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

Kaelen L. Medeiros

akaelen_medeiros on twitter

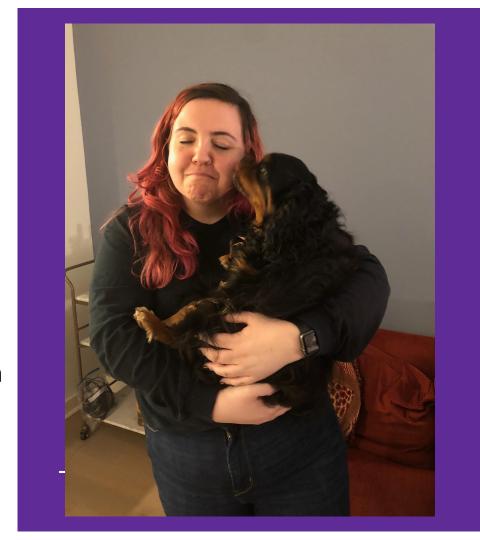
klmedeiros.com

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 (adrob), 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.

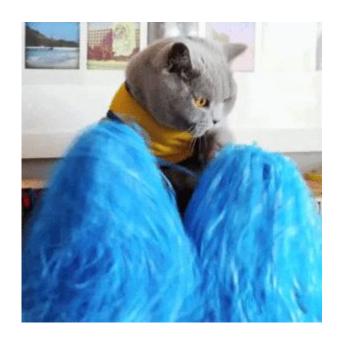


ONE metric that measures how your product delivers value to its users

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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