How to pick good metrics

Covered in this lecture:

What characteristics your metrics should have in order to get real feedback

▶ Even if you're not tracking the exact metric that the company is targeting, you might notice that improving other metrics might lead to achieving the company's goal

▶ Exploratory metrics - you're not always tracking them, but they're there and you can analyze them to see what's happening

▶ Reporting metrics - you're tracking them on a long period of time to make sure your product is headed in the right direction

We're going to talk about reporting metrics

● What makes a good metric? Your metrics should be:

1. Understandable
2. Rate or Ratio
3. Correlated
4. Changeable

See you next lecture!