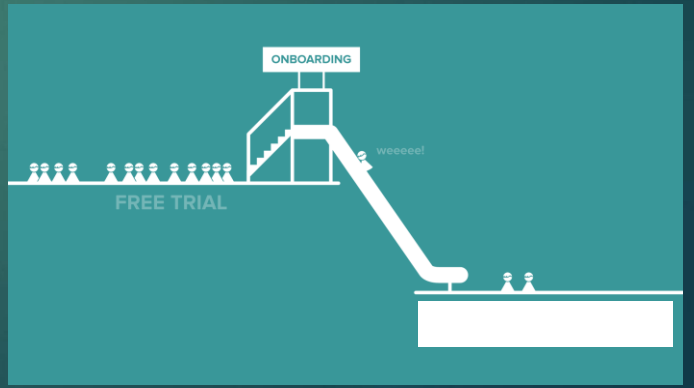
- **Retention Rate**
  - Number of users that use application on a Monthly/Weekly basis (MAU/WAU)
- **Continuity quotient**
  - % of users using the zoom application/service for more than “x” times in “y” time
- **Application Usage Time**
  - per each user in time frames of minutes or hours/ user/ week

Revenue Metrics

- **Customer Lifetime Value (CLV)**
  - In any case the CLV can be calculated by using a simple formula
  CLV = Customer revenue - Costs of (acquiring + serving) the customer
  **Customer revenue minus the costs of acquiring and serving the customer*

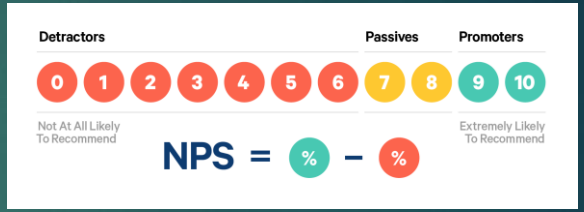
- **Average Revenue per user (ARPU)**
  - as the name suggests, it is the measure of revenue generated per user.
  Average revenue per user measures the **amount of money** that a company can expect to generate from an individual customer.
  It's calculated by dividing the total revenue of the business by its total number of users.

- **Conversion rate**
  - % of users who pay for a premium account from an existing free account.



Referral Metrics

- **Net Promoter Score (NPS)**
  - The number of customers that recommend using zoom to others



- **Customer Effort Score (CES)**
  - Customer Effort Score (CES) is a single-item metric that measures how much effort a customer must exert to get an issue resolved, a request fulfilled, a product purchased/returned, or a question answered

- **App store ratings and reviews**
  - The App store ratings and reviews tell a lot about the product and that helps new users take a decision on App installation as well as purchasing a paid plan / convert to premium account

Part 2

Building the Wireframes for the Web-based Analytics Dashboard

Wireframe - Analytics Dashboard

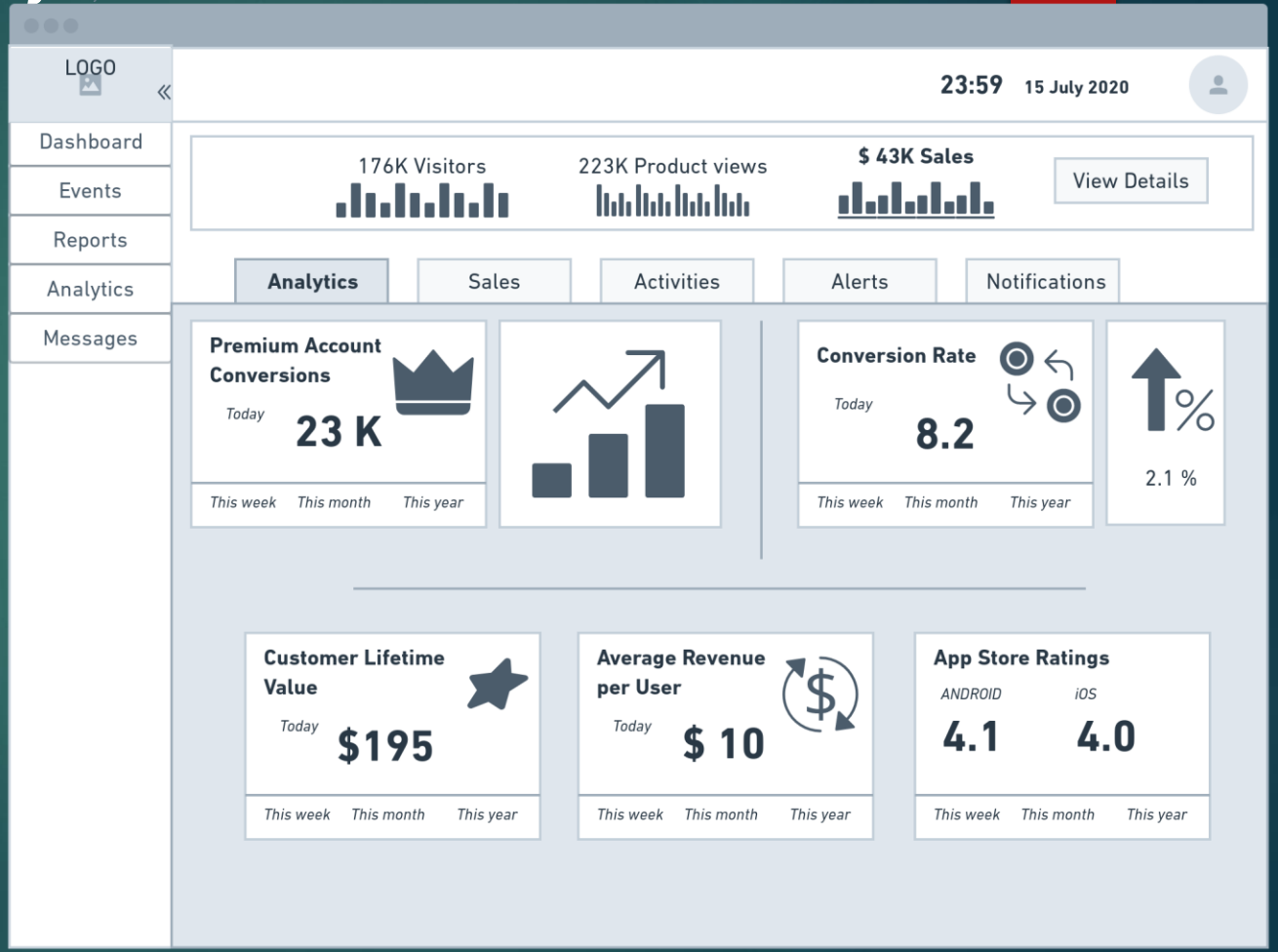
The Dashboard Analytics Page

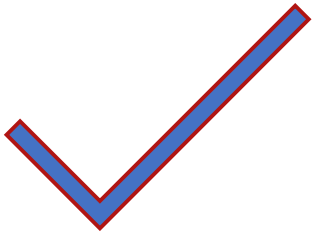
We can see some most important metrics right of at the first glance

Detailed visual and numerical representation on click of each item.

Wireframe - Analytics Dashboard

Scroll down page
for more metrics





Thank You!