# Cello How-To Guide

Tenant Analytics

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# 1 Tenant Analytics

Analytics in general is a number game and it can give very insightful and most valuable information for the product management and marketing team for any SaaS product.  The analytics data is very critical for the decision makers to decide the actions and to take necessary steps to the market product as well as understand the customer needs by ourselves.

CelloSaaS Provides Tenant Analytics feature as part of the Tenant Management module which provides detailed analysis about the status of the Tenants in the application.

With this feature, a member of a Marketing team can understand the list of customers who activated the account, but then the tenants haven't effectively used the product. This could be because of many reasons i.e. they are unable to use the product for some reason, they got stuck somewhere, or they might have other priorities to do etc, so in this situation, with the help of Tenant Analytics, the marketing team can be pro-active in getting touch with respective account holders and follow up with them and understand the problem they are facing with the product and help them to effectively evaluate the product.

In other case, Marketing can go behind the hot trials and take the opportunity to closure.

Registered Tenants are categorized into 3 types, they are

| Tenant Type | Description |
|---|---|
| Hot Trials | Refers to the Trial Customers who are actively using the Product |
| Trials Needing Attentions | Refers to the Trial Customers who are not using the product, and hence they need some attention in terms helping them to effectively use the product |
| Customer Needing Attention | Refers to active and paid customers who are not using the product effectively |

These information can help the management, marketing and business development team of the SaaS providers to understand the customer usage pattern, their interests etc.

**Note**: The Tenant analytics feature is available for Reseller and Enterprise Tenant and not for SMB type.

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**Tenant Analytics**

## 1.1.1  Hot Trials

Hot Trials refers to the trial customers who are actively using the Product, you can use the filter the hot trial customers with various filters provided in the screen.

**Filters**

| Field Title | Description |
|---|---|
| Trial From Date | The Day in which the Trial Account was started. |
| Trial To Date | The Day in which the Trial Account will end(ed). |
| Since Last Activity Day | Refers the last day since the application was used. |
| Visit Frequency | High : If a tenant visited the site more than 70 times, then it is considered as High visit frequency |

| | Medium : If a tenant visited the site between 40 - 70 times, then it is considered as medium visit frequency |
|---|---|
| | Low : Refers to If a tenant visited the site between 0 - 40 times, then it is considered as low visit frequency |
| | **Example** |
| | If Tenant A subscribed on Nov1 for a 15 Days Free Trial Package, within the 15 Days period if the tenant has logged in for about 500 times, the usage frequency will be calculated as follows |
| | 1500 Logins/ 15 Logins =  100 (Average Logins) – **High Frequency** |

## 1.1.2 Trials Needing Attention

Trials needing attentions refers to the trial customers who are less or not actively using the product and hence they might require some special attention. Use the filters with various parameters provided in the screen.

**Filters**

| Field Title | Description |
|---|---|
| From Date | The Day in which the Trial Account was started |
| To Date | The Day in which the Trial Account will end(ed). |
| Has no activity since last day | Refers the last day since the application was used. |
| Visit Frequency | High : If a tenant visited the site more than 70 times, then it is considered as High visit frequency |
| | Medium : If a tenant visited the site between 40 - 70 times, then it is considered as medium visit frequency |
| | Low : Refers to If a tenant visited the site between 0 - 40 times, then it is considered as low visit frequency |
| | **Example** |
| | If Tenant A subscribed on Nov1 for a 15 Days Free Trial Package, within the 15 Days period if has logged in for about 30 times, the usage frequency will be calculated as follows |

| | 30 Logins/ 15 Logins =  2 (Average Logins) – **Low Frequency** |
|---|---|

### 1.1.3 Customer Needing Attention

Customer needing attentions refers to the trial customers who are less or not actively using the product and hence they might require some special attention. Use the filter   with various parameters provided in the screen.

**Filters**

| Field Title | Description |
|---|---|
| Has no activity since last day | Refers the last day since the application was used. |
| Visit Frequency | High : If a tenant visited the site more than 70 times, then it is considered as High visit frequency<br><br>Medium : If a tenant visited the site between 40 - 70 times, then it is considered as medium visit frequency<br><br>Low : Refers to If a tenant visited the site between 0 - 40 times, then it is considered as low visit frequency<br><br>**Example**<br><br>If a paid Tenant A who is in monthly billing cycle logs in for about 200 times, the usage frequency will be calculated as follows<br><br>300 Logins / 30 Days   =  30 (Average Logins) – **Medium Frequency** |

## 2  Contact Information

Any problem using this guide (or) using Cello Framework. Please feel free to contact us, we will be happy to assist you in getting started with Cello.

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