FEATURES

Feature Name	*Custom Dashboards*
Description	*A tool for users to create custom views and receive a **pulse check** on their most important mobile marketing metrics **every day, week, month,** or **more.***
User Problem	***Busy schedules** of mobile marketing teams, CMOs, CEOs, investors, and more **prevent** mobile analytics **reports from being compiled** in a timely manner and a regular cadence.*
Value Proposition	*To increase the **access to information** and **speed** with which crucial **decisions are made and executed***
Assumptions	1. *Users want a **high-level** overview* 2. ***Email is ideal** for both users active on the platform daily and those less active but a vested interest in data* 3. *Static email updates with actual customer data but no UUID information will not be a security concern for users*
Out of Scope	*Alternative messaging channels, 3rd-party integrations, CSV downloads*
MVP	*A customizable dashboard of the metrics chosen as most important such as **churn rate, retention rate,** and **customer lifetime value.** Each dashboard view can be set to private or public within the organization.*