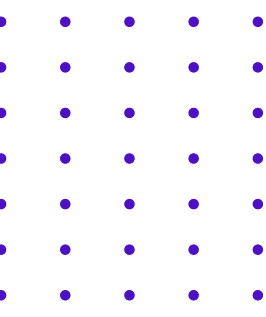


Dashboard of metrics for social media app

PROJECT – NIRANJAN PILLAI
(MARCH 15TH BATCH)



Why Spherely Matters to Me – Product Vision



Being a frequent user of various social media platforms, I saw how social media is designed in a way to maximize screen time spent by users on scrolling and consuming content. While spending many hours online, most people still have problems finding communities that they are interested in, building connections and participating in activities that would be valuable to them.

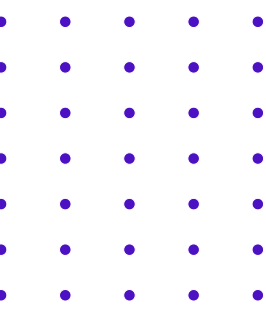
At the same time, I saw how different communities based on people's interests in sports, fitness, gaming, education, travelling, and hobbies engage users for much longer periods of time.

That's when I realized what kind of vision I want to give to my future product.

Instead of maximizing screen time and consumption of content, the goal of Spherely is to shift focus to active engagement and participation. Instead of trying to increase the number of pageviews and screen time spent on the site, Spherely wants to encourage its users to discover communities, to actively engage in discussions and challenges, and even participate in activities offline through the activity circles.



Why This Dashboard Is Important



The product is never built on assumptions. It is always built on data.

The Product Analytics Dashboard was made to help Spherely stakeholders to see whether the vision of the product is being achieved.

Each component of the dashboard is aimed at measuring one of the business objectives:

- Acquisition metrics allow to see whether our users find the product and become its audience.
- Activation metrics reveal whether our users see value right away once they arrive at Spherely.
- Engagement metrics show how actively our users participate in communities.
- Retention metrics reveal whether our users see any value from our communities.
- Creator metrics help to analyze the state of the content ecosystem on our platform.
- Activity circle metrics reveal the state of our real-world activities initiative.
- Monetization metrics reveal the sustainability of our business model.

And, most importantly, all components are focused on tracking North Star Metric, meaningful engagement minutes, that is the main philosophy behind our product.



Problem Statement

Existing Problem

The social network industry is quite competitive with platforms vying for users' attention through Instagram, Facebook, TikTok, and X.

Main Problems

Passive user behavior: user activity is limited to browsing.

Community discovery: users have trouble finding suitable communities.

Supporting creators: creators face difficulties growing and earning.

User engagement and retention: repetition of content leads to low utilization.

Community engagement: no motivation to engage in community activities.

Fatigue: endless feeds result in dissatisfied users.

Impact

Users spend lots of time using social media without connecting, engaging, and getting any value from it.

Challenges Faced

To thrive in such conditions, Spherely needs to facilitate user registration, quick value generation, community engagement, frequent visits, and recommendations.

Spherely Approach

Spherely is a social networking site with an emphasis on the community that converts the consumers to contributors through discovery of their interests, connecting them with like-minded people and engaging them in productive activities.

Product Key Features

Interest-based content discovery.

- ✓ Communities and activity groups .
- ✓ Community tournaments and engagement events .
- ✓ Creator support and monetization opportunities.
- ✓ Reputation system and rewards.
- ✓ Real time chat and social interaction.

Online and offline activities.

Dashboard Need

Spherely needs a Product Analytics Dashboard to track acquisition, activation, engagement, retention, churn, community growth, creator performance, monetization, and virality.

Project Goal

Create a Product Analytics Dashboard that gives live analysis of user behavior and product performance.

Product and its Features

Product Overview

Spherely is an example of a social media network where the focus of attention is on the community experience that will enable people to engage in interesting content, look out for communities, and engage in activities.

Unlike other social media networks, where the focus is only on the consumption of the content, Spherely integrates all the four elements within a single entity.

Vision

Create social media from a passive activity into an interactive one.

Target Audience

Community Seekers

Users seeking to engage with people with similar interests.

Content Consumers

Users enjoying browsing for personalized content.

Content Creators

Users wishing to grow an audience for monetization.

Community Leaders

Users wishing to build and manage communities.

Core Value

The users of Spherely will have the ability to:

- Identify customized and tailored content
- Become a member of minor communities
- Get engaged in challenges and activities
- Create a respect badge within communities
- Connect with creators
- Communicate through messages and discussions
- Support creators financially
- Develop connections on the basis of interests

Core Product Features

Personalized Feed

Customised recommendations based on interests, communities, engagement history, and viewing behavior.

Interest-Based Communities

Communities focused on sports, fitness, gaming, technology, travel, music, and photography.

Creator Hub

Creator profiles for publishing, building followers, monetizing content, and hosting events.

Direct Messaging

Private and group messaging for community members and creators.

Short Videos

Short-form video section for quick and engaging content consumption.

Community Challenges

Fitness, reading, photography, and learning challenges to drive repeat engagement.

Unique Features That Differentiate Spherely

Activity Circles

Users create and join community-based events: football matches, running clubs, biking meetups, game tournaments, book reading clubs.

Community Reputation System

Users earn reputation points for useful contributions, event participation, engagement, and regular participation. Levels: Bronze, Silver, Gold, Platinum.

Trusted Member Program

Community admins identify members as trusted contributors, community champions, or event organizers.

Micro Community

Communities create smaller micro-communities based on interests. Example: Sports > Football > Mumbai Football > Sunday Turf Group.

Event Wallet

Users buy premium event entry, contribute to creators, and take up paid challenges.

Value: Monetization plus participation.

How Spherely Works



Every stage is a continuation of the previous one, thus forming an engaging cycle that promotes retention and development.
common interests

Core Product Features

Personalized Feed

Customized recommendations based on interests, interest communities, engagement history, and viewing behavior.

Interest-Based Communities

Communities focused on sports, fitness, gaming, technology, travel, music, and photography.

Creator Hub

Creator profiles for publishing content, building followers, monetizing content, and hosting events.

DM/Direct messaging

Private and group messaging for community members and creators.

Short Videos/30 sec style videos

Short videos section designed to deliver interesting content through brief videos.

Community Challenges

Fitness, reading, photography, and learning challenges to drive repeat and increase engagement.

What makes spherely unique?

Activity Circles

Community-linked events: football games, running clubs, cycling groups, game competitions, reading clubs.

Transforms online communities into engagement networks.

Community Reputation

Gain points for contributions, attending events, and socializing and discovering new people within the community. Ranks: Bronze, Silver, Gold, and Platinum.

Promotes positive behavior and activity.

Trusted Member Program

Community administrators recognize the best contributors, community leaders, and organizers.

Fosters high-quality contributions and leadership.

Micro/Mini Community

Break down into micro groups/circles: Sports > Football > Mumbai Football > Sunday Turf Group.

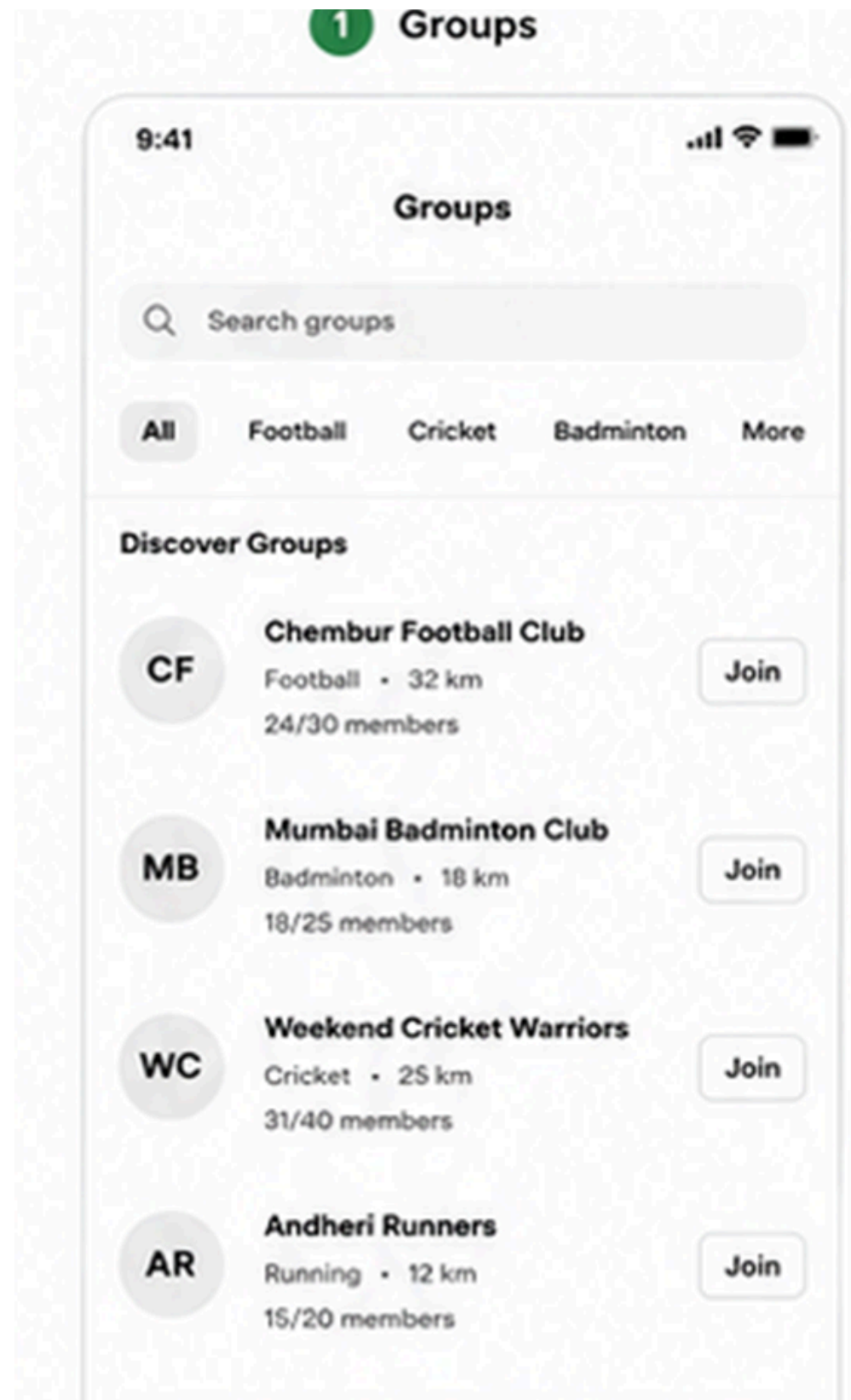
Niche communities formed are very interactive.

Event Wallet

Buy exclusive event entries, support creators, and take up paid up challenges.

Combines monetization with participation.

Mockup/Wireframes for Spherely



Groups

Motive

This screen helps users discover and join nearby sports communities based on:

sport type, location and interests.

Key Features

Search sports groups

Sport filters (Football, Cricket, Badminton)

Nearby group discovery

Join community CTA

Create new group option

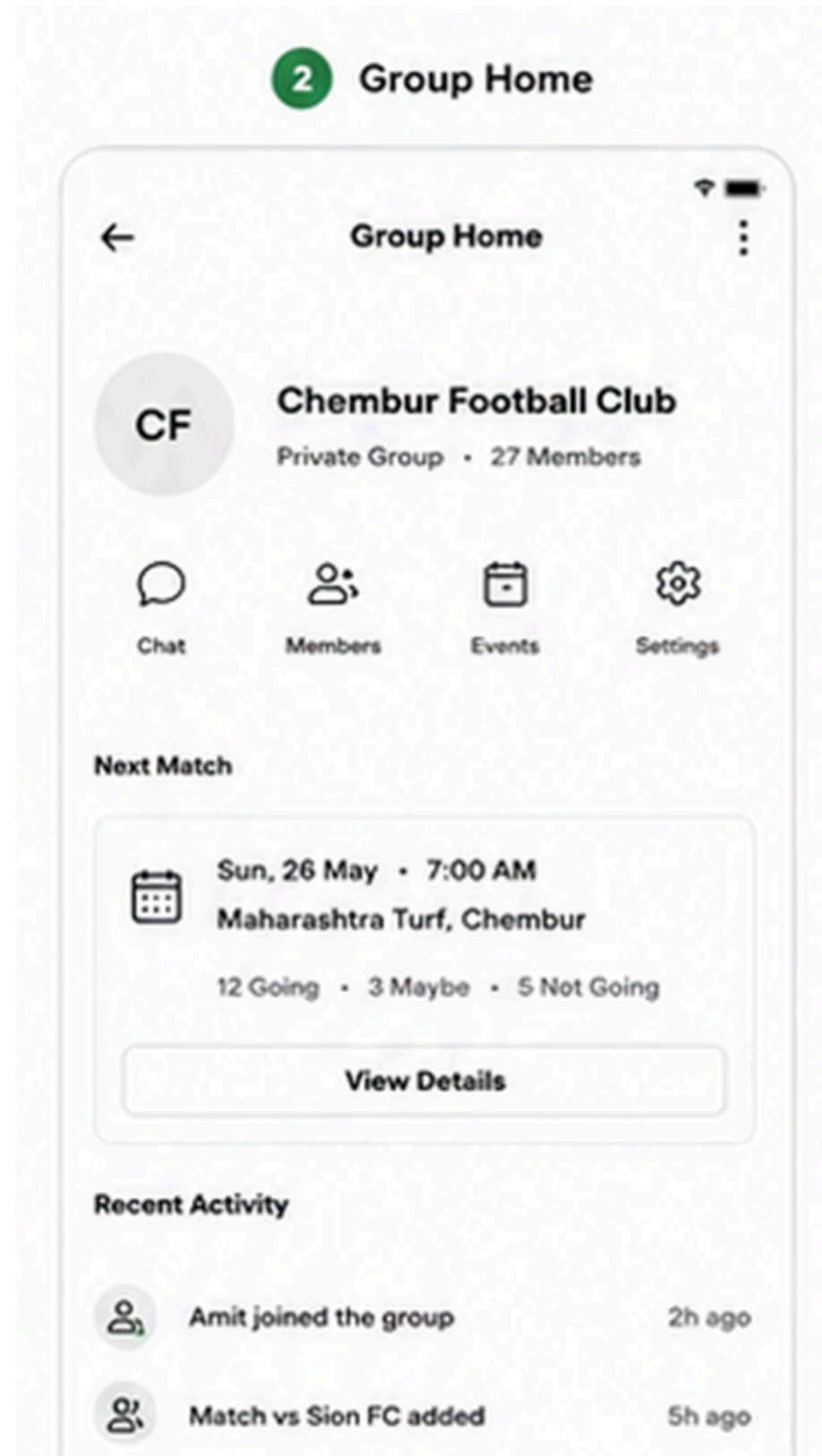
Product Use

This acts as the entry point of the ecosystem where users enter the sports network.

Business Contribution

- Increases user acquisition
- Builds active local sports communities
- Improves user engagement

Mockup/Wireframes



Group Home

Motive

Acts as the central dashboard for a sports group.

Key Features

Group information

Upcoming match details

Group activity feed

Members section

Events section

Settings management

Product Use

Users can manage , communicate , plan matches, automate attendance and ease team coordination.

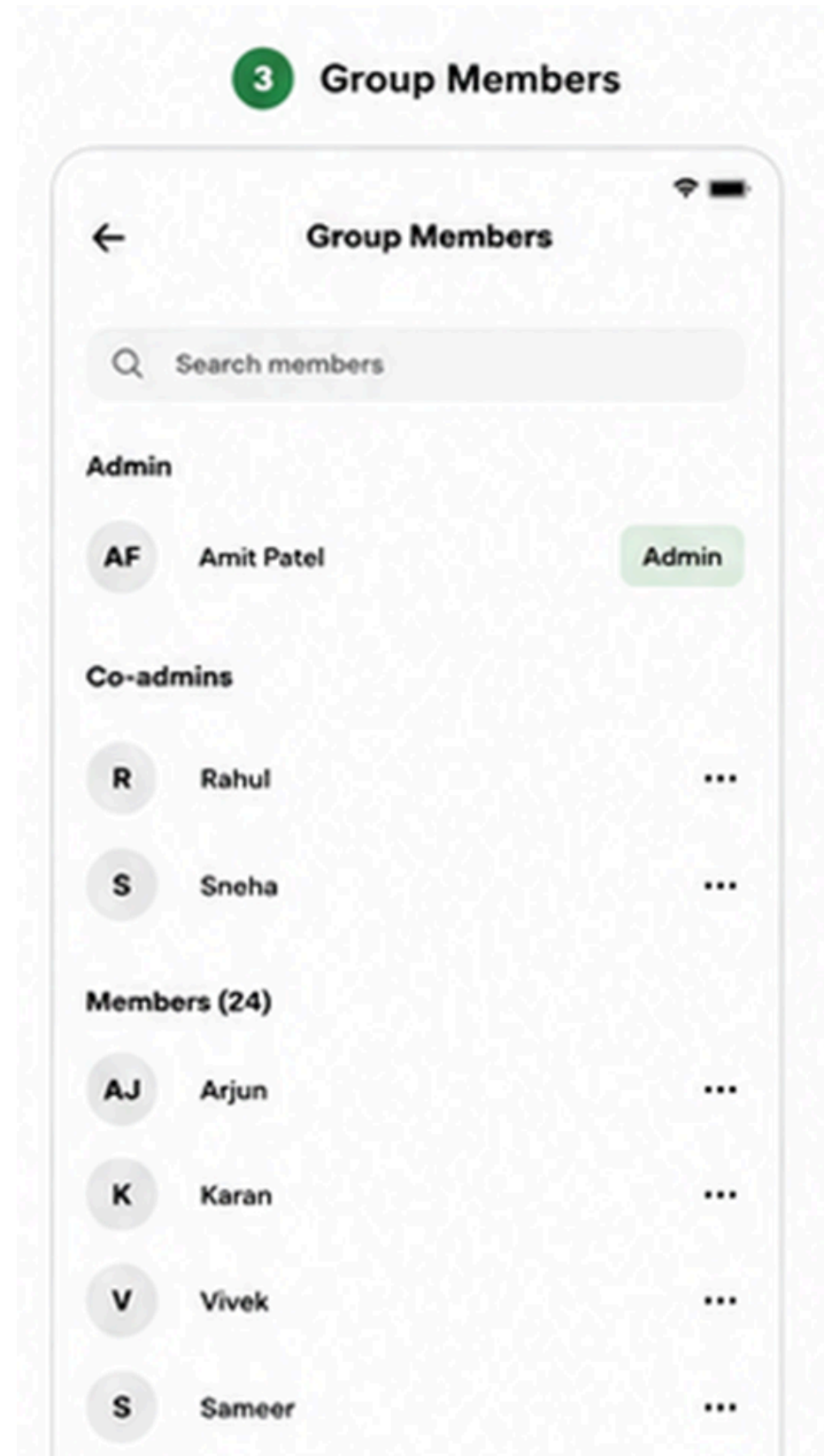
Business Contribution

Increases retention

Encourages recurring participation

Creates strong community engagement

Mockup/Wireframes



Group Members

Motive

Displays all group members and their roles.

Key Features

Admin & co-admin management

Member directory

Role assignment

Search functionality

Product benefits

Helps organize teams and simplify group moderation.

Business contribution

Improves community control

Prevents group management problems/grievances

Enables scalable communities

Mockup/Wireframes

The wireframe shows a mobile app interface for creating a match. At the top, there's a green header with a white circle containing the number '4' and the text 'Create Match'. Below this is a white card with a rounded top. The card has a back arrow and the title 'Create Match'. The form fields are as follows: 'Sport' with a dropdown menu showing 'Football'; 'Date' with a text input '26 May 2025' and a calendar icon; 'Time' with a dropdown menu showing '7:00 AM'; 'Duration' with three buttons: '60m', '90m' (which is highlighted in black), and '120m'; 'Venue' with the text 'Maharashtra Turf, Chembur' and a 'Change' link; 'Total Cost' with the text '₹3000'; and 'Split Type' with two radio buttons: 'Equal Split' (which is selected) and 'Custom Split'.

Create Match

Motive

Allows users to organize and schedule matches.

Key Features

Sport selection

Date & time picker

Match duration selection

Venue details

Cost splitting options

Product Use

Users can schedule games, reserve venues and split expenses fairly.

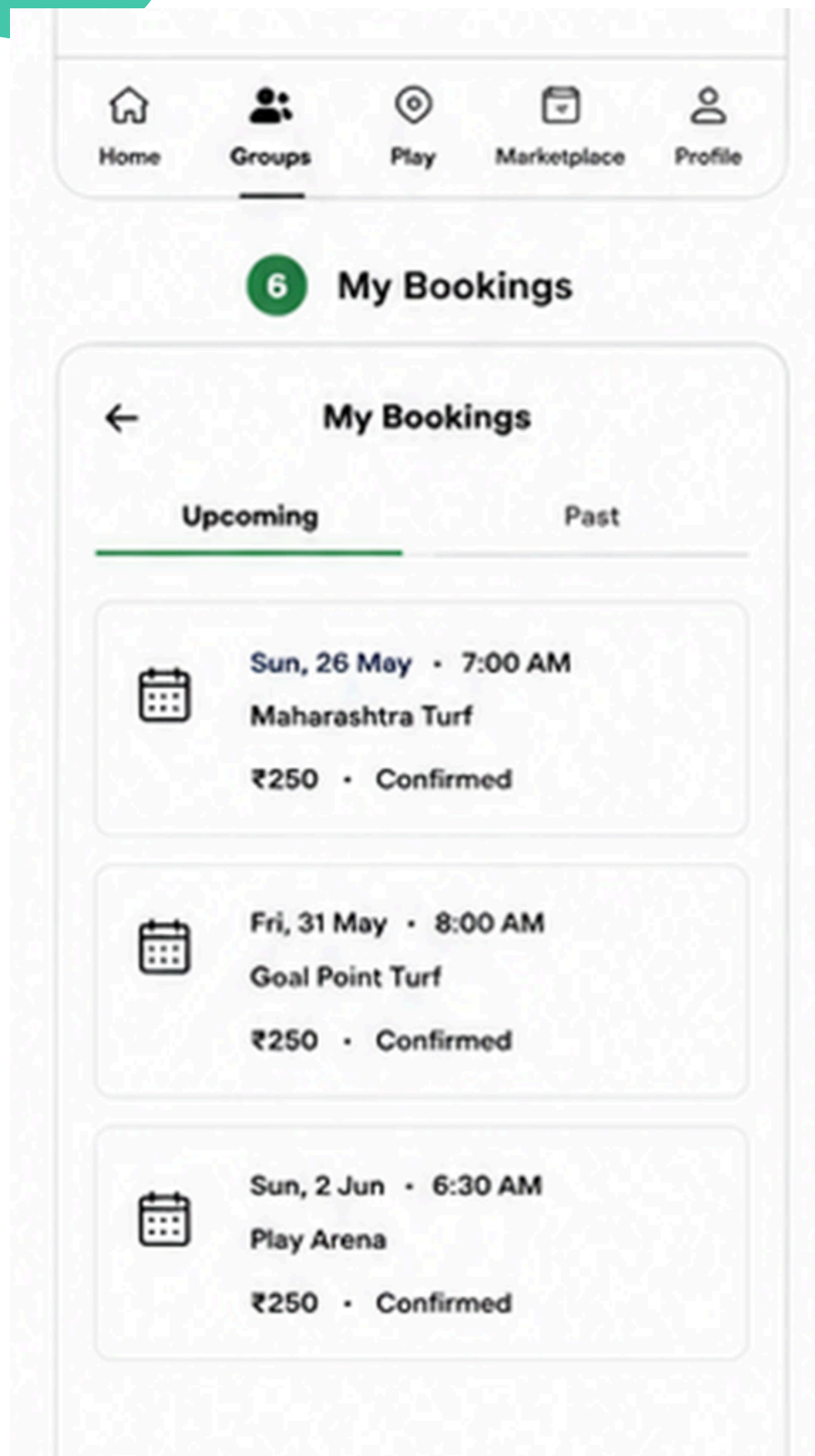
Business Contribution

Enables monetization via bookings

Creates recurring weekly engagement

Simplifies sports coordination

Mockup/Wireframes



My Bookings page

Motive

Shows users all upcoming and past bookings.

Key Features

Booking history

Upcoming reservations

Payment confirmation

Match tracking

Product Use

Acts as the user's sports activity dashboard.

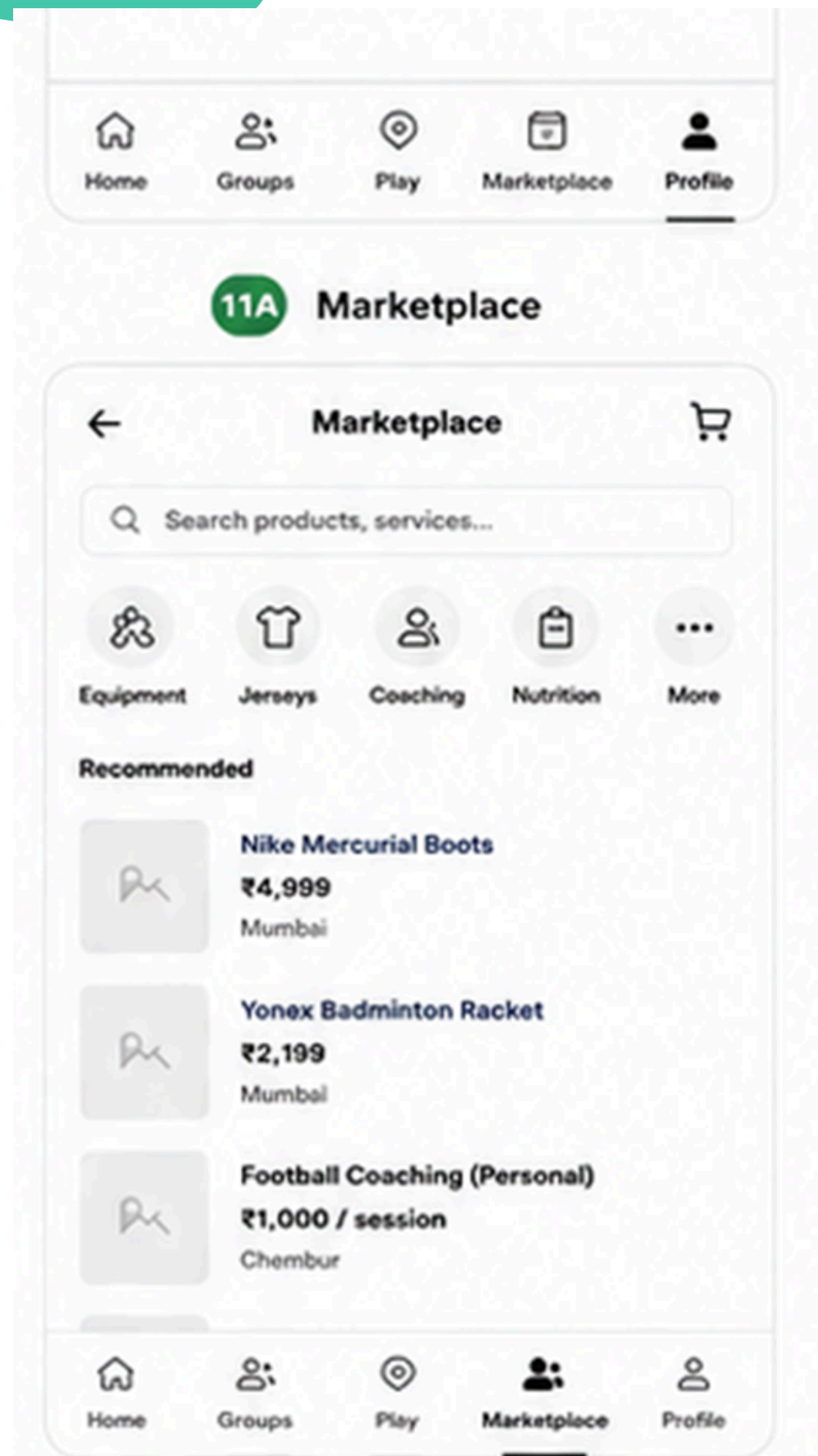
Business Value

Encourages repeat bookings

Builds habit formation

Improves retention

Mockup/Wireframes



Marketplace Screen

Motive

Allows users to buy sports products and services.

Key Features

- 1. Equipment listings**
- 2. Coaching services**
- 3. Sports nutrition**
- 4. Product categories**

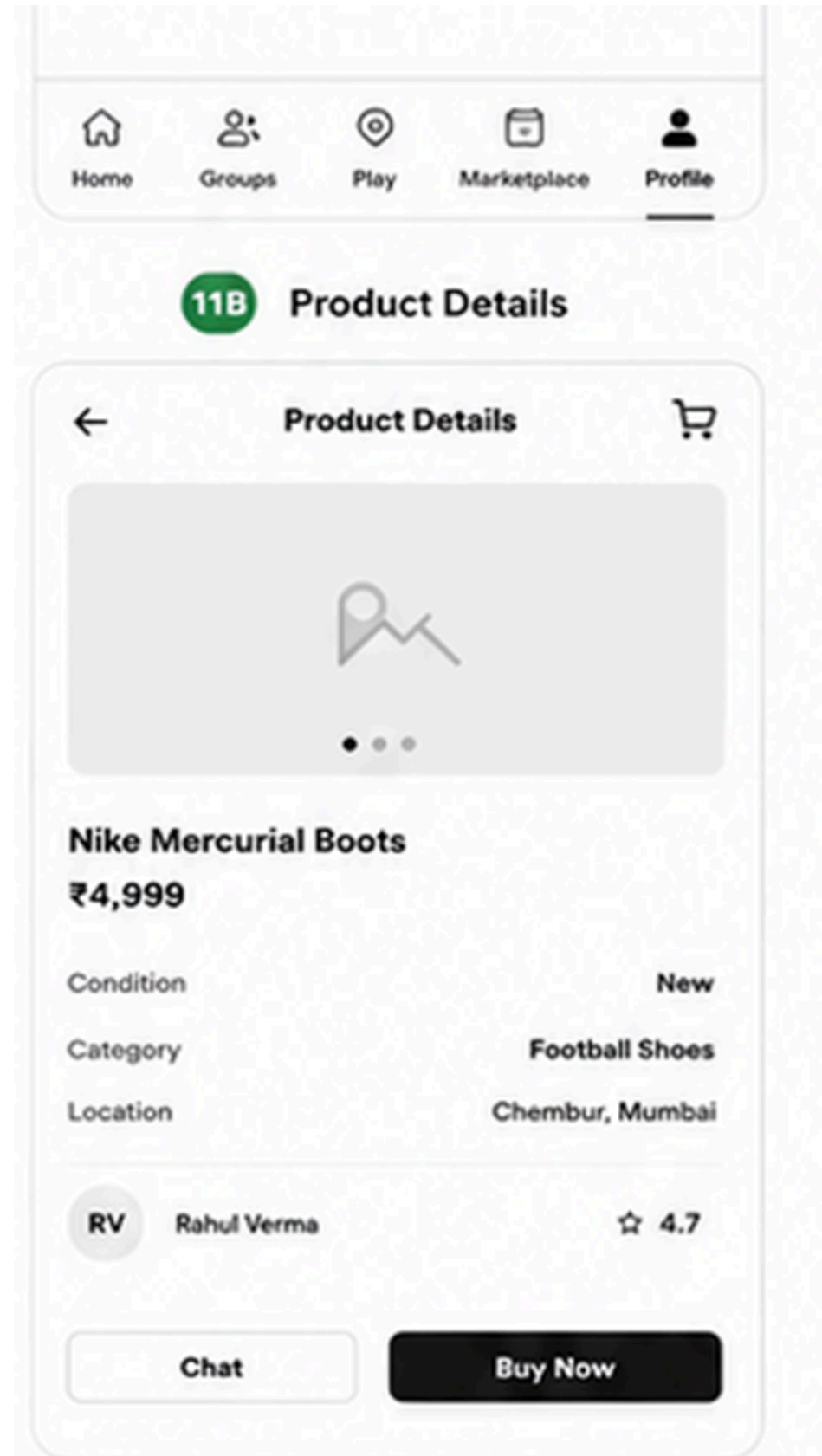
Product Use

Creates an integrated sports-commerce ecosystem.

Business Value

- 1. Generates commission revenue**
- 2. Enables brand partnerships**
- 3. Expands monetization channels**

Mockup/Wireframes



Product Details Screen

Motive

Displays complete details about a product/service.

Key Features

Product images

Pricing

Seller details

Purchase CTA

Chat with seller

Product Use

Users can directly purchase products or contact sellers.

Business Contribution

Improves conversion rates

Increases marketplace revenue

Builds trust between buyers & sellers

North Star Metric (NSM)

Meaningful Engagement Minutes (MEM)

The average time users spend doing valuable actions on Spherely instead of passively scrolling.

$$\text{MEM} = \text{Total Meaningful Engagement Minutes} \div \text{Daily Active Users}$$

Meaningful Engagement

Performing meaningful actions such as creating posts, joining communities, participating etc.

VS

Passive Scrolling

No motive browsing without interaction, no community value created

Actions with a cause to complete

- Participating in communities
- Creating posts
- Commenting on discussions
- Messaging other users
- Joining activity circles
- Participating in community challenges
- Interacting with creators

Launch Target

(15 mins) Meaningful Engagement Minutes per active user per day

Why It Matters

Better Content
Relevance

Stronger Communities

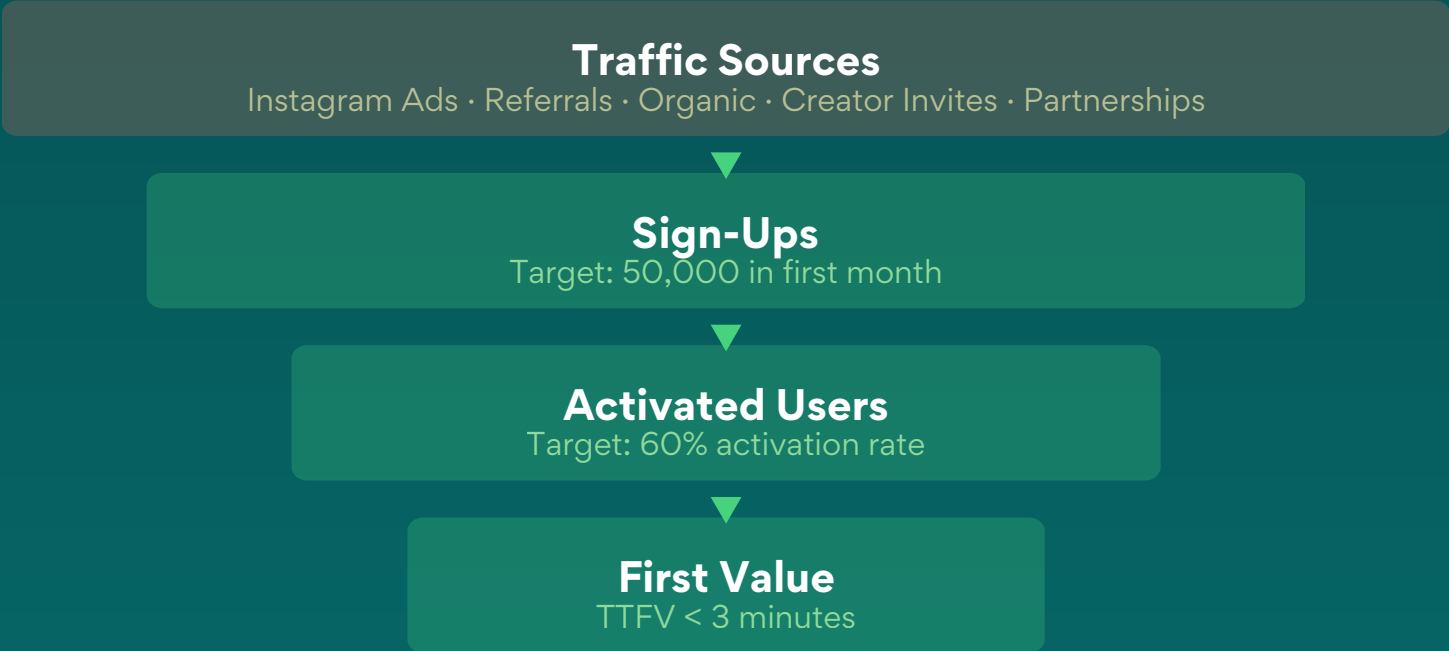
Higher User happiness
index

Efficient Retention

Stronger Monetization

Acquisition & Activation

Acquisition Funnel



Acquisition Metrics

CPA
Marketing Spend ÷ New Users
Efficiency

Referral Rate
Referral Sign-Ups ÷ Invites × 100
Virality

Traffic Sources
5 channels tracked
Identifies best growth levers

KEY TARGET

50K
sign-ups in month 1

Activation Metrics

Activation Path



Activation Rate
60%
Users experiencing initial value

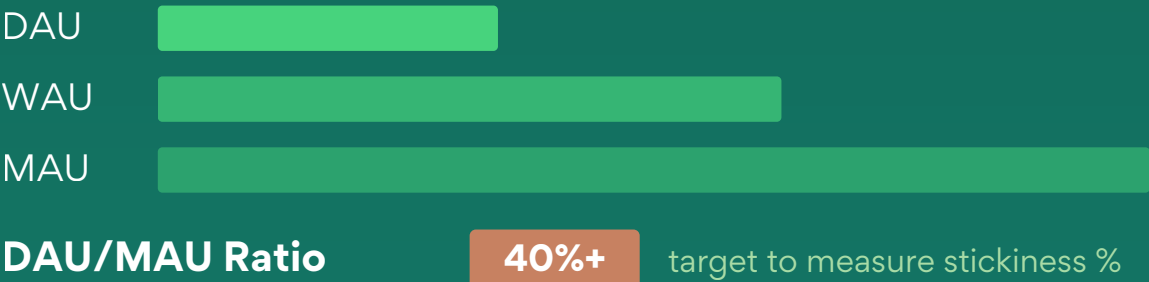
Profile Completion
80%
Complete profiles retain longer

Time to First Value
<3 min
Sign-up to first interaction

Activation Rate = Activated Users ÷ Total Sign-Ups × 100

Engagement & Community Health

Core Engagement Metrics



Avg Session Duration
15 minutes minimum
target per session

Sessions Per User
4 sess per day
target return frequency

Community Participation
Active members divided by
Members × 100
tracks community well being and harmony

KEY TARGETS

DAU/MAU Ratio
40%+ estimated

Avg Session
15 min (estimated)

Sessions/Day
4 estimated

Community Metrics

Active Communities
activity in last 7 days
Purpose: ecosystem health

Posts Per Community
content generation rate
Purpose: engagement depth

Challenge Participation
users in community challenges
Purpose: initiative effectiveness

Activity Circle Participation
real-world & virtual activities
Purpose: unique feature adoption

FORMULAS

Stickiness
 $DAU \div MAU \times 100$

Community Participation
 $Active\ Participants \div Members \times 100$

Challenge Rate
 $Participants \div Eligible \times 100$

Why Funnel Analysis Is Important

Understanding how users move through your product is key to growth and retention.



Map Your User Journey

Determine specific places in the funnel where users are leaving to uncover the areas causing problems in conversions and product usage.



Identify Drop-Off Points

Utilize funnel data to implement tests, optimize flows, and get more users to activate their accounts and participate fully in the product experience



Optimize Conversions

Interventions based on specific funnels lead to improved user engagement, increased retention, and better community interaction.



Boost Engagement

Data-based funnels take the guessing out of product optimization, allowing growth teams to prioritize specific optimizations.



Data-Driven Decisions

Products tracking their funnels are able to increase activation rates by 30%. That's why funnels are a crucial part of any growth practice.



Key Stat: Why It Matters

Products that actively track and optimize funnels see up to 30% higher activation rates — making funnel analysis a core growth discipline.

User Onboarding Funnel



01

App Installation

Users download the app and create their account in the app to complete action

02

Profile & Interest Setup

Users complete their profile and select interest categories to personalize their feed.

03

Join First Community

Users discover and join a community they are genuinely interested in — a critical drop-off point to monitor.

04

Follow Creator & Interact

Users follow their first creator and engage with content for the first time.

05

Activated User

User has completed full onboarding and is considered activated on Spherely.

User Onboarding Funnel



01

App Install

50,000 users — Entry point. All new installs tracked from app stores.

02

Account Registration

38,000 users — 76% conversion. 24% drop-off at signup (estimated) . Reduce frustration in registration flow and completion.

03

Profile & Interest Setup

28,000 users — 74% conversion(estimated) . Users completing profiles show higher downstream retention.

04

Join First Community

20,000 users — 71% conversion. Critical drop-off point.efficient community discovery UX.

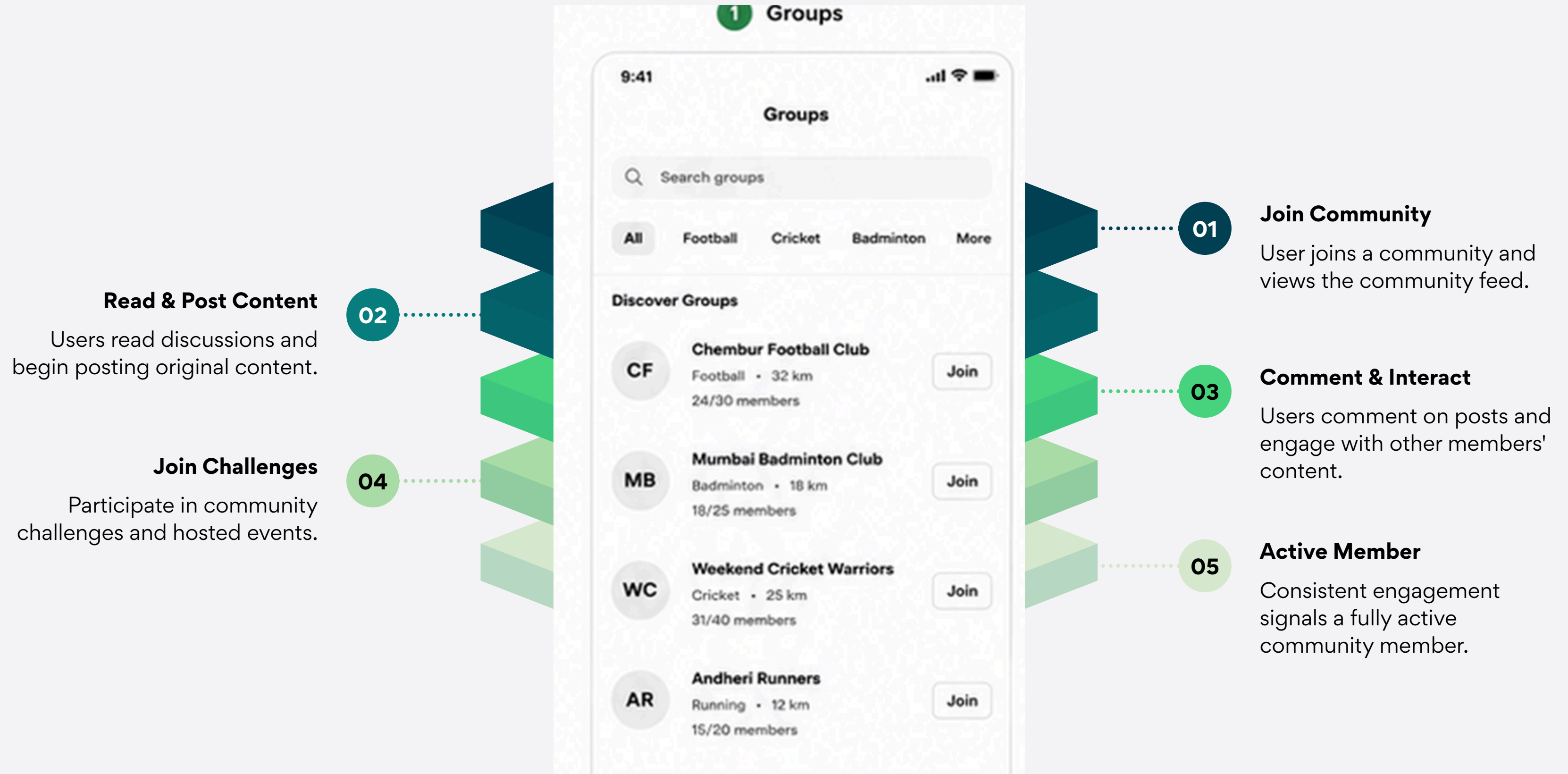
05

Activated User

15,000 users — 75% conversion. First content interaction confirms activation. Target: 30%.

Community Engagement Funnel

Measure how users engage and become active community members.



Community Engagement Funnel

From community join to active event participation.



01

Join Community

20,000 users enter the funnel. 100% baseline — starting point for engagement tracking.

02

View Community Feed

14,000 users (70%) browse the feed. 30% drop-off — low initial curiosity or poor onboarding.

03

Post & Comment

8,000 users (57%) post or comment. 43% drop-off — friction in content creation flow.

04

Read Discussions

11,000 users (79%) read threads. Drop-off signals passive consumption habits forming early.

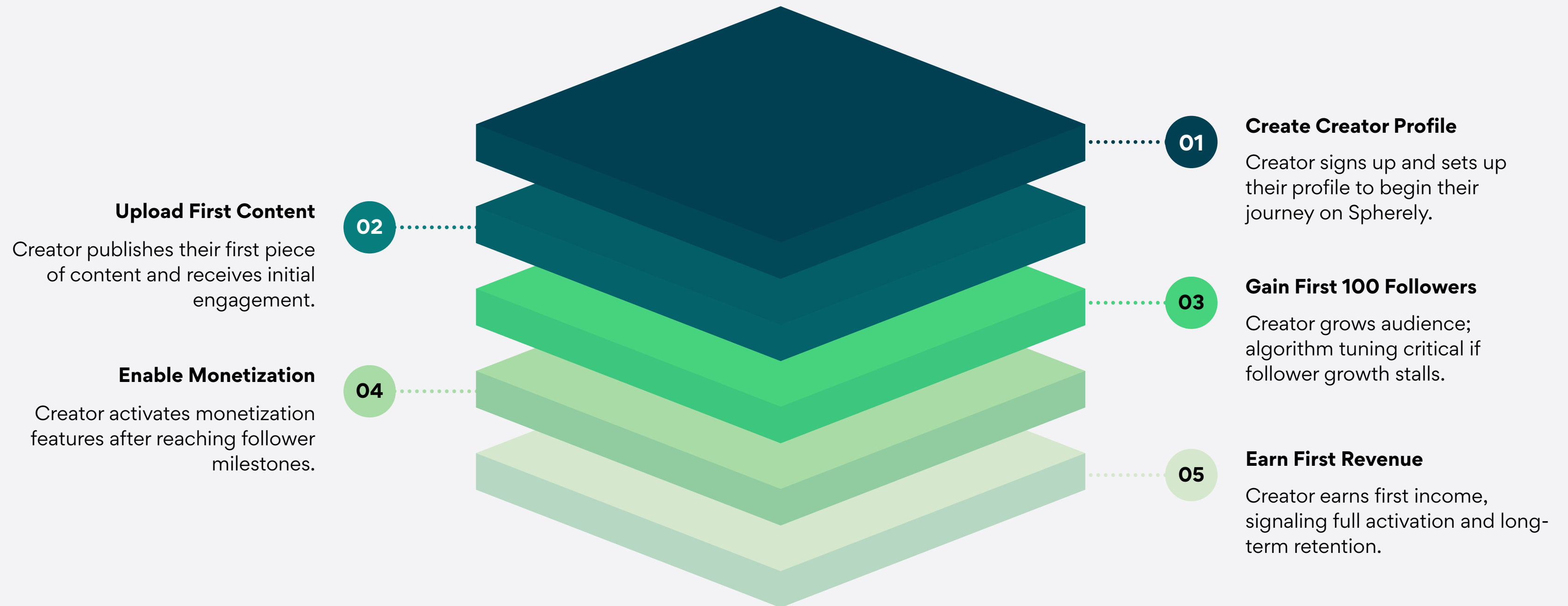
05

Participate in Event

4,000 users (50%) join a challenge or event. Improve event design and discoverability to boost rate.

Creator Growth Funnel Overview

Track the creator journey from profile creation to earning first revenue on Spherely.



Creator Growth Funnel

From profile creation to first revenue earned.



01

Create Creator Profile

5,000 creators start their journey. 100% baseline — all new creator profiles registered on Spherely.

02

Upload First Content

3,200 creators upload content. 64% conversion — 36% drop off before posting any content.

03

Receive First Engagement

2,100 creators receive likes or comments. 66% conversion — algorithm tuning needed to boost early visibility.

04

Gain First 100 Followers

900 creators reach 100 followers. 43% conversion — follower acquisition is the steepest drop-off point.

05

Earn First Revenue

400 creators earn revenue. 44% conversion — only 8% of all creators reach monetization milestone.

Retention Metrics Overview



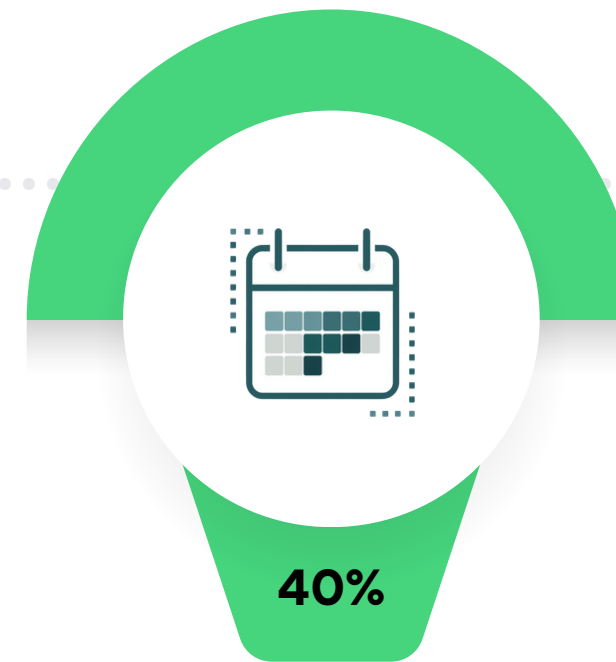
Why Retention Matters

Signals product-market fit, user satisfaction, and enables sustainable long-term growth.



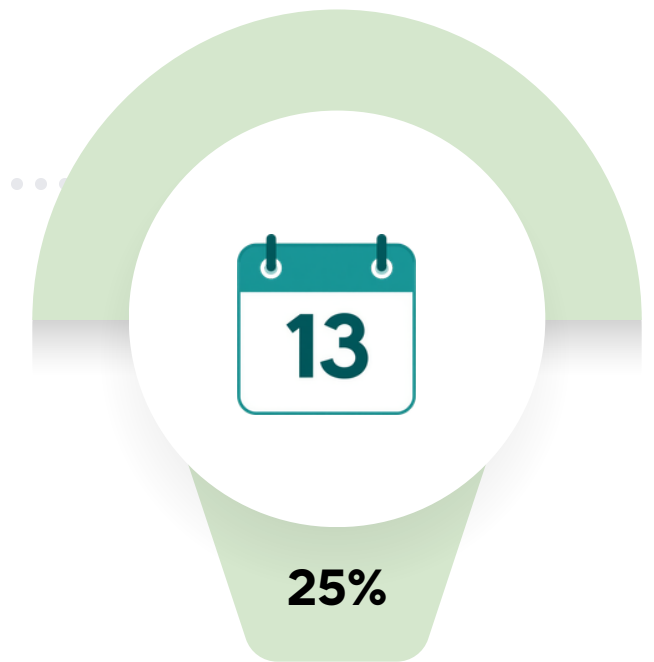
D1 Retention

Users returning 1 day after signup. Target: 60%.
Formula: $\text{DAU(D1)} \div \text{New Users} \times 100$.



D7 Retention

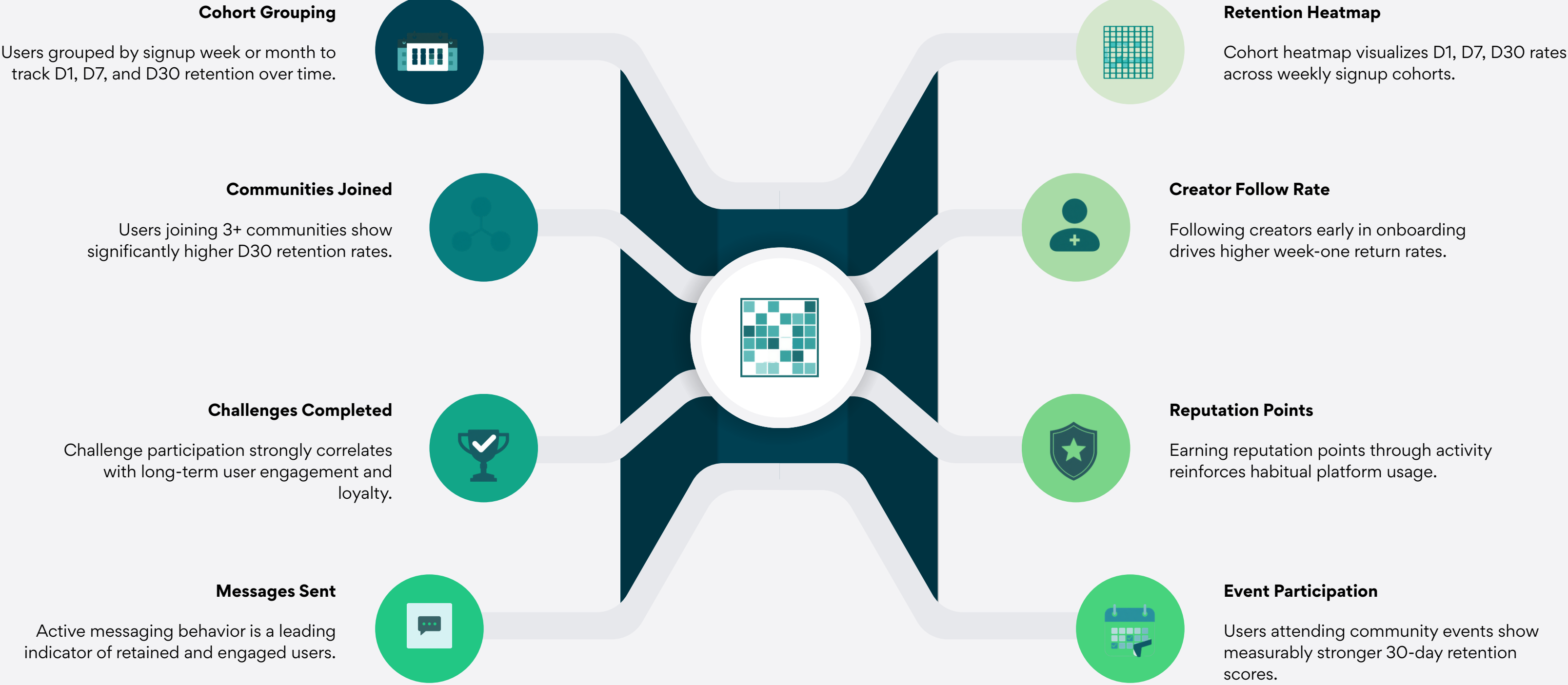
Users returning 7 days after signup. Target: 40%.
Formula: $\text{DAU(D7)} \div \text{New Users} \times 100$.



D30 Retention

Users returning 30 days after signup. Target: 25%.
Formula: $\text{DAU(D30)} \div \text{New Users} \times 100$.

Cohort Analysis & Retention Drivers



Churn Analysis

Churn Rate Formula

Lost users ÷ total active users × 100. Measured daily, weekly, and monthly to track churn trends.

Community Analysis

Track churn rates per community to pinpoint low-engagement spaces driving user departures.



Segment Tracking

Dashboard segments churn by user type, activity level, and behavioral profile for targeted action.

Acquisition Source

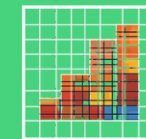
Analyze churn by acquisition channel to assess quality and long-term value of each source.

Retention Dashboard Components & Next Steps



Retention KPI Cards

Retention rates for Track D1, D7, and D30.
Benchmarks: D1 > 60%, D7 > 40%, D30 > 25% to measure product-market fit.



Cohort Retention Heatmap

Cluster users based on signup week/month in order to measure retention trends. Find out what groups have higher retention and make optimizations to the onboarding process.



Retention Trend & Churn Analysis

monitoring the retention rate vs churn rate per user type, community, acquisition channel in order to find out what and why is causing it to churn.



Community & Challenge Impact

Measure and evaluate how being part of the community and participating in challenges correlates with D30 retention. Retention among users who belong to 3+ communities is much higher.



Creator Engagement vs. Retention

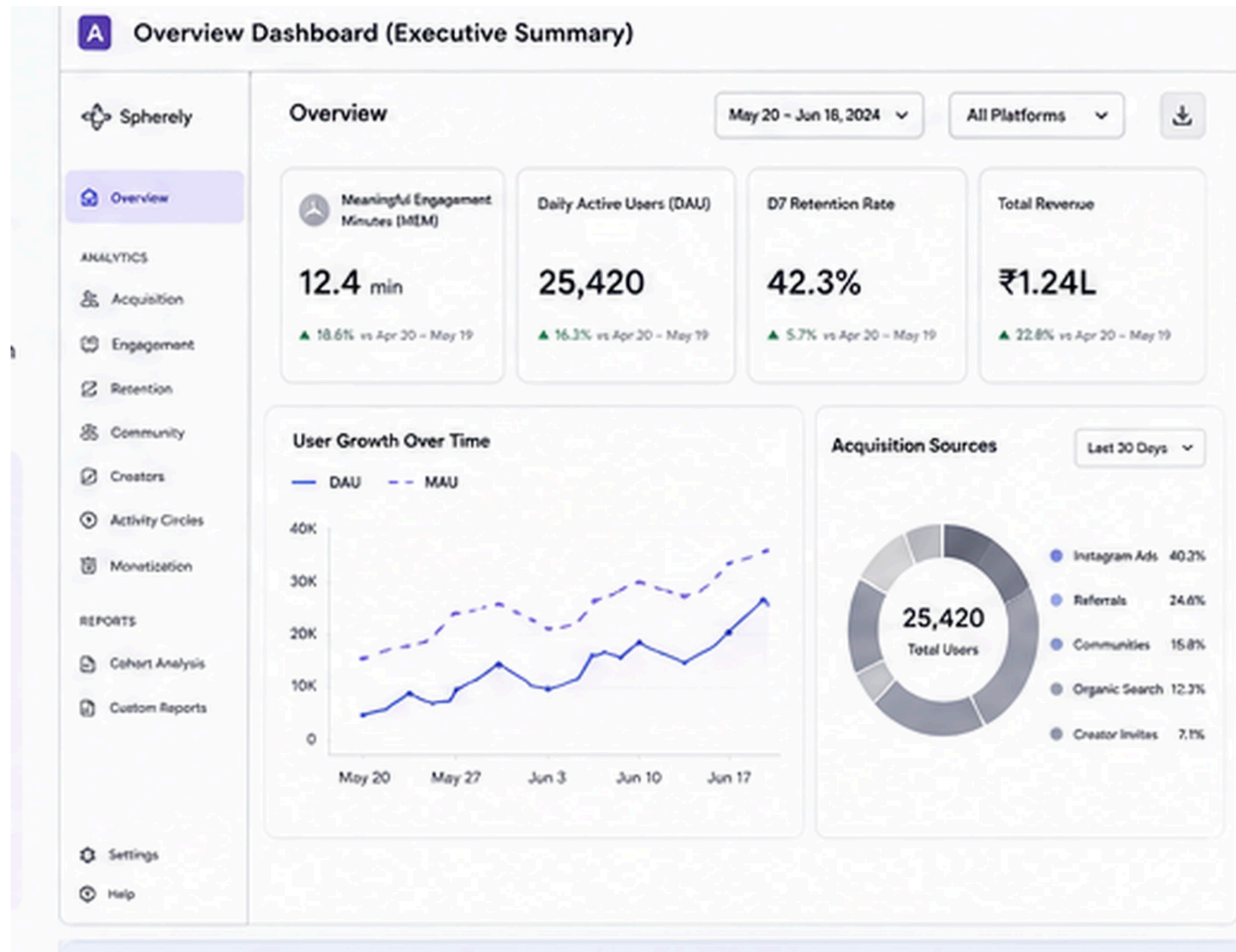
Measure how tracking creators and engaging with content affects user retention. Creator engagement is a top metric that indicates active use of the platform.



Thank You & Next Steps

Use these insights to continuously improve user experience, optimize funnels, and accelerate Spherely's growth. Let's build a thriving, engaged community together.

Wireframes and its Purpose for the Dashboard metrics



Overview Dashboard

Motive

Overview Dashboard is an overview of the performance of Spherely. It is among the key dashboards that are used by both the executive board and the product manager daily.

It allows for a quick assessment of growth, engagement, retention, and revenue performance.

Key Component

Meaningful Engagement Minutes

North Star Metric

North star metric assesses the amount of time users spend engaging in meaningful activities such as participation in communities, activities, messaging users, interacting with creators, and participating in conversations.

The importance of the measure: The metric shows the value that the user derives from using the product. In other words, it captures whether Spherely fulfills its basic promise of social value.

User Onboarding Funnel Dashboard

Section B

Motive

Funnel helps understand how successfully new customers navigate the registration process and start deriving value from Spherely. Funnel helps identify issues during the onboarding process and improves the user activation.

Funnel Steps

- 1. **Install App** — Users download and install the application
- 2. **Sign Up** — Users create an account
- 3. **Complete Profile** — Users fill in their profile and interests
- 4. **Join Community** — Users join at least one community
- 5. **First Action** — Users take their first significant action

Metrics Measured

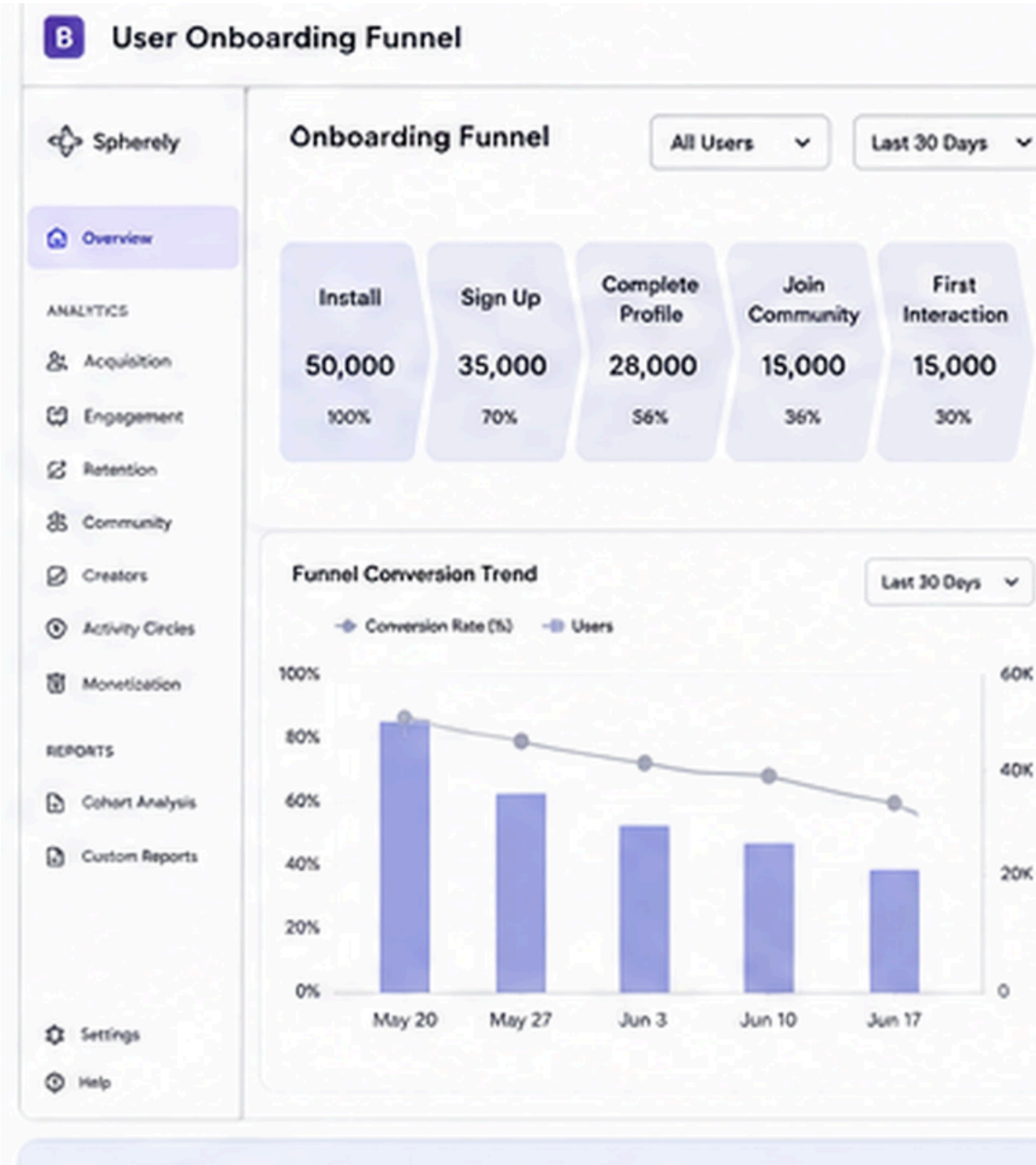
Conversion Rate · Drop-off Rate · Activation Rate · Time to First Value

Why This Dashboard Matters

Pinpoints problems with user onboarding and helps optimize the activation of users.
Reveals exactly where new users get stuck so the team can take targeted action.

💡 Key Insight

If a high proportion of users drop off before joining any communities, the onboarding process needs improvement. This is the critical "aha moment" gate for Spherely.



Community Engagement Dashboard

Section C

Objective

Captures the extent of engagement in Spherely communities. Communities are what make the platform unique.

Community Engagement Funnel

Join Community → View Feed → Read Discussion → Create Post → Comment → Join Challenge → Active Member

Engagement Trend Chart

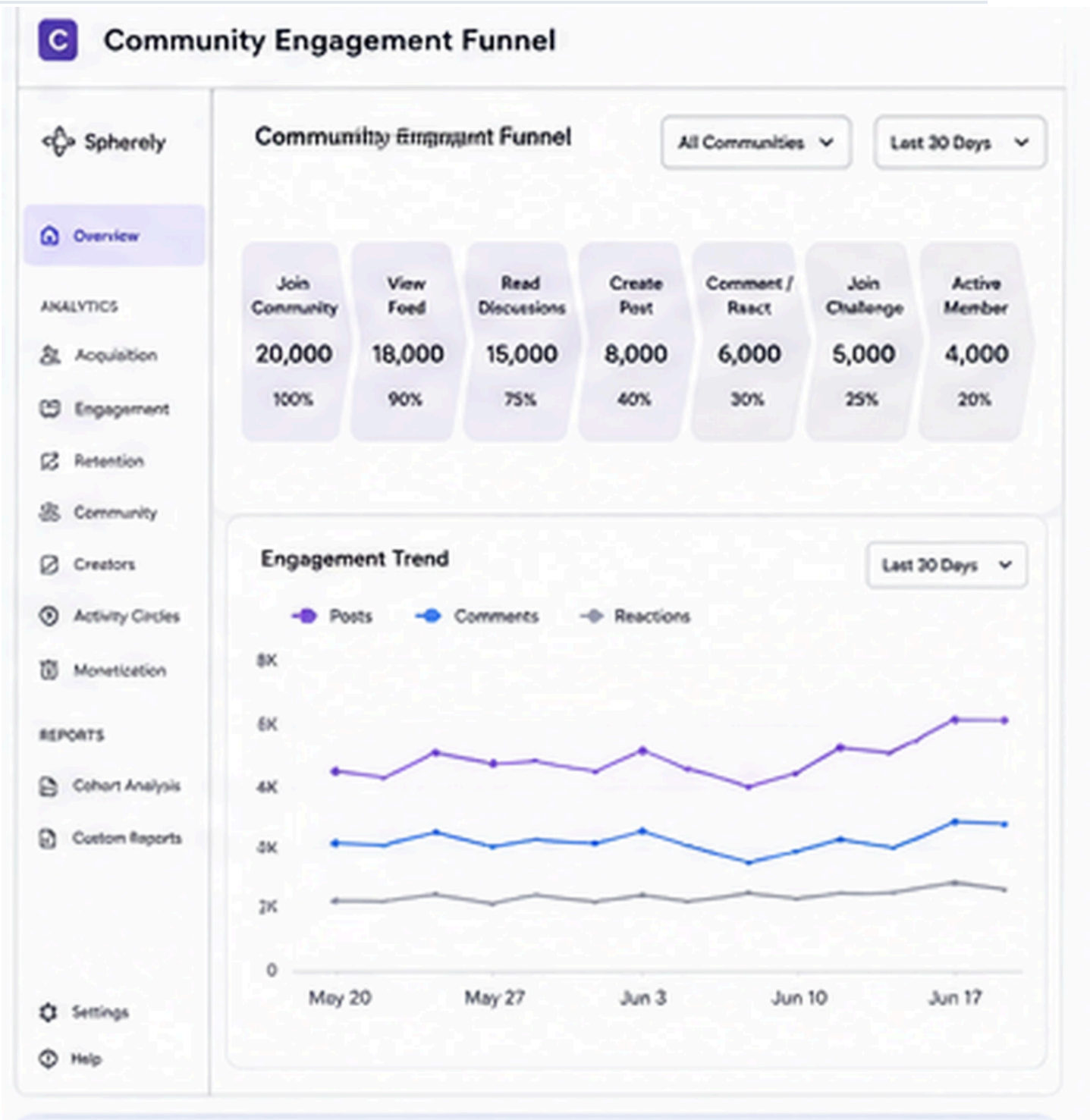
Monitors Posts, Comments, and Reactions over time.

Important Indicators

- 1. **Community Participation Rate** — Monitors participation by users
- 2. **Posts Per Community** — Monitors content creation
- 3. **Comments Per User** — Monitors quality of discussion
- 4. **Challenge Participation Rate** — Monitors engagement in community projects

Why This Dashboard Matters

Good communities result in high retention. This dashboard reveals which engagement touchpoints drive long-term user commitment.



Retention Cohort Analysis Dashboard

Purpose

To assess how effectively Spherely retains users over time. Retention is always the leading indicator of product-market fit.

Components

Cohort Heatmap – Classifies users by sign-up dates to analyze D1, D7, and D30 Retention.

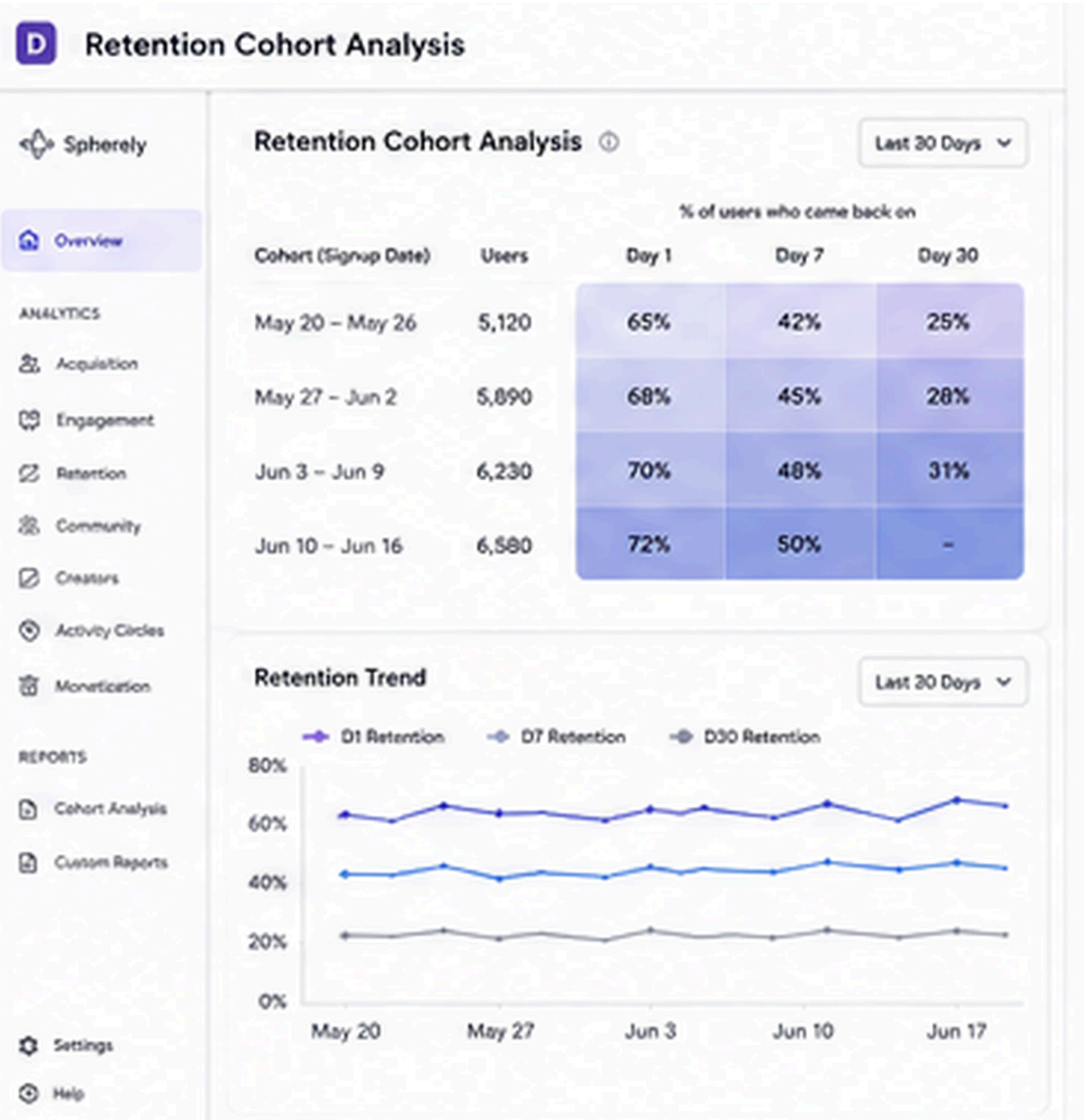
Retention Trend Graph – Shows trends in retention over time.

Key Metrics

- 1. D1 Retention – Analyzes the early satisfaction of users
- 2. D7 Retention – Analyzes user engagement
- 3. D30 Retention – Analyzes user loyalty
- 4. Churn Rate – Analyses the churn rate of users

Why It Is Important

Helps identify if any changes to product affect retention.



E. Community & Activity Circles Dashboard

Motive

Captures the extent of engagement in Spherely communities. Communities are what make the platform unique.

Community Engagement Funnel

Join Community → View Feed → Read Discussion → Create Post → Comment → Join Challenge → Active Member

Engagement Trend Chart

Monitors Posts, Comments, and Reactions over time.

Important Indicators

- 1. Community Participation Rate — Tracks participation of users
- 2. Posts per Community — Tracks content contribution
- 3. Comments per User — Tracks quality of discussions
- 4. Challenge Participation Rate — Tracks participation in community initiatives

Why This Dashboard Matters

Good communities result in high retention. This dashboard reveals which engagement touchpoints drive long-term user commitment.

E Community & Activity Circles Overview

Spherely

Overview

ANALYTICS

Acquisition

Engagement

Retention

Community

Creators

Activity Circles

Monetization

REPORTS

Cohort Analysis

Custom Reports

Settings

Help

Community Health

Last 30 Days

Active Communities

1,240

▲ 12.3%

Posts per Community

45.6

▲ 8.7%

Challenge Participation

8,760

▲ 19.4%

Trusted Members

2,340

▲ 15.1%

Activity Circles

Last 30 Days

Activities Created

340

▲ 11.2%

Activities Joined

4,500

▲ 18.6%

Attendance Rate

82%

▲ 7.3%

Regular Participants

2,500

▲ 16.9%

Top Activity Categories

Category	Activities	Joined	Attendance Rate
Sports	120	1,850	85%
Fitness	80	1,240	80%
Gaming	60	950	78%
Books & Learning	50	680	75%
Others	30	380	70%

F. Creator Analytics Dashboard

Section C

Objective

Captures the extent of engagement in Spherely communities. Communities are what make the platform unique.

Community Engagement Funnel

Join Community → View Feed → Read Discussion → Create Post → Comment → Join Challenge → Active Member

Engagement Trend Chart

Monitors Posts, Comments, and Reactions over time.

Important Indicators

- 1. **Community Participation Rate** — Monitors participation by users
- 2. **Posts Per Community** — Monitors content creation
- 3. **Comments Per User** — Monitors quality of discussion
- 4. **Challenge Participation Rate** — Monitors engagement in community projects

Why This Dashboard Matters

Communities lead to higher retention rates. This dashboard shows which interaction points contribute to commitment.

