

Gen AI Product Analyst Assignment

Overview: ABI Insights Copilot is our in-house Gen AI-based product designed to provide contextual insights based on structured and unstructured databases within ABI to answer queries from users in natural language. This tool efficiently extracts information from both structured and unstructured data sources across multiple domains within AB InBev. Within seconds, Insights Copilot not only summarizes responses but also generates and visualizes valuable insights.

- Reflect on what growth metrics are essential for a product like ABI Insights Copilot. Discuss how you would go about identifying and measuring these metrics. Consider acquisition, retention, engagement, and monetization in your response.

You have been provided a product feedback dataset that contains the data on usage and feedback along with a data dictionary. Use this dataset to answer the below questions:

- Examine how you might analyze usage data to understand different user behaviors. What approach would you take to categorize users (e.g., core, casual, power users) and define activation metrics? Explain your thought process and methodology.
- Explore how you would assess the retention trends of ABI Insights Copilot. What indicators would you look for to determine if the retention curve is flattening? Discuss how you would evaluate Product-Market Fit (PMF) using available data.
- What are the gaps in the current usage data? Consider any product analytics tools (Google Analytics, Usersnap, Amplitude etc.) and discuss your approach to selecting the most suitable tool for ABI Insights Copilot. Outline how you would integrate it into the product and justify your choice based on the product's needs and current gaps.
- Deliberate on how you would define and track success for the chat bar feature that users use to ask queries. What metrics would you use to identify its impact on user engagement and reasons for any associated churn? Describe your approach to leveraging feedback and usage data to derive actionable insights.

Submission Guidelines:

- Use the provided product feedback data to inform your analysis and justifications.
- Present your findings and thought processes in a clear and structured report in not more than 2 pages in Arial 11 font size.
- Submit within 2 days of receiving the assignment. Late submissions will not be accepted.
- Include visual aids (graphs, charts) where appropriate to support your discussion.
- Provide a narrative that demonstrates your analytical thinking and decision-making process.

Evaluation Criteria:

- Depth and originality of the analysis and insights.
- Ability to interpret data and justify decisions.
- Clarity and coherence of the narrative.
- Practicality and potential impact of the recommendations.