

Counting is hard, mistakes are easy: a North Star Metric data mishap

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Slides @ bit.ly/klm-datamishaps-feb2021

**I'm Kaelen!!!
(Abby is in this
photo as well!!!)**

Things I find are true:

- DS/Software engineer @ Medidata Solutions
- Loves R, data, aliens, cats, dogs, and podcasts
- they/them pronouns, please!



Speaking of Robinsons, special thanks to **Dave Robinson (@drob)**, without whom this data mishap would not have worked out quite as well. Or the NSM. Or me, as a DS, generally.

Tl;dr, very special thanks to Drob.



North Star Metric

*ONE metric that measures
how your product delivers
value to its users*

Talk on Metric design:

[Slides](#)

[Video](#)

**The whole
company, @ me, re
NSM:**



But...

(there is **ALWAYS** a but.)

Lesson number one:
Counting is hard.
By *counting*, I usually
mean *denominators*.

**The whole
company, @ me,
when I owned up
to my mistakes
and fixed the NSM
(if my name were
also Arnold):**



Lesson number two:
Communication is even harder. Ask questions and get on the same page with your stakeholders before proceeding!

Me, @ this PM:



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Code and slides @

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