

SaaS onboarding planner

Define activation, track it weekly and log onboarding experiments. Example values shown; replace them.

Activation event	Connected a data source and shared a first report within 7 days
Target activation rate	40%

Week starting	New sign-ups	Activated users	Activation rate	vs target	Notes
2026-09-07	250	78	31.2%	Below	
2026-09-14	262	86	32.8%	Below	
2026-09-21	240	84	35.0%	Below	
2026-09-28	271	101	37.3%	Below	

Overall activation rate	34.1%
-------------------------	-------