Product Analytics Hierarchy of Needs

A simple step-by-step framework that will help you get the right data, properly analyze it, and use it to bring real change to your organization's decision making and product development processes.

STEP 5

Data Actualization
Data-informed product teams and companies have the right data where and when they need it, leveraging it to make better decisions at every stage.

When you've reached **Data Actualization**, you:
- Have accurate, clean, and actionable data
- Are able to ask and answer harder questions
- Might use gut feel as a starting point

Tools to help you take action:
- Analysis
- Dashboards
- Storytelling

STEP 4

Take action
Using the insights you've pulled out of your data, you'll be able to take the appropriate next action.

STEP 3

Build metrics into reports
Establish tables and graphs that describe or compare product usage over time and with other important metrics.

Types of reports:
- Paths
- Funnels
- Retention

Metrics group and organize data to help measure specific aspects of your product or business.

STEP 2

Refine data into metrics
Turn your data into standard and custom metrics in order to standardize measurement of product performance and user behavior.

People data:
- Visitors
- Accounts
- Segments
- User Metadata

Behavior data:
- Events
- Page Loads
- Clicks
- Feature Usage

STEP 1

Collect data
Collect information about the people who use your product and the actions they take.

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