

Product Launch Brief

Analytics Module

Internal launch packet for GTM, support, and leadership

Launch Narrative

The analytics module turns weekly CSV exports into a live dashboard experience with trend summaries, cohort breakdowns, and alerting. The launch goal is to convert analyst-heavy workflows into a daily operating surface used by customer success and finance leads.

What Changes For Customers

- Time-to-insight drops from hours to minutes for weekly reviews.
- Account health indicators move from static exports to live views.
- Ops leaders can spot expansion or churn signals before QBRs.

Readiness Checklist

Area	Owner	Status	Note
Pricing and packaging	GTM	Ready	Approved by finance and legal.
In-app onboarding	Product	Ready	Walkthrough complete and QA signed off.
Support macros	Support	Watch	Two edge-case answers still need final screenshots.
Security FAQ	Security	Risk	Pending sign-off on data residency wording.

Milestones

Milestone	Date	Outcome
Pilot complete	March 18	10 design partners expanded usage

Launch training	March 22	GTM and support enabled
Commercial release	April 7	Open to all Growth and Enterprise tiers

Success Metrics

30-day adoption: 35% of eligible customers

Expansion signal: 15 pipeline opportunities influenced

Support health: First-response SLA above 95%

Narrative: Styling is inherited from rusdox.toml, not hardcoded in the document.