Roundforest Home Assignment Followup Questions:

1. By using the Q&A data, the following product features are enabled:
   1. For each product, when viewing the different scoring indices (for example when viewing the 10 best products of a category), there could be a section that shows the questions and answers, helping the user choose the product. More often than not, the questions that have already been asked are common for many users, and the user could benefit from reading them and their answers.
   2. By using an NLP tool, the different questions can be categorized and shown in a concise fashion, tidying up the screen and making the results more readable and useful.
2. The suggested features will provide increased user active time, as users will stay on the RoundForest platform instead of being directed to the Amazon site. The features will also contribute to the user experience, thus providing better value for the users – which will help with retention and engagement. In addition, if there are ads, a longer stay would mean that the probability that users would click on an ad will be significantly higher. Either way, the company’s revenue potential would increase.
3. These KPIs are the ones that will most reliably capture the impact of the feature:
   1. Average session time – this metric will explain the effect of the feature on the users’ session lengths, providing insight into the features’ effect on prolonging the users’ stay on the site.
   2. Ad click ratio – this metric will measure whether the new feature helped increase ad revenue from the site.
   3. User return rate – this KPI will show any improvements in usability and value added by the platform.