

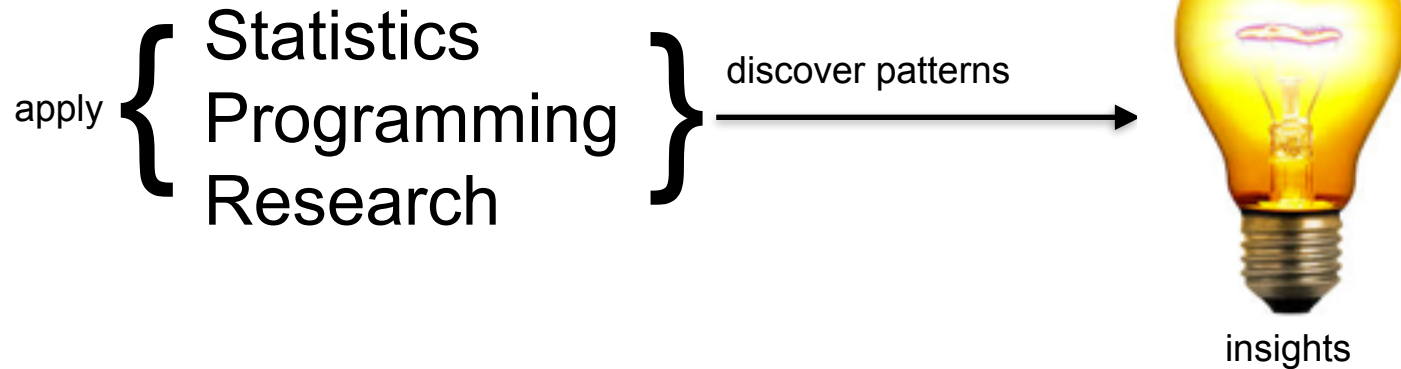
# Analytics

cs5356

Daniel Doubrovkine

@dblockdotorg

# *What is Analytics?*



# *How?*

1. Measure
  2. Collect
  3. Analyze
  4. Report
  5. Optimize
-

# *What is Analytics?*

*“Measurement of movement  
towards your business  
goals.”*

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# AirBnB: Pro Photos -> More Bookings?



## Gut instinct

Professional photography helps Airbnb's business



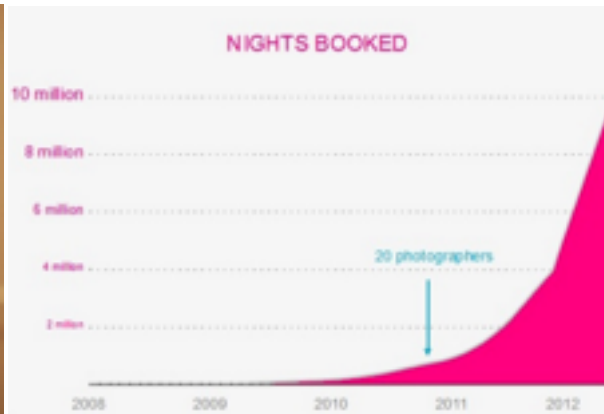
## Concierge MVP

20 photographers in the field



## Test results

Two to three times more bookings!



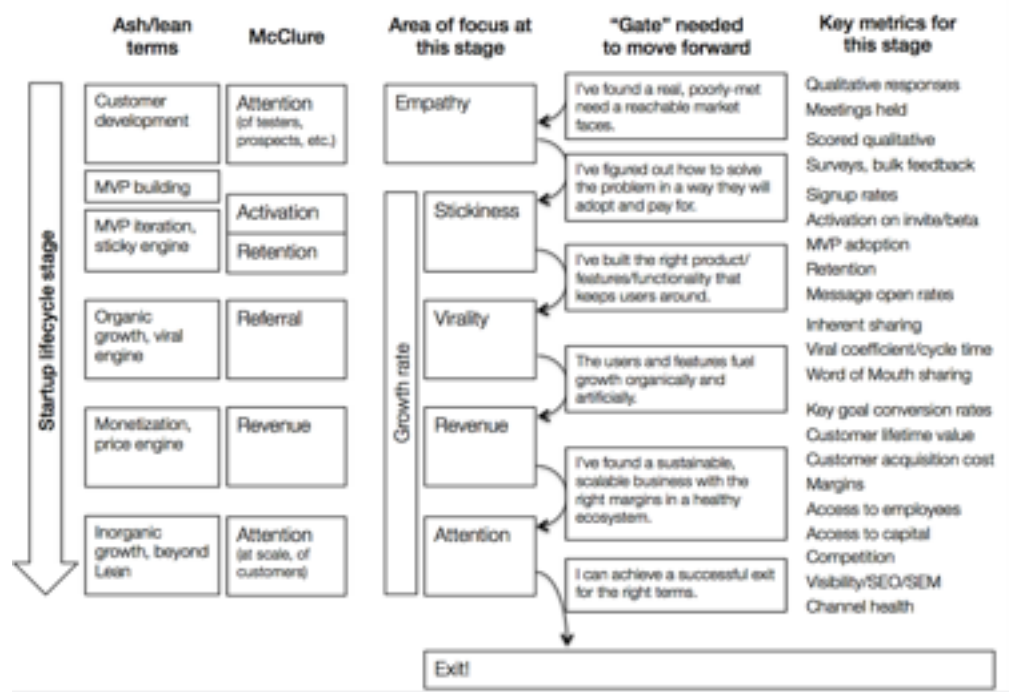
# *Toting: Ask for Billing Upfront?*



# Lean Analytics

## Lean Analytics focus areas

Alistair Croll & Ben Yoskovitz — [leananalyticsbook.com](http://leananalyticsbook.com)



# *Early Startup*

*“Pick One Thing to Measure”*

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# *Guest Speaker*

*Machine Learning PhD @ University of Maryland*

*... ask him about neuroscience of narrative ...*



Ilya Kavalero

<http://ilyakavalero.com>

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