



You're gathering data about your product.

So what?!



Yo!

I'm **Conrad**

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

What will we talk about?

- Types of data for decision makers
- Case Study - Community Platform
- Insights



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.



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!**



Insights - dig deeper!

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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 interacts (open and view) the questions that are answered / not answered in your community?
- etc.

Insights - dig deeper!

Then you can:

- Create targeted posts
- Schedule workshops with User Research 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.



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

