# 4.17 speaker reflection 5

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.









