OTT KPI Dashboard Template

Fora Soft Learn

Organize the dashboard by decision, not by data source. Put one North Star on top, then a panel per lever. Against every metric write a target and the decision a breach is allowed to trigger. If no value of a number would change a decision, it does not belong here. Fill in the targets (target%) for your business model and scale.

NORTH STAR (one metric above all)

Engaged watch time per subscriber — the value that predicts renewal (SVOD). AVOD: viewed ad impressions. TVOD: purchases per active viewer.

QUALITY (QoE) → ladder & CDN [Blocks 2–3]

- ☐ **Rebuffering ratio** — target < 0.5% · breach → re-tune encoding ladder / shift CDN.
- ☐ **Video startup time (p99)** — target < 2 s · breach → CDN or ladder review.
- ☐ **Playback-failure rate** — target < target% · breach → investigate origin / packaging.

MONETIZATION → price & packaging [Block 5]

- ☐ **Trial-to-paid conversion** — target > target% · breach → revisit price / packaging.
- ☐ **Involuntary churn** — target < target% · breach → dunning / smarter card retries.
- ☐ **Ad fill / yield (AVOD)** — target > target% · breach → review ad stack / demand.

DISCOVERY → recommendations [Block 7]

- ☐ **Week-4 cohort retention** — target > target% · breach → review recommendations.
- ☐ **Home-screen click-through** — target > target% · breach → refresh metadata / artwork.
- ☐ **Completion rate** — target > target% · breach → re-rank rows / improve search.

OPERATIONS → run it live [Blocks 3.9 / 9.6]

- ☐ **Concurrency vs capacity** — target < 70% · breach → add CDN / origin capacity.
- ☐ **Error-budget burn rate** — target < 1× · breach (fast) → page on-call now.
- ☐ **QoE by region / device / CDN** — no single slice red · breach → localize & fail over.

THE LOOP, AND THE TEST THAT PROVES A CHANGE

A dashboard is only the first quarter of the work. Run the full loop every week: MEASURE the platform, DECIDE which lever a breach points at, CHANGE one thing, then MEASURE AGAIN to confirm the change did what you predicted — most analytics programs fail by stopping after the first step. Match the tempo to the decision: quality and operations turn by the minute, discovery and retention by the week, pricing and packaging by the quarter. Above all, prove every change with a controlled experiment (an A/B test): split comparable viewers into a group that gets the change and a group that does not, so the difference between them is the change's true effect and not a holiday, a hit title, or a competitor's outage. State the hypothesis before you look, and set guardrail metrics — numbers that must NOT get worse, such as rebuffering or churn — so a change that lifts watch time while quietly breaking something is caught before it ships to everyone. Be data-informed, not blindly data-driven: the experiment kills the bad ideas and narrows the field, but a human still owns the call, because a metric can only measure what you already thought to instrument. And remember the boundary: viewing history is sensitive personal data, so run the loop inside VPPA and GDPR — optimize on it, but mind consent, retention, and what you share.



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This template ties every KPI to a target and the decision a breach triggers, under one North Star metric. Our seven-volume handbook explains the engineering behind those levers. Start with Volume 3 for QoE monitoring, ABR and CDN choices, then Volume 2 for latency and Volume 1 for encoding quality.

WHAT YOU WILL FIND INSIDE

- Rebuffering and startup time as QoE signals
- Player beacons and CMCD telemetry
- Ladder re-tuning and CDN switching
- Encoding quality behind watch time

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