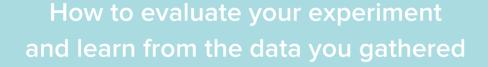
## **Evaluate and learn**



## **Covered in this lecture:**

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!