Lecture 08 – Product Metrics
Seminar Report

Software Product Management
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Case:
A while ago, Wolt opened operations in Tartu, Estonia. They use metrics to know if the operation is successful or if some tuning can be done in terms of marketing, pricing, processes, and customer relations. You are being interviewed for the position of software product manager. You are shown the following dashboard with metrics.

Orders made: 88

New users: 10

CAC: €5.6

Av.size order: €16

Revenue: €352
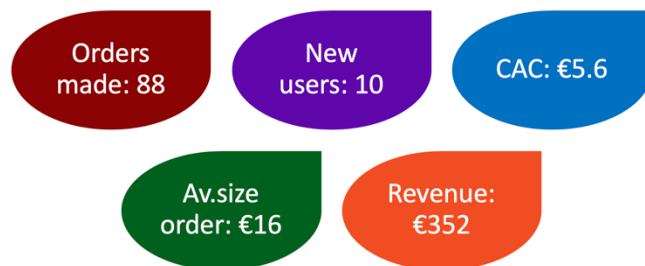
Tasks:
1. Are all these good metrics? If yes, then what does each metric signal? If no, what metric would you propose to add instead?
2. What other metrics would you add and why?
3. Submit in Moodle

Task #1: Are all these good metrics? If yes, then what does each metric signal? If no, what metric would you propose to add instead?
- **Orders made** → yes, it show how active the user in using our product
- **New users** → no. Instead using new users, we can use the **total spending money** that the user already spent.
- **CAC** → yes, it's important especially in early stage of the company.
- **Av. size order** → yes, because it will help to determine the company's profit margins, and also loss point.
- **Revenue** → no, instead showing the total revenue, we can use the **revenue per delivery or per customer** that will more helpful for company to know how much revenue that they can gain from specific metric.

Task #2: What other metrics would you add and why?
1. **Customer satifisfication (meal order rating)**
   It will help company to know how was the experience that customers have with the food, wolt courier, and wolt platform itself
2. **Average delivery time**
   To estimate how much time needed to deliver meal order from the start time of the order until it reached to the hand of customer
3. **Average delivery range**
   To get know about the average range distance for every order, in order to optimize the estimation of the delivery time process