Product Data Analysis Questions After First Quarter – By Analyst Level

# 🎓 Junior Data Analyst Questions

Junior analysts focus on what happened. Their questions are tactical and data-check focused.

* 1. How many users signed up in total?
* 2. What’s the daily, weekly, and monthly active user count (DAU/WAU/MAU)?
* 3. What is the most used feature so far?
* 4. How many users upgraded from free to paid plans?
* 5. Which acquisition channels brought in the most users?
* 6. Are there any missing or duplicate data entries in key tables?
* 7. How many support tickets or negative reviews were logged?
* 8. What’s the average session length or time in the app?
* 9. What’s the most common user path (clickstream)?
* 10. What does the first-week user retention look like?

# 🎯 Senior Data Analyst Questions

Senior analysts ask why it happened, and what to do next. They connect product behavior to business goals and strategy.

* 1. What is our customer retention curve—and what segments retain better?
* 2. Which features correlate most strongly with user retention or upgrade?
* 3. Where are users dropping off in the onboarding or conversion funnel?
* 4. What is the early LTV (lifetime value) vs CAC (customer acquisition cost)?
* 5. Are there behavioral patterns indicating churn risk?
* 6. How do power users (top 10%) behave differently from others?
* 7. What are the top 3 feedback themes from detractors vs promoters (NPS)?
* 8. Is there a statistically significant difference in feature engagement across user cohorts (e.g., device type, channel, region)?
* 9. What revenue impact would we expect from increasing retention by 10%?
* 10. What should we A/B test in the next quarter?