True/False Questions

1. **True or False:** Product analytics is only useful for large companies with millions of users.
2. **True or False:** Every click, scroll, and tap in an app or website leaves a digital footprint that businesses can analyze.
3. **True or False:** Data collection in product analytics only involves tracking page visits.
4. **True or False:** Exploratory metrics are used to track key performance over time, while reporting metrics help discover new insights.
5. **True or False:** A vanity metric is always a useless metric.
6. **True or False:** A good metric should be actionable, comparable, and easy to understand.
7. **True or False:** Churn rate measures the number of new customers a business acquires.
8. **True or False:** Product analytics can predict future user behavior based on past data.
9. **True or False:** Conversion rate is an example of a qualitative metric.
10. **True or False:** The Speed-Quality-Cost triangle helps businesses understand trade-offs between key performance areas.

Multiple Choice Questions

Slide 1: Introduction to Product Analytics

1. **What is the primary goal of product analytics?**
   A) To randomly collect data for reporting purposes
   B) To use data to improve user experience and optimize business outcomes
   C) To track as many metrics as possible, regardless of their relevance
   D) To replace human decision-making with AI
2. **Which of the following is NOT a key objective of product analytics?**
   A) Understanding user behavior
   B) Improving engagement
   C) Increasing internet speed for users
   D) Optimizing business outcomes

Slide 2: Key Components of Product Analytics

1. **What is the first step in product analytics?**
   A) Making decisions
   B) Collecting user interaction data
   C) Generating insights
   D) Implementing changes immediately
2. **Which component of product analytics focuses on turning raw data into meaningful takeaways?**
   A) Data Collection
   B) Data Analysis
   C) Insight Generation
   D) Decision-Making

Slide 3: Why Product Analytics Matters

1. **Why is product analytics compared to a car dashboard?**
   A) Because it measures speed, just like a dashboard
   B) Because it helps businesses track performance and make informed decisions

C) Because businesses need to know how fast they're growing
D) Because analytics tools often look like dashboards

2. **How does product analytics help drive product improvements?**
   A) By automatically fixing user experience issues
   B) By identifying which features users struggle with
   C) By predicting stock market trends
   D) By forcing users to follow specific actions

Slide 4: Use Cases of Product Analytics

1. **Which of these is an example of using product analytics for customer retention?**
   A) Analyzing why some users cancel subscriptions while others stay
   B) Tracking website load times
   C) Determining which advertisements generate the most clicks
   D) Increasing customer acquisition costs
2. **What is an "aha moment" in product analytics?**
   A) A surprising customer complaint
   B) A key moment when a user realizes the product's value
   C) The moment when an app crashes
   D) When users reach customer support

Slide 5: Product Analytics in the Broader Analytics Ecosystem

1. **Which type of analytics focuses on how users find a product?**
   A) Product Analytics
   B) Customer Analytics
   C) Marketing Analytics
   D) Business Analytics
2. **How does business analytics differ from product analytics?**
   A) Business analytics focuses on big-picture strategies, while product analytics focuses on user behavior
   B) Business analytics only tracks revenue, while product analytics tracks everything else
   C) Business analytics is the only type of analytics that matters for decision-making
   D) Business analytics is only used for startups

Slide 6: Key Skills for Product Analysts

1. **Which of the following is NOT a key skill for product analysts?**
   A) Storytelling with data
   B) SQL and data querying
   C) Advanced graphic design skills
   D) Business acumen
2. **Why is collaboration important for product analysts?**
   A) They work closely with different teams like marketing, engineering, and product management
   B) They need to create social media posts about data
   C) They must work alone to avoid bias in analytics
   D) They only report to senior management

Slide 7: Product Analytics vs. Metrics

1. **How do metrics and product analytics work together?**
   A) Metrics tell you what is happening, and product analytics explains why
   B) Metrics are always better than analytics
   C) Product analytics collects raw data, and metrics visualize it
   D) They are the same thing

Slide 8: Why Metrics Matter

1. **Which of these is an example of a key business metric?**
   A) Conversion rate
   B) Average screen brightness on user devices
   C) Total number of clicks on any webpage
   D) Number of colors used in a website's design

Slide 9: Defining Metrics

1. **Why do businesses use ratios instead of just raw numbers?**
   A) Ratios help compare performance over time
   B) Ratios are harder to understand, so they impress investors
   C) Ratios are only useful for financial metrics
   D) Raw numbers are always better than ratios

Slide 10: Setting Up Ratios

1. **Which of these is an example of a success metric where "higher is better"?**
   A) Customer acquisition cost
   B) Time spent resolving technical issues
   C) Retention rate
   D) Cost per user

Slide 11: Absolute Metrics vs. Ratios

1. **When are absolute metrics more useful than ratios?**
   A) When assessing total growth and market size
   B) When making direct comparisons between different products
   C) When tracking customer sentiment
   D) When analyzing color preferences in app design

Slide 12: Hallmarks of a Good Metric

1. **A good metric should be:**
   A) Understandable and actionable
   B) Based on gut feelings
   C) Hard to interpret without advanced math skills
   D) Used once and then ignored

Slide 13: Pairing Metrics for a Holistic View

1. **Why is it important to track multiple metrics together?**
   A) Because no single metric gives the full picture

B) Because more data is always better
C) Because it looks impressive in reports
D) Because businesses need to track everything at all times

Slide 14: The Five Dimensions for Choosing the Right Metrics

1. **Which of the following is an example of a leading indicator?**
   A) Customer churn rate
   B) Revenue from last quarter
   C) Increase in customer support complaints
   D) Monthly profit margin