

Cracking the PM interview 🚀

Case Study Solution - Feature Performance Analysis

Case study - Feature Performance Analysis

E-commerce websites such as Amazon, Flipkart, Myntra, and others provide a lot of filters to users to streamline search results.

Though these filters are useful in improving search results, they can be overwhelming at times.

With more options, Hicks law kicks in.

Hick's law is a psychological principle which states that the more options are available to a person, the longer it will take for him or her to make a decision about which option is best.

This, at times, leads to an increase in drop-offs in the user journey, working against the company's goals.

Imagine you are a Product Manager working at one of these e-commerce companies.

You have been given the task to understand the usage of each of the filters and then optimize (basically, reduce if a few filters are not being used frequently).

How will you go about solving this?

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In order to identify which filters to keep, we need to look at the CTRs of filters.

To define the CTRs, we will look at the funnel conversion of filters.

Typical funnel for each filter would look like:

1. Filter impressions
2. Click on Filter
3. Values selected
4. Click on 'Apply filter'

CTR for each filter = Click on 'Apply filter' / Filter impressions

Filter with the highest CTR is the most relevant.

Note: 'Apply filter' may not be available in all cases or may be available with a different copy/name

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We can also refer to the below grid to take a call:

	High Absolute Number	Low Absolute Number
High CTRs	Retain	Requires more analysis!
Low CTRs	Requires more analysis!	Remove

Additionally, you may need to consider the URLs generated through filters. A lot of times, these URLs may get indexed and appear in Google Search Results. This helps in driving further traffic to the page and eventually, conversion from the page.

Be mindful of these aspects before removing filter. Removing filter may remove the URLs also from your website, so careful diligence should be done before removing filters.

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Thank you! 