You're gathering data about your product.

So what?!

@beardaway

Yo!

I'm Conrad

Turning numbers into insights. Let's talk samoyeds and sushi!

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What will we talk about?

- **Types of data for decision makers**

- **Case Study - Community Platform**

- **Insights**

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Types of data for decision makers

Types of data

- **Observable** - this is numerical data that shows decision makers the (health) status of certain things, progress etc.

- **Actionable** - this is mostly numerical data that allows decision makers to make decisions that will result in **bringing observable data numbers up**, but is not limited to it.

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Case Study - Community Platform

Case Study - Community Platform

You are a product manager for you company community platform:

- Your company works in a SaaS model

- Your clients seek for answers and knowledge to their answers in your community

- Your ultimate goal is to provide solutions to the widest range of people in shortest period of time

Case Study - Community Platform

You gather following data:

- New questions per month

- Questions with and without reply

- Number of community members

- Number of solutions

- Average "time to solved"

- etc.

SO WHAT?!

Case Study - Community Platform

With the observable data you gathered:

- You only know how the things goes

- You cannot make any data-informed decision in order to bring those numbers up and therefore make your customers happy, making a recursive revenue for your company

- You probably can satisfy your manager's dream of analysing users' engagement

BUT YOU'RE NOT MOVING FORWARD!

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Insights - dig deeper!

Insights - dig deeper!

What if you have following data:

- When solutions to your questions were provided (day or even hours)

- Who creates most of the questions / answers

- When questions are created?

- What people interracts (open and view) the questions that are answered / not answered in your community?

- etc.

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Insights - dig deeper!

Then you can:

- Create targeted posts

- Schedule User Research workshops with appropriate audience

- Provide better-experienced people from the support side when it's needed

- Turn more active members into ambassadors, having more time for other mission-critical tasks

- etc.

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So use the analytics, SQL and API tools that are all over there!

T. HANKS

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