Product Metric → 2

Vanity (Bad)	Actionable (Good)
→ Superficial No	→ Core to business objective
→ quantity	-> Quality
→ Lack AM	→ Improve Business performance
→ Ego	→ Goal Oriented

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1. Define the feature

       ex⇒ Walmart
         VP → [Dashboard] -> Look at up Dashboard
                                 & make Decision
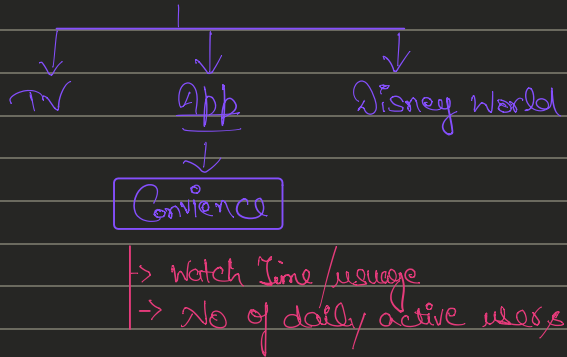
2. Goal (for the company)

         ex⇒ Uber → Taxi Company ✗
               ↳ Mobility Company

3. Walk through Journey

4. Map the metric

5. Evaluate the Metric

Ex:→ Disney → Entertainment

TV   App   Disney World

Convience

- → Watch Time / usuage
- → No of daily active users

Ex:→ 1 Billion user on LinkedIN
But → No of Login user per day → matters

→ No of Job Application

Pure fit →

Funnel → Step wise process

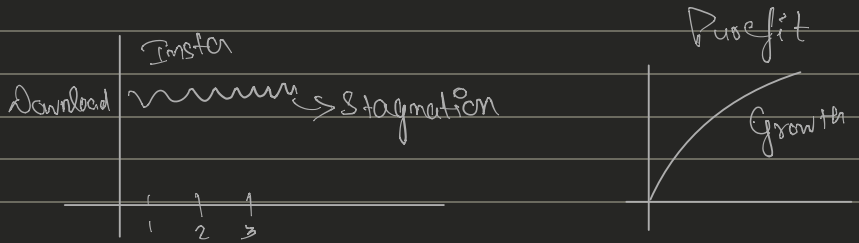Funnel of an Customer

① → Acquire → Marketing (Referral, Ads)

1.1 → App Store / play Store → Download App

② → Onboarding → Sign up / Regestiration

③ → Enagement → Videos,
Exercise,
(Browse)

④ → Retaintion → Relogin

→ Step 1 → Acquire → No of App Download
2 → onboard → No of sign up
3 → Engage → Weekly new users
4 → Ret aun

Download | Insta ~~~~ → Stagnation
    | 1 2 3

Purefit
    Growth

Biz Ops   Analyst / Manager
    ↓
Mini clicks → Create Account

Engagement →   2 month → Active
               < 2 month → Inactive

Retaintion Table →

Date	User	Day 0	Day 1	Day 2
1st Jan 2024	1,000	100%	85%	25% --
2nd Jan 2024	900	100%	40%	25% 20%

→ Voice of Customer →

   1. Ratings → can be Dispective

→ 1. how likely are you to refer someone to app
                        ↓
                    N P S

Net Promoter Score (NSM)

-> When you like the App (Engagement)

  -> emojis

  -> Share link, Bookmarking

--------------------- X ---------------------

Match Rate ->

$$v_1 \to 2 min$$
$$v_2 \to 10 min$$
$$v_3 \to 10 min$$
$$v_{1.1} \to 2 min$$

Dono t
Recommend <-
this type of

Content user is not liking it.