

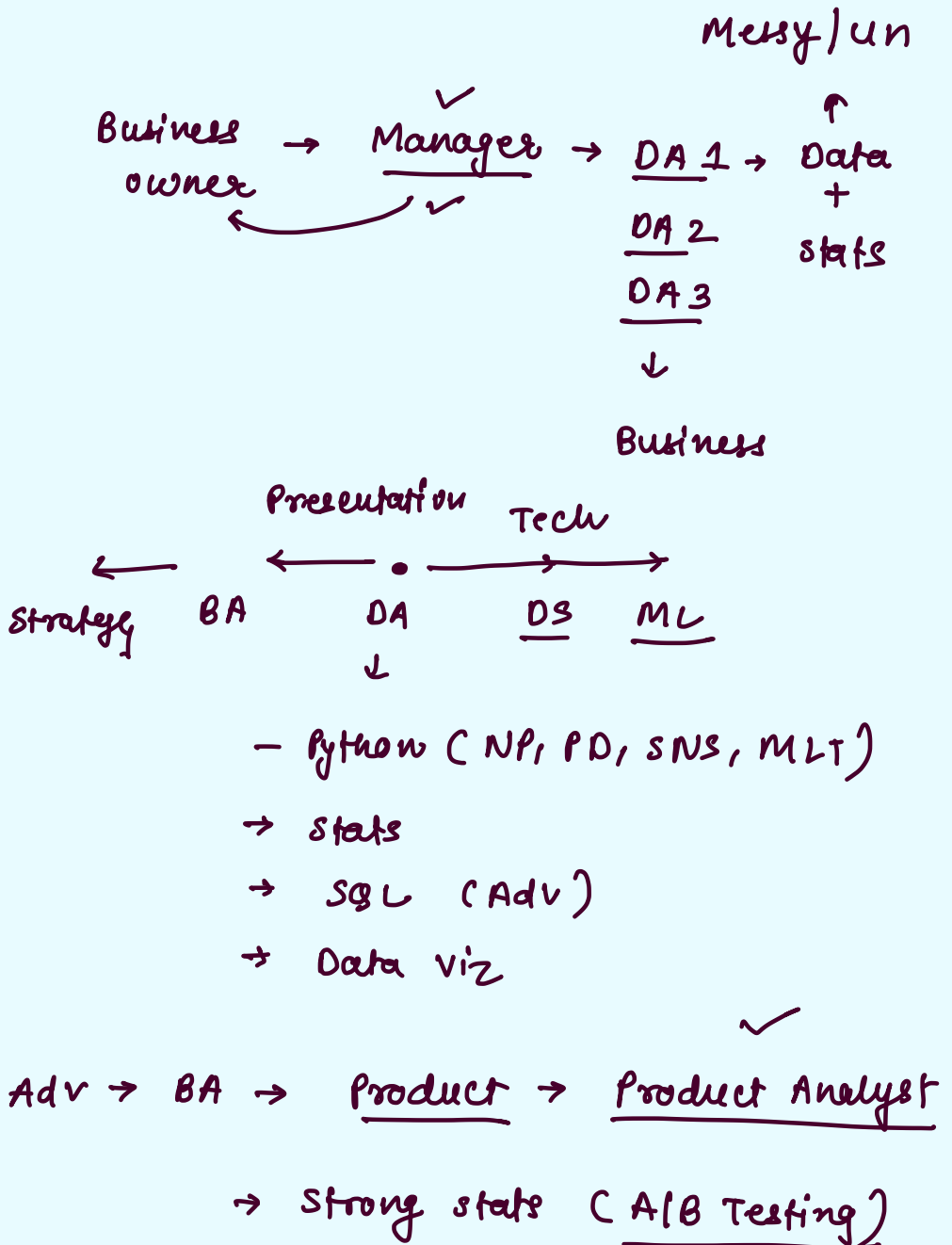
→
Data → Decision

1. Business Analytics → Consultant
strategy
↑

Business → BA → Data
VP, Pricing
→ Business Accumen
→ SQL, Excel, Tableau
+
Basic Math
→ Clean
→ Structured
→ Analytics Table

PCS) → 1. Gut
↓
Buy a phone → 80,000
2. Consultant
3. Data ✓
→ Brand → offer
→ Price → feature
→ Reviews → youtube

Data Analyst

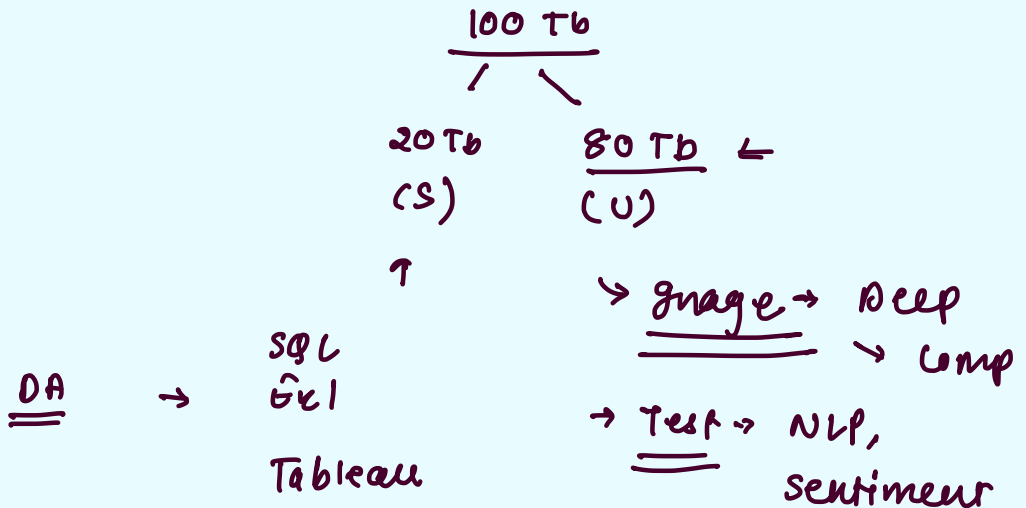


DSML

• → Data Division

Structured → Table
+

unstructured → img, video, Text
(Math / Adv Python)



1. Product sense (1)

2. Product Metric (2)

3. RCA (2)

4. customer segment
(2)

5. A/B Testing (1-2)

6. Questimate

7. flight overbooking] Application

8. Data viz → Airbnb

MLOps

↑

ML → sample

↓

live

12 → Assig → MCQ (85+)

→ Post Notes

→ Test → MCQ → 70 70(100)

Product Sense :

- Analyse youtube traffic ↓ 5%.
 - save post

 ↳ success
 - sales in a particular store ↓
1. Tech
 2. Tech
 3. Business / Manager
 4. HR

Product Diagnostics - Analyse a metric change

- New use sign up increased by 15% yesterday.
- ETA of a cab service has increased by 10 minutes.
- 'Add To Cart' conversion has dropped by 5%.

2. New Product/Feature - Measuring performance/success

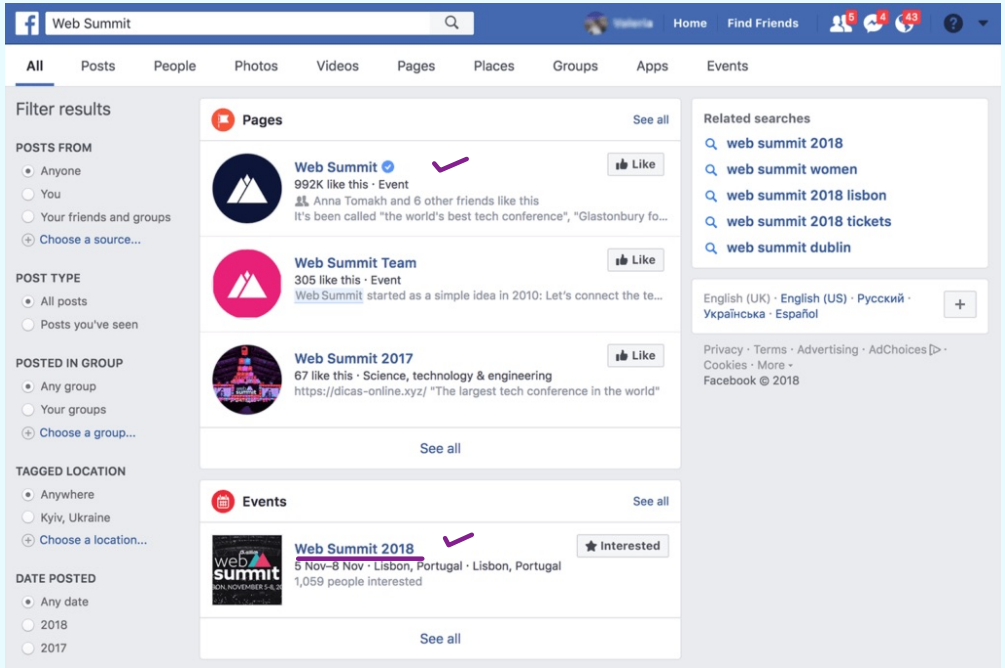
How would you measure the health of product search on Amazon?

What metrics would you use to define the success of the 'Save' feature on Facebook?

3. Product Design - Feature launch recommendation

Should we shift the address bar of our mobile browser to the bottom?

Add more marketing promotion emails for our newly signed-up users?



Percentage of users who clicked on a search result of FB event increased by 15%. wow → 1 week?

→ None

→ 1. Clarify ✓

2. Structure ✓

3. Conclude ✓

→ Summarise + Recom

Sales in a store ↓ → Discount

what are possible solution

structure,

framework

4 P's marketing

↳ Price

↳ Product

↳ Place

↳ Promotion

CRIED → Data

C → Clarify

R → Rule out → Rare but possible events

I → Internal factor

E → External factor

Clarify → How long?

→ 8 weeks

→ keyword / all ✓

→ Global

→ No change

d. Rule out

→ No change

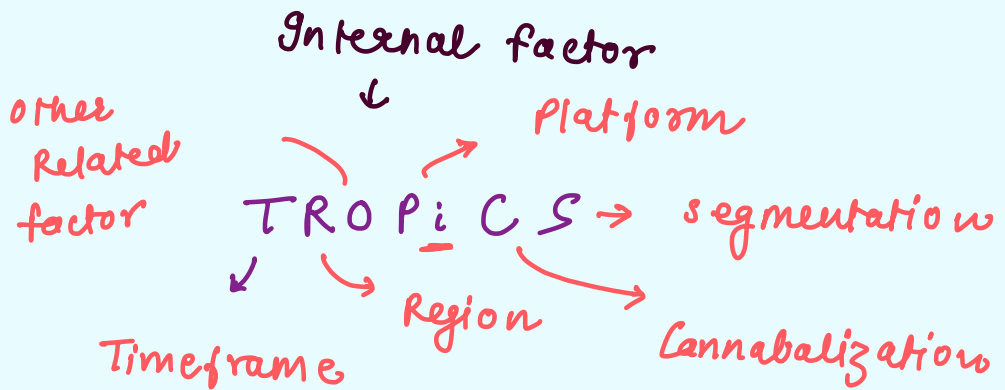
→ Bugs / Tech glitch / Bot attack

→ outlier

→ Promotional

→ Covid / Policy changes

Internal factor



1. Timeframe

 → Root Cause

- 15% → seasonal x
- sudden → New feature
- gradual
- shift in trend
- shift in behavior
- shift in usage

Region

- | | |
|-------------------------|----------|
| → Urban vs <u>Rural</u> | Pin code |
| → Tier 1 vs Tier 2 | |
| → Locality | |
| → State | |

3) Other Related factor

→ ↑ Events ; Page Like ↑

Post ↑

Stores ↑

4) Platform

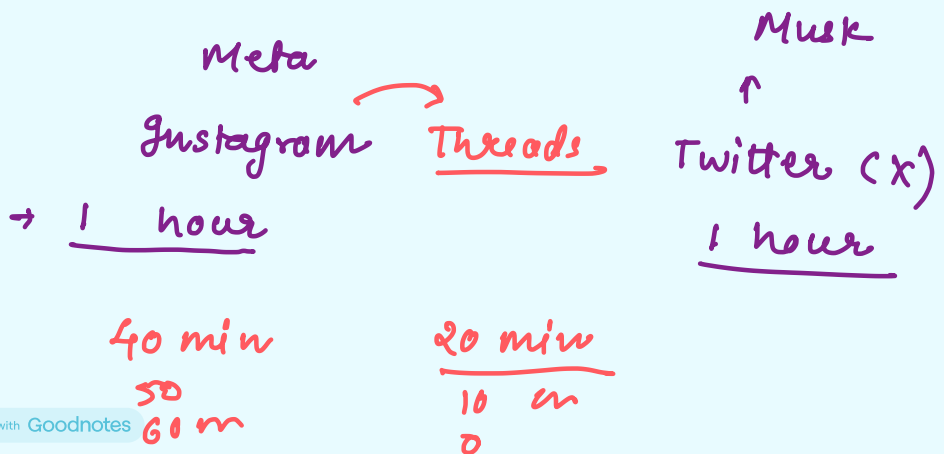
1. web / APP ↑ → UI Analysis

2. ↑ ios / And

3. windows / mac

→ Cannibalization →

Man eating Man



Promote → event vs Groups
or
Pages

ITC → Monopoly
↙
1 Product 2 Product

Segmentation

- New vs old user
- Age
- gender
- Regular vs casual
- Demographic → Income / Prof

→ TROPICS
↙
CRIED
↘
external

→ External

→ Bad PR

→ Competition → Comp

→ Marketing Twitter

→ Social

→ Data

→ Internal → Product

→ sales

→ customers