

# Evaluate and learn



LECTURE  
SUMMARY

## Covered in this lecture:

How to evaluate your experiment  
and learn from the data you gathered

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*Taught by:*



- ▶ After you gather your data from your MVP experiment, you need to compare it with your MCS to see if it was successful
- ▶ Figure out why it worked or why it didn't work
- MVP experiments will primarily return quantitative data, in the form of numbers that indicate behaviors
- You also need qualitative data from customer interviews, in order to make the right decision
- Qualitative data helps you understand WHY the customers did what they did
- ▶ Putting together all the data will help you figure out whether your MVP experiment was successful or if you need to make some changes and run it again

*See you next lecture!*