**Let’s say you’re a Product Data Scientist at Instagram. How would you measure the success of the Instagram TV product?**

To best understand the success of the platform it is very important to combine both qualitative and quantitative metrics to have a comprehensive view of its performance. This includes:

# **User engagements**

1. Measure the total number of views garnered by IGTV content since it begun, this will help you know the incremental trend of its popularity over time.
2. The average views per video to help identify the popularity of videos based on content.
3. The user engagement with content by liking, commenting ,sharing or subscription to a particular type of content.
4. Data on how many viewers actually watch the videos for half, more than half and full videos based on content type

# **Content growth rate**

This would help measure the number of videos uploaded to the platform over a specific amount of time and how frequently it repeats it self to form a trend. Also mark major milestone like the interval it took to upload lets say a million videos over time i.e. has the number of uploads increased over time. Also data on what type of content is frequently uploaded

# **Users Locations**

Data on the locations where most users engage most with content that include both viewers and creators and the patterns of usage of the platform.This helps with identifying market penetration as well as understand what content is popular where to help improve on content suggestion

# **User Survey data**

If any surveys have been conducted data from this surveys would be valuable because this is raw feedback from the end-user on how to best improve the quality of service and the platform as a whole. This could help revolutionize the platform .

# **Consumer retention**

This help understand how many users leave the platform over a specified amount of time and the rate at which the users increase their usage activity over time

# **Competition**

Analyze usage statistics of competitor platform with similar products on their usage statistics as well as their subscription increase rate on regular intervals