Arvoan Guide

Dashboards don't close product-led upsells. Usage narratives do.

How to give product-led Sales and CS instant account insights using Claude Skills and warehouse-native product signals.

arvoan

The Tool Fatigue

Prepping for an upsell pitch usually means digging through Looker dashboards or logging into a heavy Customer Success platform.

Your reps don't want to filter charts.

They need a clear narrative: Is this account actually using what they pay for? Who is the true power user? Are they abandoning core features?
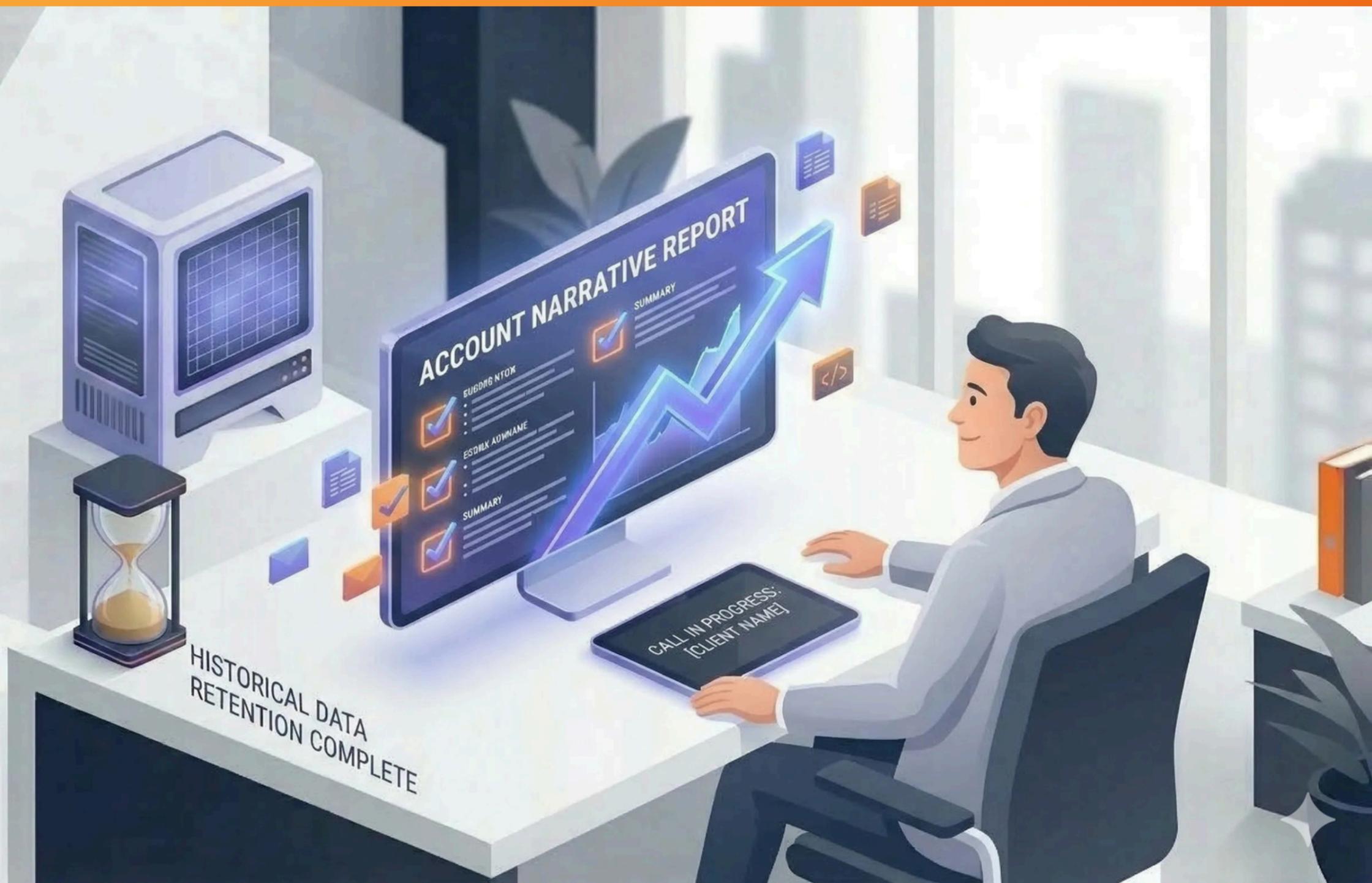
Hallucination-Free Self-Serve

The modern alternative to dashboards is letting your reps ask an AI for the narrative.

Hallucination-Free Self-Serve

But out of the box, standard AI guesses and hallucinates your business logic.

The fix? Feed the AI the exact, mathematically defined rules of your product usage first by embedding them into your database metadata.

Codify the Signal

The AI needs to know what "Churn Risk" or "Expansion" actually means for your product.

Using my open-source package (GrowthCues Core), I push strict definitions directly into the column metadata:

```yaml
version: 2

models:
  - name: fct_product_metrics_daily
    description: >
      [Definition] The product-level fact table aggregating activity across ALL accounts.
      [Context] Use this table for high-level reporting (e.g., Investor Updates, Board Slides).
      It removes double-counting of users who belong to multiple accounts.
    columns:
      - name: metric_date
        tests: [not_null, unique]
        description: >
          [Definition] The calendar date for the row.
          [Formula] Derived from the Date Spine.
          [Context] All metrics reflect activity on or leading up to this date.

      # --- USER METRICS ---
      - name: dau
        description: >
          [Definition] Global Daily Active Users. Unique humans active today.
          [Formula] COUNT(DISTINCT user_id) where event_date = metric_date.
          [Context] The baseline pulse of your product's daily usage.
      - name: wau
        description: >
          [Definition] Global Weekly Active Users. Unique humans active in last 7 days.
          [Formula] COUNT(DISTINCT user_id) where event_date > (metric_date - 7 days).
          [Context] Useful for products with a weekly usage cadence.
      - name: mau
        description: >
          [Definition] Global Monthly Active Users. Unique humans active in last 30 days.
          [Formula] COUNT(DISTINCT user_id) where event_date > (metric_date - 30 days).
          [Context] The standard measure of total user base size.
```

Govern the Signal

Connect Claude securely to your product warehouse (like BigQuery) using a read-only bridge (Google MCP Toolbox).

When Claude connects, it reads your embedded metadata. It learns the absolute truth of your product usage before writing a single line of SQL.

METADATA: VERSION_4.2.1
SCHEMA_TYPE: RDBMS_RELATIONAL
DATA_SIZE: 1.5 TB
TAGS: 'SAAS', 'FINANCE', 'ENCRYPTED'
OWNERSHIP: TEAM_BRAVO

SECURE DATABASE & METADATA OVERVIEW

Turn the Signal into Action

Don't hope the AI figures it out. Give it a strict playbook.

I built a **free Claude Skill** that tells the AI exactly how to read the metadata, triage volume trends, identify champions, and format a structured account report.

```
---
name: analyze-account-health
description: Summarizes B2B account health by analyzing usage patterns, engagement trends, risk signals, and
expansion opportunities. Use for customer success reviews, renewal preparation, QBRs, or account prioritization.
---

# Analyze Account Health

Deep-dive into a B2B account's product usage to prepare for QBRs, assess renewal risk, identify expansion
opportunities, or prioritize CS outreach.

## Instructions

### Step 0: Identify Account & Discover Schema

**Get the account identifier:**

- Company name, org ID, account ID, or account_id value
- Ask user if not provided

**Discover the data schema:**
Use `BigQuery:search_catalog` to find the GrowthCues Core tables (search for "account metrics" or "user
metrics"). The main tables are:

- `fct_account_metrics_daily` - Account health scores and trends
- `fct_account_feature_usage_monthly` - Feature-level adoption
- `fct_user_metrics_daily` - User behavior and champions
- `dim_accounts` - Account master data

**Get table metadata:**
Use `BigQuery:get_table_info` on each table to read the column descriptions. The descriptions contain the
```
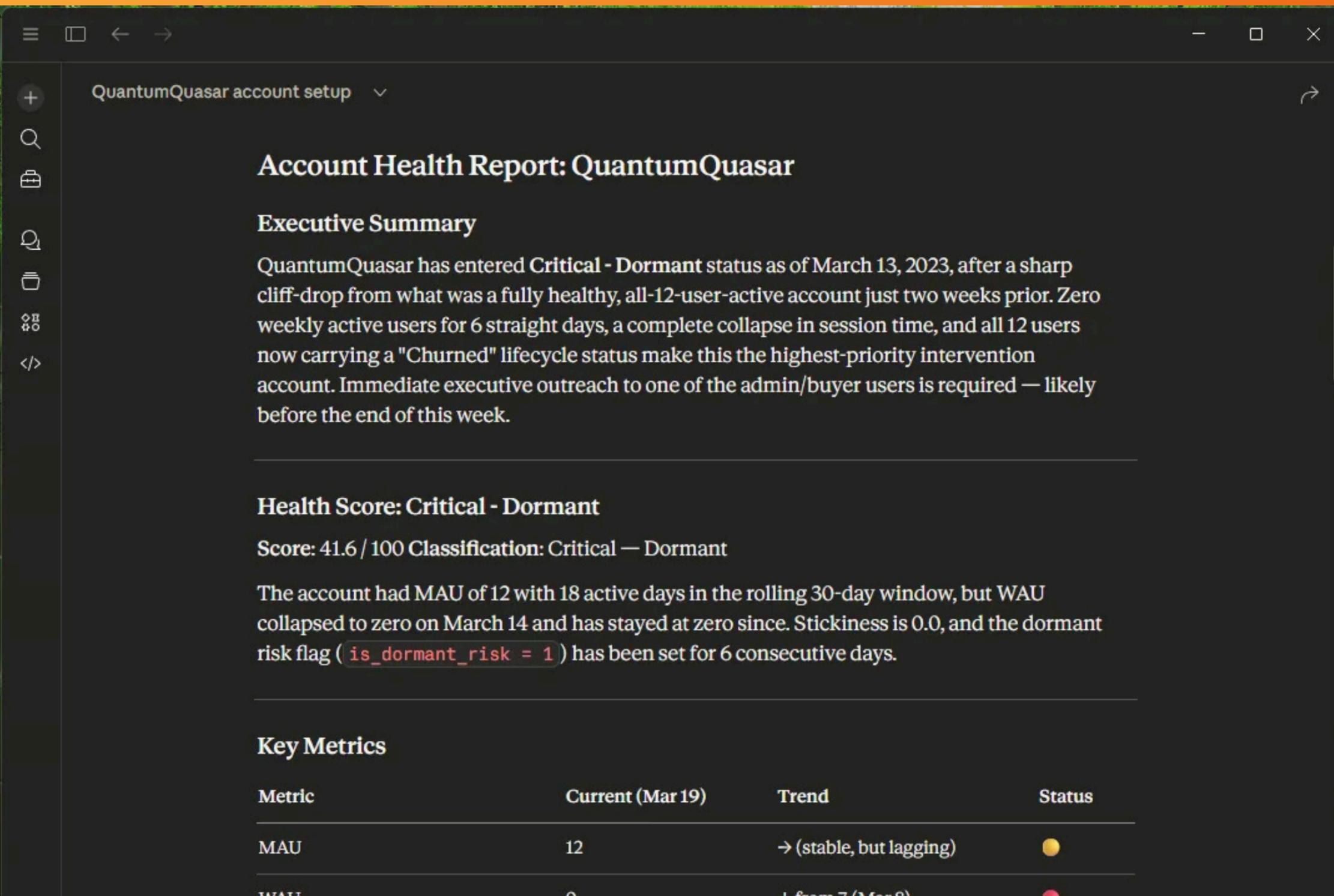
Instant Account Narratives

An AE simply installs the Claude Skill, opens Claude and types:

/analyze-account-health QuantumQuasar

They get a reliable, perfectly formatted narrative of the account's product adoption in seconds. No hunting through dashboards. No switching tools. Zero hallucinations.

QuantumQuasar account setup ∨

Account Health Report: QuantumQuasar

Executive Summary

QuantumQuasar has entered **Critical - Dormant** status as of March 13, 2023, after a sharp cliff-drop from what was a fully healthy, all-12-user-active account just two weeks prior. Zero weekly active users for 6 straight days, a complete collapse in session time, and all 12 users now carrying a "Churned" lifecycle status make this the highest-priority intervention account. Immediate executive outreach to one of the admin/buyer users is required — likely before the end of this week.

Health Score: Critical - Dormant

Score: 41.6 / 100 **Classification:** Critical — Dormant

The account had MAU of 12 with 18 active days in the rolling 30-day window, but WAU collapsed to zero on March 14 and has stayed at zero since. Stickiness is 0.0, and the dormant risk flag (`is_dormant_risk = 1`) has been set for 6 consecutive days.

Key Metrics

Metric	Current (Mar 19)	Trend	Status
MAU	12	→ (stable, but lagging)	🟡

Ready to build the baseline?

I've open-sourced the exact Claude Skill and the dbt package (*GrowthCues Core*) to make this work. **Link in the comments to download it.**

Need help making your telemetry clean enough to run this? I help B2B scaleups fix messy event data through **The Signal Foundation**: a 1-week deployment sprint to govern your product signals.

I'm a bootstrapped solo founder. That means you get direct, dependable access to me: no agencies, no bait-and-switch. I deliver working systems.

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