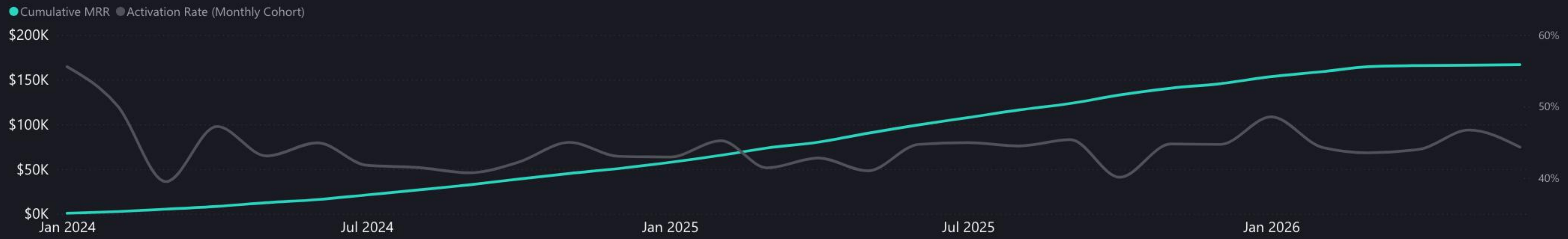
// PRODUCT ANALYTICS · ACTIVATION, RETENTION & REVENUE

A SaaS product measured end to end: activation is where growth is won or lost, and one experiment already moved it.

PAYING ACCOUNTS	CUMULATIVE MRR	ACTIVATION RATE	EVENT VOLUME
1,810	$166,850	43.6%	4,575,688
Team + Business tiers	since Jan 2024 · net subscription revenue	lifetime - reached first-invite-sent	product events captured

ACTIVATION RATE & CUMULATIVE MRR · MONTHLY



Signups are easy; **activation is the fault line**. The next six pages trace it from the funnel to the churn tell.

>> See the activation cliff »

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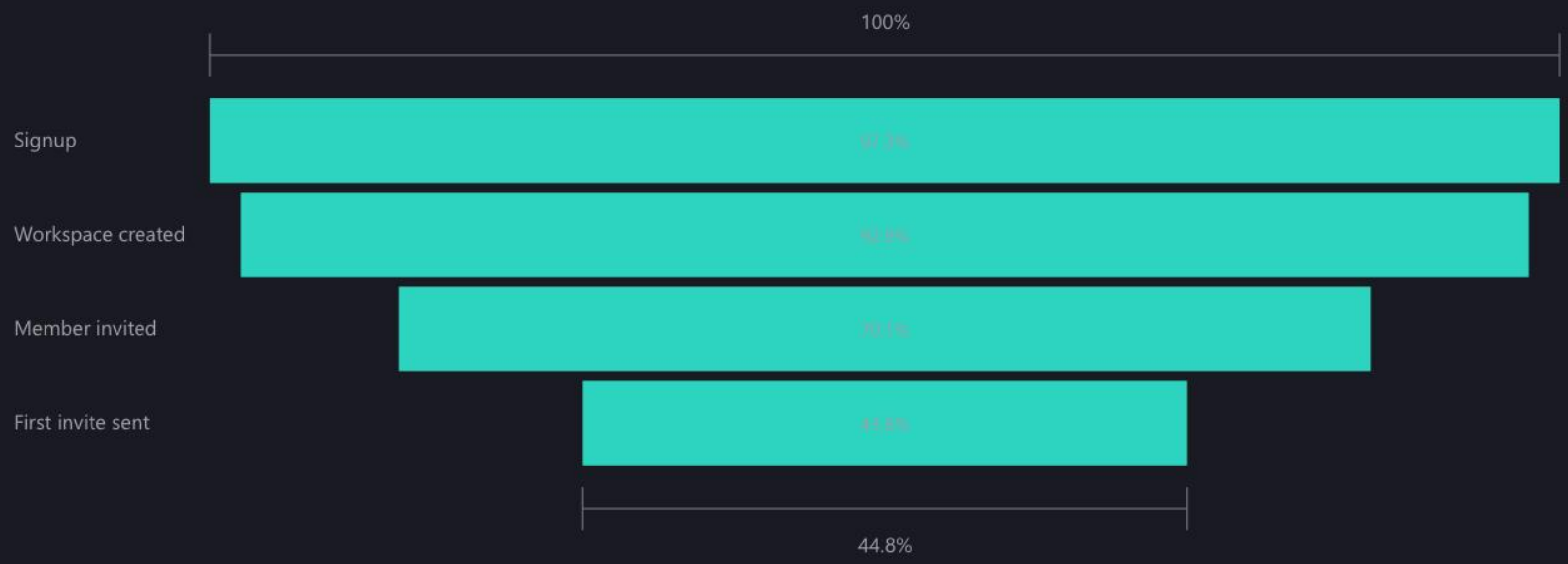
// ACTIVATION FUNNEL · WHERE USERS FALL OUT

Users sign up and build a workspace, then fall off a two-step, 49-point cliff before the first invite. Activation, not signup, is the real funnel.

FUNNEL COMPLETION RATE BY ACTIVATION STEP



ACTIVATION CLIFF

49.3%
workspace → invite drop

WORKSPACE CREATED · REACHED

92.9%
the step before the fall

FIRST INVITE SENT · REACHED

43.6%
the activation floor

The workspace-to-invite step is the **single biggest leak in the funnel**. Fix it and activation moves more than any top-of-funnel spend.

>> See the experiment that moved it »

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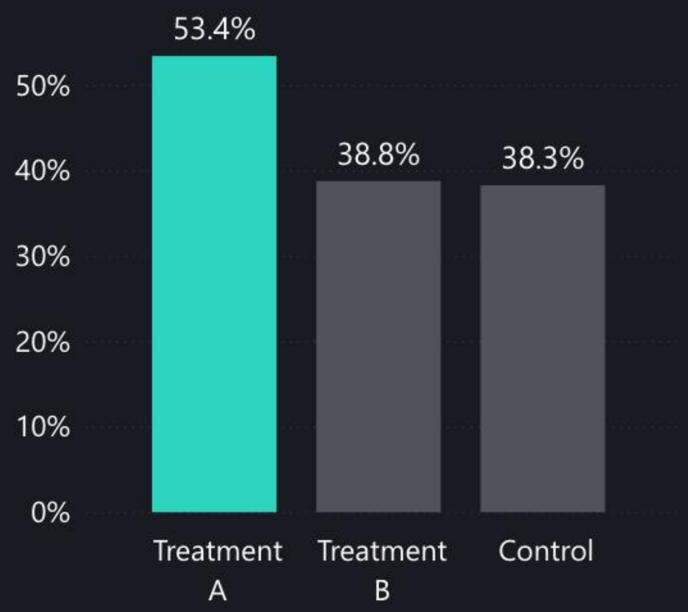
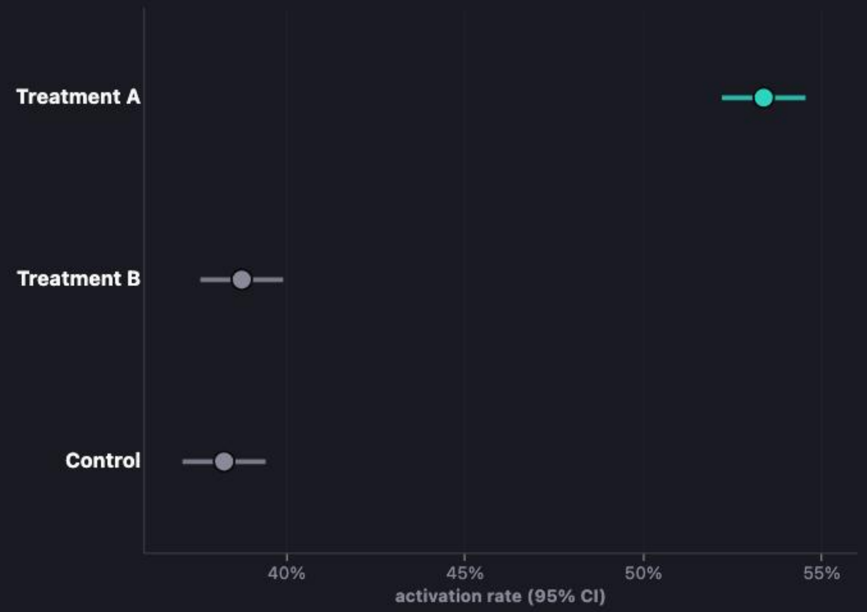
// A/B EXPERIMENT · ACTIVATION LIFT BY VARIANT

The activation experiment worked: Treatment A's +15-point lift clears control at 95% confidence, while Treatment B is statistical noise.

ACTIVATION RATE BY VARIANT



ACTIVATION RATE ± 95% CI · n≈6.8K/ARM



A/B LIFT

15.1%

Treatment A – Control

TREATMENT A · ACTIVATION

53.4%

the winning arm

CONTROL · ACTIVATION

38.3%

the baseline arm

The winning variant is **ready to roll out**, with a retention follow-through worth monitoring separately (P4).

>> See whether retention follows »

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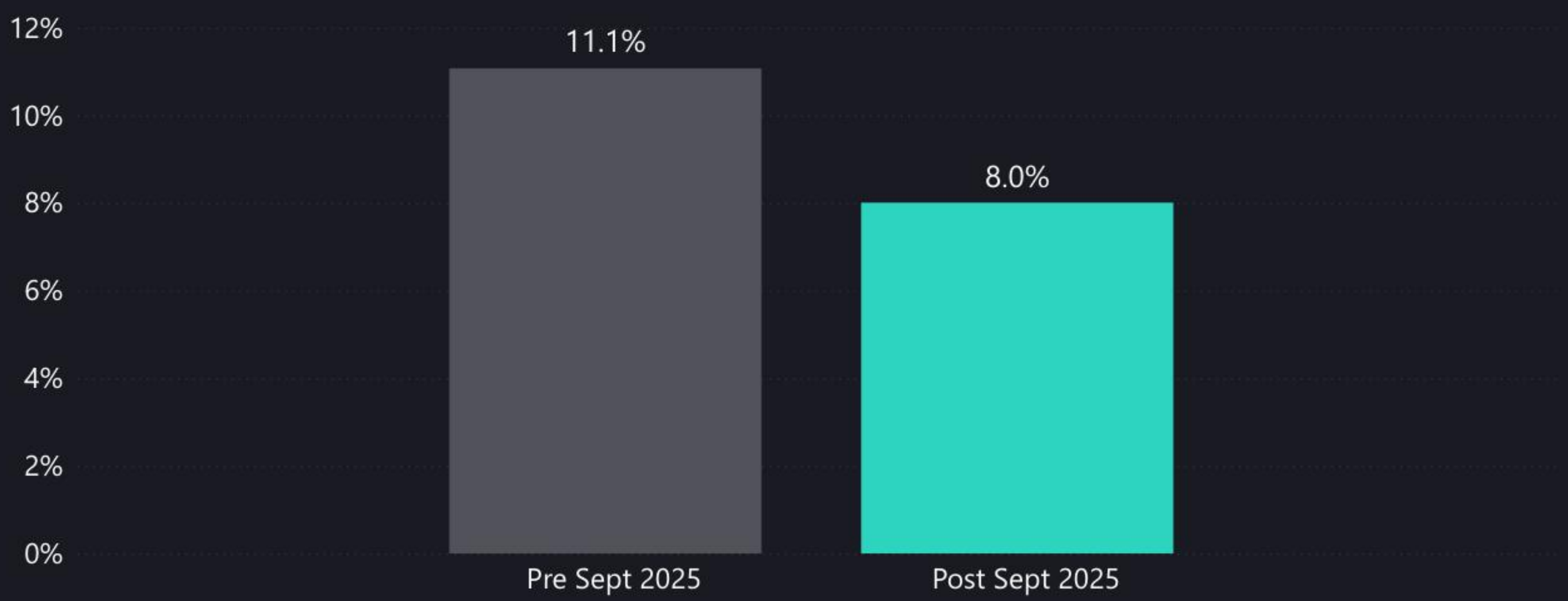
// RETENTION · 180-DAY CANCEL RATE BY SIGNUP COHORT

Accounts that signed up after Sept 2025 cancel less within 180 days: 8.0% vs 11.1%, a separate signal. Cause still unknown.

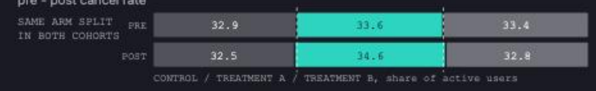
180-DAY CANCEL RATE BY SIGNUP COHORT



COHORT RETENTION DELTA

3.1 pt

pre - post cancel rate



POST SEPT 2025 · 180-DAY CANCEL

8.0%

the later signup cohort

PRE SEPT 2025 · 180-DAY CANCEL

11.1%

the earlier benchmark

Post-Sept-2025 signups cancel less within 180 days: a **separate cohort signal, not the activation experiment** (whose winning variant is still unshipped, P3). Cause unknown.

>> Investigate what changed operationally around Sept 2025. Owner: Growth, by next QBR »

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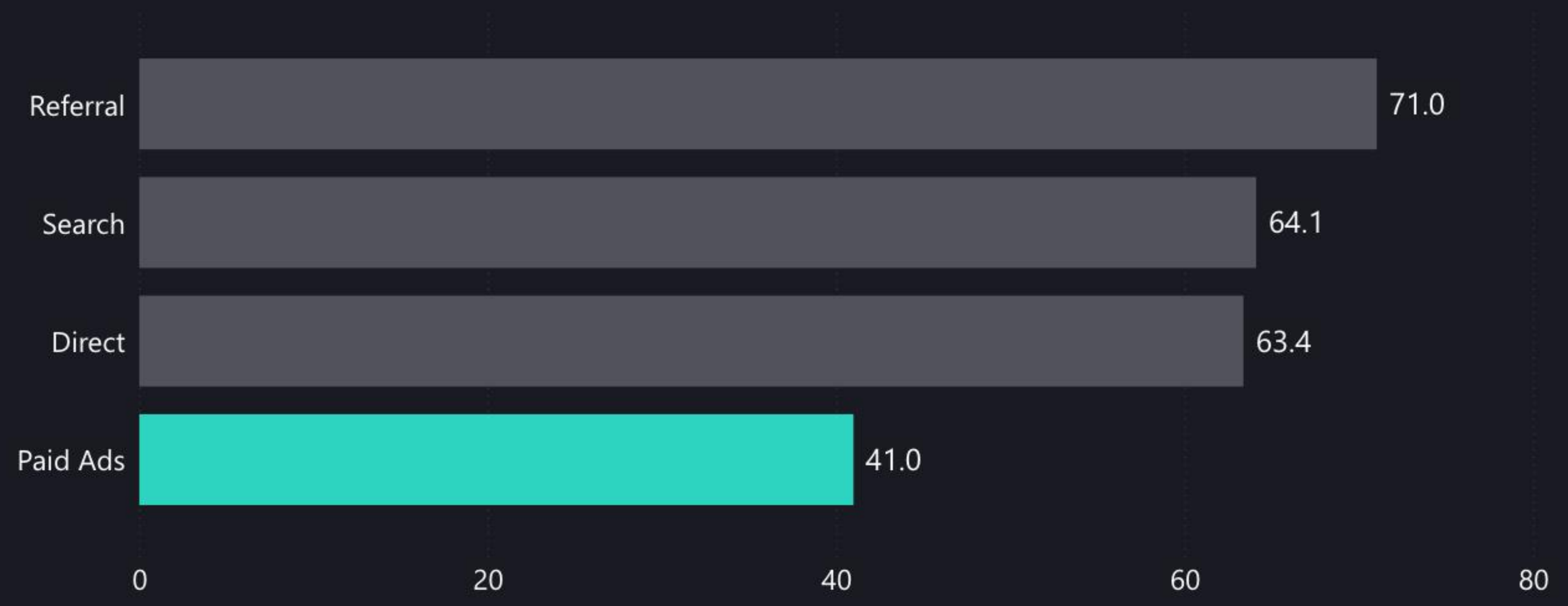
// ACQUISITION · 90-DAY ENGAGEMENT BY SOURCE

Referral users are the most engaged; Paid Ads users run at just 0.58× their 90-day activity, the weakest channel.

MEAN 90-DAY EVENTS PER USER · BY ACQUISITION SOURCE



PAID ADS vs REFERRAL · ACTIVITY

0.58

× Referral 90-day activity

REFERRAL · 90-DAY EVENTS/USER

71.0

the engagement benchmark

PAID ADS · 90-DAY EVENTS/USER

41.0

the weakest channel

Channel quality, not just channel cost, **should steer the acquisition budget**: a referred user is worth far more than a paid click.

>> See the signal that a user is about to churn »

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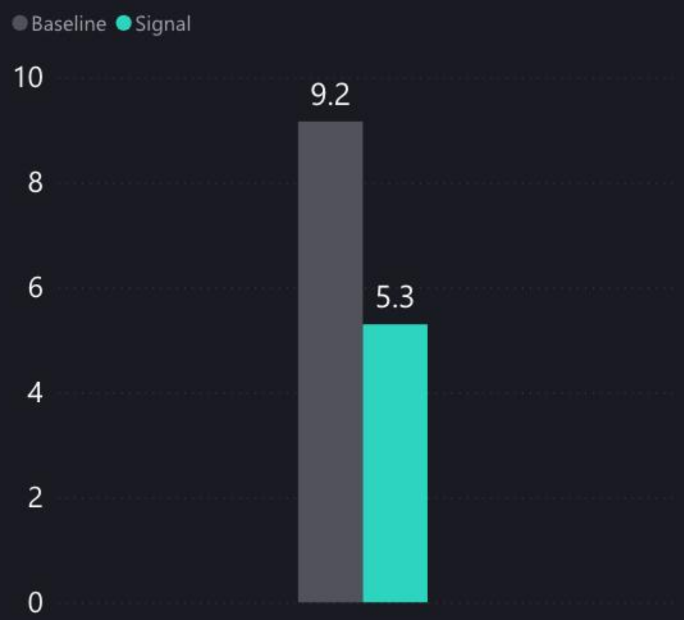
// CHURN SIGNAL · PRE-CANCELLATION ACTIVITY

Before an account cancels, its users go quiet: usage falls to 0.58× its earlier baseline in the weeks before cancel, a usable early-warning signal.

AGGREGATE · EVENTS/USER



THE DROP HOLDS ACROSS EVERY CHANNEL

SIGNAL WINDOW · EVENTS/USER

5.3

final weeks before cancel

BASELINE WINDOW · EVENTS/USER

9.2

the healthy-usage benchmark

A measurable drop in usage is an **early-warning flag worth a save play**, weeks before the cancellation lands.

>> See the model behind these numbers »

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// MODEL · WHY YOU CAN TRUST THESE NUMBERS

How the answer is built: why the numbers hold up across the product lifecycle.

Plan history is dated, not overwritten.

An effective-dated SCD2 record of every account's plan tier. We can still show an account exactly as it stood in any prior month, across the Free-to-Team-to-Business journey.

Event grain, with jsonb properties.

One row per product event, each carrying a jsonb property bag. The A/B variant is read straight out of the jsonb, and it agrees with the user dimension, so the experiment reconciles.

Every figure traces to source.

Each number reconciles back through governed marts to the source event and account records: one auditable path from the answer-card to the fact table.

// EVERY PLAN-TIER VERSION, SIX ACCOUNTS · NOTHING OVERWRITTEN

// A/B VARIANT FROM JSONB, RECONCILED · SCOPE: FIRST INVITE SENT

variant_from_json	jsonb events	dim events	Δ
control	2,562	2,562	0
treatment_a	3,713	3,713	0
treatment_b	2,625	2,625	0

// THREE GRAINS, ONE PRODUCT TRUTH

EVENT VOLUME

4,575,688
event grain · one row per event

ACTIVE USERS

19,958
event grain · distinct users

NET MRR CHANGE

$166,850
subscription grain · state change

PAYING ACCOUNTS

1,810
account grain · current tier

// FOR THE TECHNICAL READER

source CSV → saas_product marts (SQL views) → DAX measure → answer-card

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