

A/B Testing

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graph LR; A["A/B Testing"] -.-> B["Problem Statement"]; A --> C["Hypothesis"]; A --> D["Methodology"]; A --> E["Metrics"]; A --> F["Impact"]; A --> G["Trade-off"];
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Problem Statement - - - - - Hw to increase Search Query on Google Homepage?

Hypothesis ——— Increase Size, Increase CTR

Methodology ——— 2 Cohort: One same experience. One size increase

Metrics ——— Impression Count, CTR on other buttons, Button Hover Time, Time spent on Page, Bounce Rate

Impact ——— Decide which metrics to take go/no-go decision

Trade-off ——— Potential Downside: Other buttons CTR goes down.

Metrics

Framework

- Problem statement ——— How to measure success of Instagram Discover Feed?
- Clarify ——— Should we consider: Meta's Goals, search bar?
- Goal ——— Help Users develop and expand their interests.
- Action ——— Go through User Journey ——— Open Feed, open posts. like, comment, share. Follow, scroll, search
- Metrics ——— Num of Posts opened, Time Spent per session, scroll depth,
- Evaluate ——— MEtric could be inherently weak or undesired outcomes

Breakdown

- Product ——— DAU, MAU, CTR, Time spent
- OKR ——— Acquired user in specific mkt, DAU growth of product, Churn Reduction
- Business ——— Revenue, Net Profit Margin, Customer LTV
- Quality ——— Size of Bug Backlog, Mean Time to Resolution, Page Load Time
- Leading (supplements) ——— User Signups, Button Clicks
- Counter ——— Churn Rate, Customer Satisfaction Score

Root Cause Analysis

Problem statement - - - - - 20% increase in Ride Cancellation

Clarify, Gather context

When are most cancellations: Before/After Matching?
Who are cancelling: Rider or Driver?
Steadily Increasing/Sudden Spike?
Week over week/month over Month?

High-level Hypotheses

Bug/Issue — App not showing user that driver is on way
Product Change — Cancel more prominent
Operational Change — Change in Driver Pay
External Event — More concerts

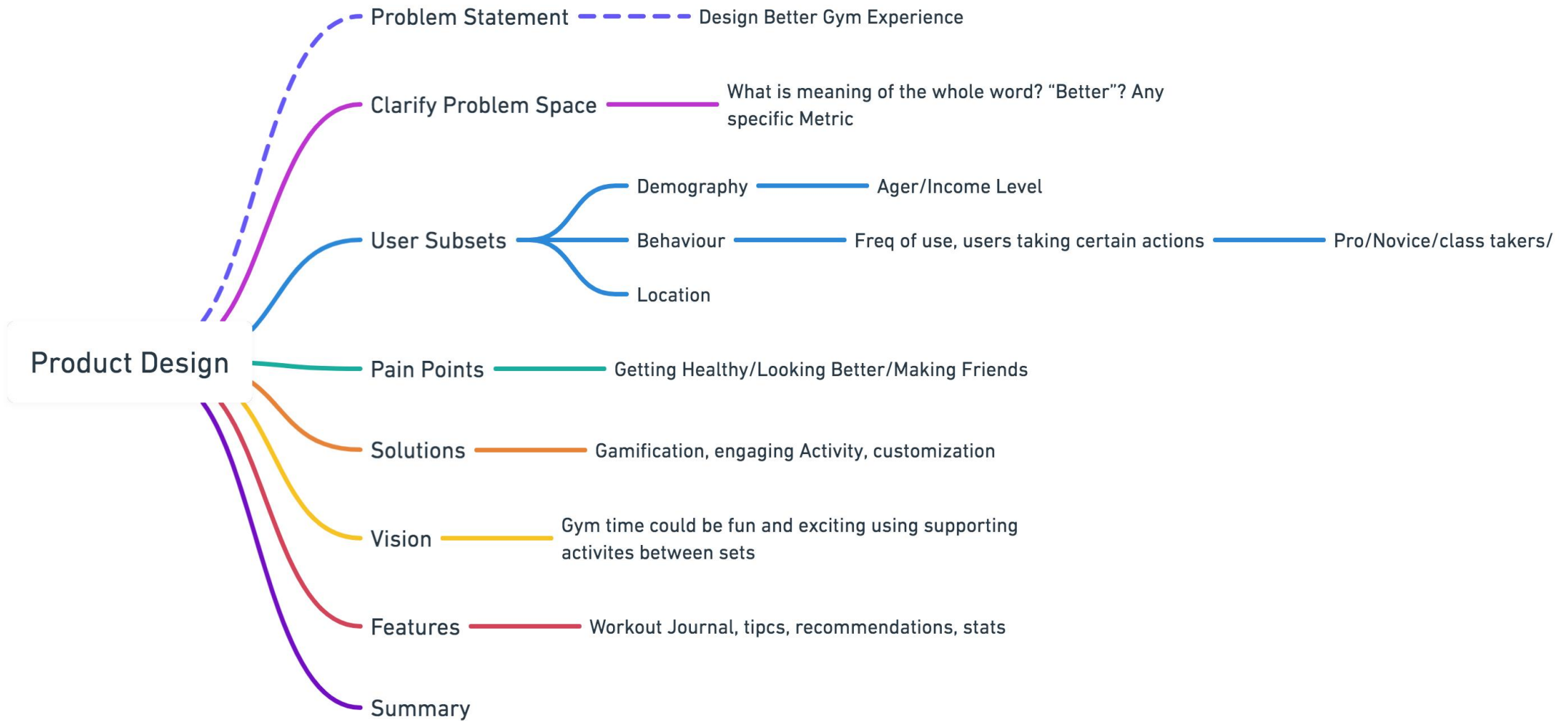
Gather Data

New Launch/Updates/Release? Any specific APp verison?
Any change in Ops/Driver Count/Rder Count?

Refine Hypothesis, Repeat

Identify Root Cause

Evaluate



Strategy

Workflow

Problem statement ——— Biggest Threat to YT over next 5 years

Problem ——— YT as company or core YT product? Global or local threats

Company Goals ——— Watch Time, Relationship bw Creators, Viewer

Define Landscape

Mkt, Competition ——— Tiktok, Instagram

Public Opnion

Tech

Regulation

Define Guiding Principle ——— Trust, Personalization

Establish Option Set ——— Pricing Structure, Monetizing User Segmentation ——— Short Form Video

Make your decision ——— Scale, Impact, Cost, Risk

Evaluate and Recap ——— Tradeoffs, risks

Examples

GTM ——— Inbound, Sales Driven, Demand Gen

Pricing ——— Value-based, Cost-plus, Dynamic

Growth strategy ——— PEnetration, Expansion, Product Development, Diversification

Favorite Product

3P

Passion, Perspective, PErsonality

Framework

Name, Explain product

Describe how product fits your needs — — — — — Orgnaize, Create and link. Much better, Public Sharing

Answer follow-up questions — — — — — Search doesn't work. Tagging,

SBNRI Metrics

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graph LR; SBNRI[SBNRI Metrics] --- Daily[Daily/Monthly: Users, Investors, Amount Invested, Orders]; SBNRI --- RM[RM Wise: AUM, SIP AUM]; SBNRI --- Acquisition[Acquisition Breakup: Location wise, Salary-wise]; SBNRI --- AARRR[Acquisition, Activation, Retention, Referral, Revenue]; SBNRI --- TAT[TAT: PAN Enter, KYC Form filled, RTI]; SBNRI --- Cart[Cart Abandon, Payment Failures]; SBNRI --- Funnel[Funnel]; Funnel --- FunnelData[Signup -> PAN(63%) -> Applied for MF(10%), RTI(6%), Transaction(1%)];
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Daily/Monthly: Users, Investors, Amount Invested, Orders

RM Wise: AUM, SIP AUM

Acquisition Breakup: Location wise, Salary-wise

Acquisition, Activation, Retention, Referral, Revenue

TAT: PAN Enter, KYC Form filled, RTI

Cart Abandon, Payment Failures

Funnel

Signup → PAN(63%) → Applied for MF(10%), RTI(6%), Transaction(1%)