

A night-time satellite view of Earth from space, showing city lights and clouds.

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 your 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!

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 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 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.



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

A medium shot of a man from the chest up. He has dark, wavy hair and is looking slightly to his left with a neutral expression. He is wearing a dark grey suit jacket over a light blue striped shirt and a dark tie with a subtle pattern. The background is filled with out-of-focus trees showing vibrant autumn colors of orange, yellow, and red. In the lower-left corner of the image, there is a small, semi-transparent circular watermark containing the text "KONRAD SOPALA".

T. HANKS