

# PRODUCT USAGE ANALYTICS

IMPROVING USER EXPERIENCE, RETENTION, AND EXPANSION FOR SOFTWARE PRODUCTS

Product Usage Analytics is a comprehensive analytics platform designed to collect, store, transform, analyze, model, and visualize software log data in order to understand user behavior, evaluate software performance, and improve user experience.

## WHO CAN BENEFIT?

- » User Experience
- » Customer Success Managers
- » Software Development
- » Subscription Services
- » Marketing
- » Product Definition

## APPLICATIONS

- » Predict Customer Churn
- » Categorize Users for Targeted Marketing
- » Understand Feature Adoption
- » Analyze and Understand User Workflows
- » Inform New Feature Development
- » Analyze Software Stability and Prioritize Bug Fixes

## BENEFITS

- » Improve User Experience
- » Increase Customer Retention
- » Streamline Workflows
- » Increase Software Stability
- » Accelerate Feature and Release Adoption
- » Optimize Marketing Campaigns

## OVERVIEW

Software companies want to understand how customers interact with a software product on many levels. From usage patterns and feature adoption to installation environment and software stability, product usage logs are a source of incredibly rich information about the overall user experience. Analyzing log data provides powerful insight into user behavior that can be used to improve software design and enhance user experience.

## PROVIDING AN END-TO-END DATA PIPELINE

The process to extract value from usage logs can be challenging. Log data is rarely collected and stored in a format that is amenable to analytics, requiring significant data exploration and transformation before it can be analyzed. Raw log information must be fused with supplemental data sources and stored in an infrastructure that can meet the rigorous demands of analytics processing. Finally, the data, analysis tools, and results must be shared across business units to provide technical and non-technical end users with the information they need to take action on analytics insights.

We developed the Product Usage Analytics consulting platform to address the challenges presented by log data and the need for usage analytics. Figure 1 outlines the Product Usage Analytics solution architecture. We start by parsing and transforming data extracted from nonstandard log files to join with previously siloed data sources. This data collection and fusion process results in massive volumes of near real-time information being transferred to our flexible cloud architecture, designed to provide integrated deployment of multiple analytic models and customized data visualizations.

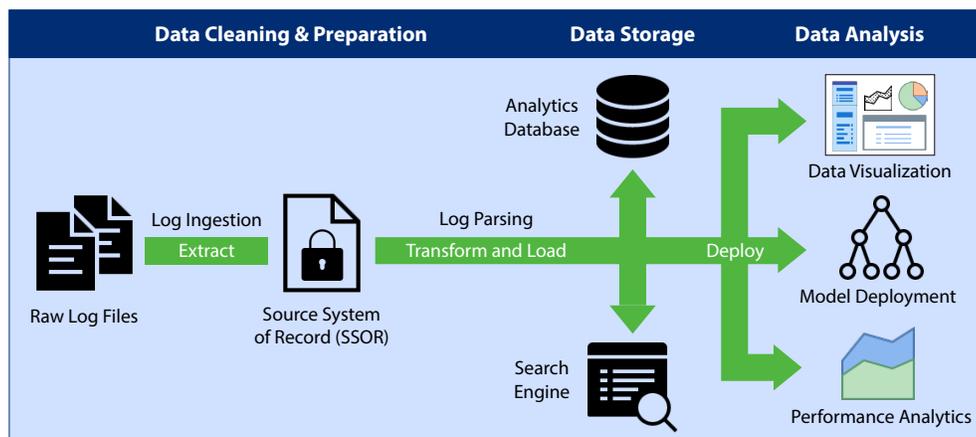


Figure 1. Product Usage Analytics platform architecture

### Headquarters

300 W. Main Street, Suite 301  
Charlottesville, VA 22903  
(434) 973-7673  
www.elderresearch.com



### Office Locations

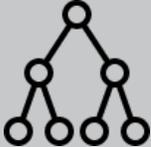
Arlington, VA  
Linthicum, MD  
Raleigh, NC

© 2016 Elder Research Inc.

# THE PRODUCT USAGE ANALYTICS SOLUTION

Working closely with your organization's subject matter experts and within the confines of your existing infrastructure, we provide a customized data extraction, transformation, and load (ETL) pipeline. This streamlined data

ingestion process facilitates near real-time data flow, enabling the advanced analytics that can help your organization take advantage of an array of opportunities related to product usage.

	Opportunity	Solution
 <p><b>Data Visualization</b></p>	<ul style="list-style-type: none"> <li>» Exploring user behavior</li> <li>» Understanding user trends</li> </ul>	<ul style="list-style-type: none"> <li>» Custom visualization tool to view sessions and find common workflows</li> </ul>
 <p><b>Model Deployment</b></p>	<ul style="list-style-type: none"> <li>» Understanding users for targeted marketing</li> <li>» Identifying sales leads who are most likely to purchase</li> </ul>	<ul style="list-style-type: none"> <li>» Intelligent customer segments based on software usage behaviors</li> <li>» Prioritization of sales leads based on past customer sales data</li> </ul>
 <p><b>Performance Analytics</b></p>	<ul style="list-style-type: none"> <li>» Fixing the most critical bugs first</li> <li>» Understanding factors that impact stability</li> </ul>	<ul style="list-style-type: none"> <li>» Customized stability metric coupled with crash data to improve future releases</li> </ul>

Product Usage Analytics enables exploration of log data trends at the session, user, and population levels and shows data across different software releases and versions. Visualization tools provide an interactive experience

for users to explore customer behavior and version usage and adoption. Modeling provides insight into customer segmentation, attrition, conversion, and other user-centric analysis.

## A CUSTOMIZABLE ELDER RESEARCH APPROACH

Elder Research customizes solutions to match the needs of your organization. We are able to provide an entire Product Usage Analytics platform or individual services as appropriate. A full platform can provide the log ingestion and parsing infrastructure necessary to make raw log data accessible for exploration. If your data is already consolidated and structured, Elder Research can provide deeper insights through data analysis, visualization, and/or model deployment services. Our goal is to tailor our solutions for

the Product Usage Analytics necessary to drive product and customer service excellence for your organization.

**If you are interested in discussing how the Product Usage Analytics platform can help your organization, please request a consultation on our website or call us at our Charlottesville, VA headquarters at (434) 973-7673.**

### Headquarters

300 W. Main Street, Suite 301  
Charlottesville, VA 22903  
(434) 973-7673  
www.elderresearch.com



**ELDER RESEARCH**  
DATA SCIENCE & PREDICTIVE ANALYTICS

### Office Locations

Arlington, VA  
Linthicum, MD  
Raleigh, NC

© 2016 Elder Research Inc.