Metrics Assignment

Nike

🛒Cart Process:;

Conversion rate: % of users who recommend their products to their cart.

Customer Satisfaction, Click through rate.

Spotify

🎧 Music Recommendation:

Skip Rate: reduction in frequency of users skipping recommended tracks
Retention Rate: Improvement in subscriber retention.
Engagement Metrics: Time spent listening to recommended playlists or songs.

Delta Airlines ✈️

💳 Credit Card:

Notification Conversion Rate: % of users updating payment information after notification.
On-Time Payment Rate: Reduction in payment failures due to expired cards.
Completion Rate of Card Update Process: % of users completing the update flow.

Facebook

🚴Bike Ride - Strava:

New User Acquisition: Users signing up for Strava via shared Facebook posts.
Referral Traffic: Traffic generated to Strava from Facebook.
User Satisfaction: Feedback on the ease and appeal of the sharing feature.

Playstation

📞QR Code:

Login Success Rate: Percentage of successful logins using QR codes.

Time to Login: Average time taken to log in using the QR code compared to traditional methods.

Adoption Rate: Percentage of users opting for QR code login over other methods.

Security Incidents: Reduction in login-related security issues.

User Feedback: Ratings and comments on the convenience and usability of QR-based login.