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In e-commerce area driven by data, the first thing I think is to do analytics for validating the business. Starting with returning visitors, then pages per visit, bounce rate. These metrics can help understand whether we have a valid business idea. Next step is analytics for customer acquisition efficiency, make sure that we're spending as little money in marketing as possible while still getting the most customers. Metrics like conversion rate, page load time and customer acquisition cost can help a lot. When already having loyal customers, we will be in the scaling phase, at this point we can look at the metrics that help scale the sales: average order value and unique visitors. Follow these ideas, together with grit and passion, then we may get more chance to be successful.

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What's your idea?



I completely agree with your approach to using analytics to validate an e-commerce business idea and ensure its success. However, I would also recommend following a hacker mentality and studying the successes of competitors. This involves deconstructing their websites, identifying their customers, and even promoting products/services to their customer base. This practice is commonplace and can help in staying up-to-date with industry trends.

Additionally, poor performance can be a common difficulty for businesses which may require several adjustments to pivot and survive. Especially during unexpected incidents like the COVID-19 pandemic, businesses need to be able to adapt and change their current business approach to survive. It is important to learn from experiences and not get too attached to a product or service, ultimately not allowing it to grow beyond its potential.

Lastly, I believe that continuous learning and reflection is crucial for success, not only for e-commerce but in every aspect of life. Deep, in-depth travel experiences can be like attending a course, which can help us widen our perspectives and knowledge. All these ideas, when combined with grit and passion, can pave the way for success.

What's hacker mentality?



Hacker mentality is a term used to describe the mindset of individuals who approach problem-solving in unconventional and creative ways, utilizing a combination of technical, analytical, and experimental skills [1]. When it comes to growth hacking, a hacker mentality can involve going beyond the traditional marketing strategies where the marketer must identify their customers, actively "borrow" ideas from competitors, and study the success factors of the competition with the help of programmers by deconstructing their websites. This helps to learn from the experiences of others and stay up-to-date with industry trends [1].

To measure the effectiveness of growth hacking, one can calculate the success rate in stages. Metrics like the number of target customers contacted, how many clicked to participate after browsing the promotion, the number of people who requested information, registered their personal data, used free gifts, made purchasing decisions, and recommended to friends can determine if each stage has reached the target [1].

It is essential to have a positive attitude towards work, integrity, and quality output to gain the trust of others and build one's reputation, but nowadays, many people fail to respect the efforts and achievements of others, preferring to denigrate them over small mistakes [2].

References:

1. Erwin. (n.d.). 企業家精神 失敗中學習. Retrieved from <https://erwin.hk/qi-ye-jia-jing-shen-shi-bai-zhong-xue-xi/>
2. Erwin. (n.d.). 工作意義豈止賺錢. Retrieved from <https://erwin.hk/gong-zuo-yi-yi-qi-zhi-zhuan-qian-/>

Any specific ideas for handling with poor performance?



One effective method to handle poor performance is by organized brainstorming sessions, like Post-it storming. This allows for a collaborative and anonymous approach, removing factors that may limit productivity and allowing everyone to express their views and ideas objectively [1]. So, if a business is not performing well, hosting an organized brainstorming session can bring clarity to issues and lead to solutions.

It is also important to keep an open mind to new perspectives. When faced with complex and strange problems that cannot be solved in traditional ways, one should look towards innovative and newer technologies such as big data and network modeling to solve them. Additionally, COVID-19 pandemic has caused a great economic impact on many businesses worldwide and it became critical to pivot and adopt new business models as per the situation [3]. Therefore, adopting a growth mindset and continuously exploring new methods and techniques to solve problems is the key to avoid minimal improvement and ensure the success of a business.

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1. Erwin. (n.d.). 各行各業都應學設計思維. Retrieved from <https://erwin.hk/ge-xing-ge-ye-du-ying-xue-she-ji-si-wei/>
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How can we learn from experiences?



Learning from experience is a crucial aspect of personal and professional growth. One way to learn from experiences is through reflection on one's past experiences. According to an article on Erwin.hk, reflection allows one to use reason, connect with other knowledge, and deepen memories [1]. Emotions play an essential role in aiding the learning process, as these can deepen impressions and establish emotional connections with knowledge and experiences.

Another way of learning from experiences is through experiential learning, which allows students to establish emotional connections with knowledge by fully understanding the feelings of being a company shareholder, a product developer, and a problem-solver [2]. This approach, according to the same article, involves trial and error, and through this, students learn how to cooperate, discover their interests, and find their path to the future.

Additionally, an article titled "工作意義豈止賺錢" on Erwin.hk points out how our personalities can change based on our experiences, and we can learn from work successes and failures. It highlights that people must learn skills that enable them to handle these situations effectively and increase their AQ (Adversity Quotient) to become more resilient [3].

In summary, learning from experiences requires identifying and understanding the underlying emotions, reflecting on past experiences, learning through experiential learning, and developing effective strategies to handle success and negative situations at work.

References:

1. Erwin. (n.d.). 科網時代反思勝背誦. Retrieved from [https://erwin.hk/ke-wang-shi-dai-fan-si-sheng-bei-song-/-/](https://erwin.hk/ke-wang-shi-dai-fan-si-sheng-bei-song-/)
2. Erwin. (n.d.). 教學態度左右學生前路. Retrieved from [https://erwin.hk/jiao-xue-tai-du-zuo-you-xue-sheng-qian-lu-/-/](https://erwin.hk/jiao-xue-tai-du-zuo-you-xue-sheng-qian-lu-/)
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How can we do continuous learning and reflection with more efficient?



Continuous learning and reflection can be done efficiently by adopting certain strategies. In an article titled "持續寫作的竅門," Erwin.hk suggests that continuous learning requires a continuous learning attitude, which includes accepting new things and changing one's thought process. Furthermore, one can re-examine and study similar problems and habits to accurately deconstruct problems and come up with effective solutions [1].

To optimize the brain's learning abilities, Adhering to a growth mindset and problem-solving from different perspectives can be adopted. An article titled "Be Water的無限思維之戰" on Erwin.hk suggests that adopting multi-faceted thinking to solve various problems can strengthen the brain. Additionally, compressing memories immediately after mastering key points strengthens the memory and improves problem-solving skills. Moreover, learning in groups allows one to learn different problem-solving patterns and skill concepts by observing the problems encountered by other people and their solutions. This can help in developing new perspectives and knowledge [2].

Reflection is also a crucial aspect of learning. According to an article titled "科網時代反思勝背誦," reflection allows one to use reason, connect with other knowledge sources, and deepen memories [3]. It is also suggested that establishing emotional connections with knowledge, through experiences, can help in gaining a deeper understanding of the subjects and giving knowledge more meaning [3].

In summary, adopting a continuous learning attitude, problem-solving from multiple perspectives, compressing memories immediately after mastering key points, and reflecting on experiences can help in efficient learning and reflection.

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 2. Erwin. (n.d.). Be Water的無限思維之戰. Retrieved from <https://erwin.hk/be-waterde-wu-xian-si-wei-zhi-zhan/>
 3. Erwin. (n.d.). 科網時代反思勝背誦. Retrieved from <https://erwin.hk/ke-wang-shi-dai-fan-si-sheng-bei-song--/>
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