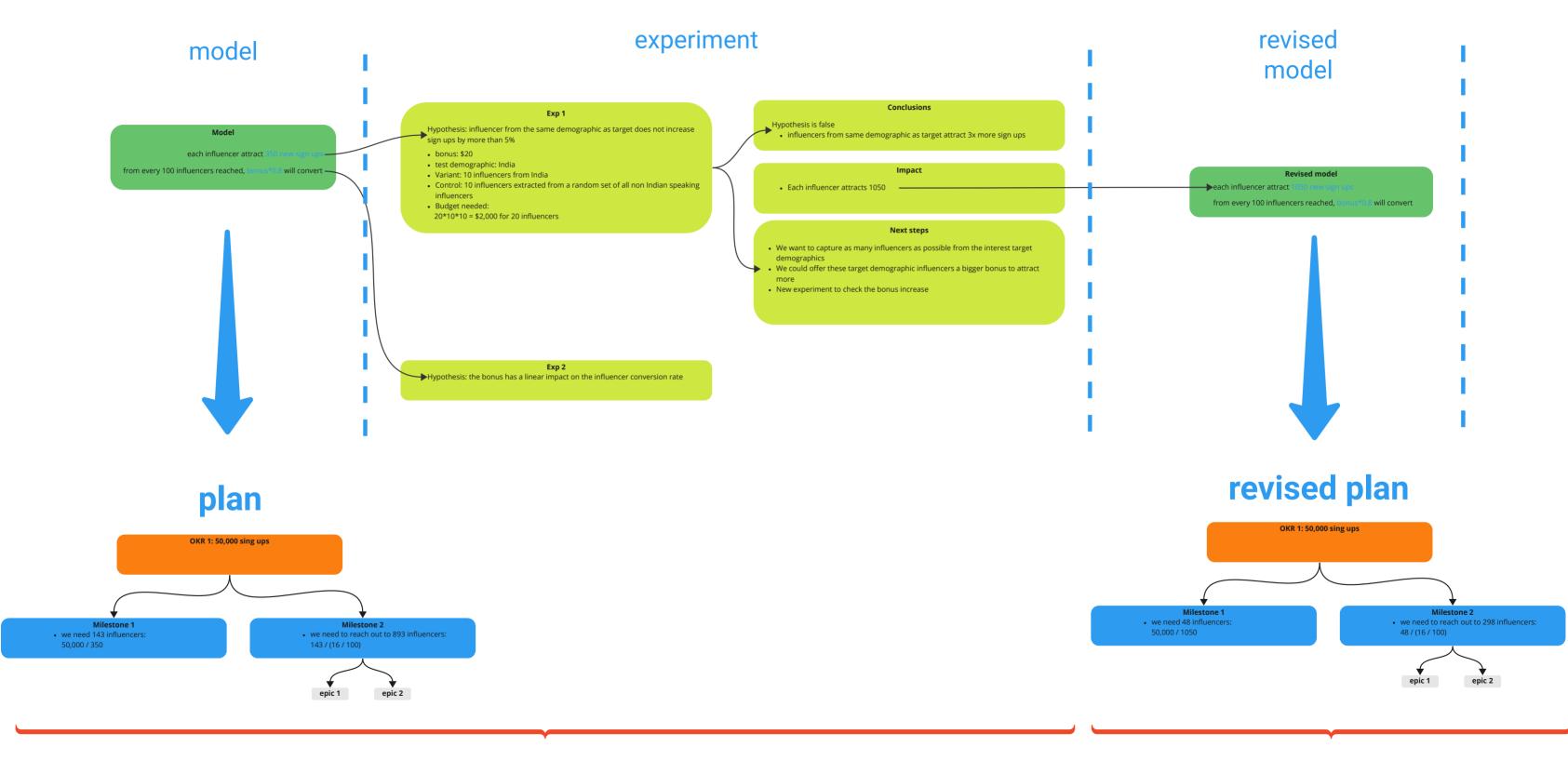# Model revisioning through experimentation

- models are estimates of how the world behaves
- estimates are projections and need to be checked if correct

model

Model

each influencer attract 350 new sign ups

from every 100 influencers reached, bonus*0.8 will convert

experiment

Exp 1

Hypothesis: influencer from the same demographic as target does not increase sign ups by more than 5%

- bonus: $20
- test demographic: India
- Variant: 10 influencers from India
- Control: 10 influencers extracted from a random set of all non Indian speaking influencers
- Budget needed:
  20*10*10 = $2,000 for 20 influencers

Exp 2

Hypothesis: the bonus has a linear impact on the influencer conversion rate

Conclusions

Hypothesis is false
- influencers from same demographic as target attract 3x more sign ups

Impact

- Each influencer attracts 1050

Next steps

- We want to capture as many influencers as possible from the interest target demographics
- We could offer these target demographic influencers a bigger bonus to attract more
- New experiment to check the bonus increase

revised model

Revised model

each influencer attract 1050 new sign ups

from every 100 influencers reached, bonus*0.8 will convert

plan

OKR 1: 50,000 sing ups

Milestone 1
- we need 143 influencers:
  50,000 / 350

Milestone 2
- we need to reach out to 893 influencers:
  143 / (16 / 100)

  epic 1   epic 2

revised plan

OKR 1: 50,000 sing ups

Milestone 1
- we need 48 influencers:
  50,000 / 1050

Milestone 2
- we need to reach out to 298 influencers:
  48 / (16 / 100)

  epic 1   epic 2

season planning

sprint planning