

# Product Metrics $\rightarrow T$

Recap  $\rightarrow$  Product Analytics

$\rightarrow$  Add a feature  $\rightarrow$  evaluate

$\rightarrow$  change in numbers

$\rightarrow$  Product Design

$\rightarrow$  Product Improvement

$\rightarrow$  change in numbers

$\rightarrow$  C.R.I.E.D

C  $\rightarrow$  clarify

R  $\rightarrow$  Roll Out

I  $\rightarrow$  Internal  $\rightarrow$  T.R.O.P.P.S

E  $\rightarrow$  External

D  $\rightarrow$  Data



T  $\rightarrow$  Timeframe

R  $\rightarrow$  Region

O  $\rightarrow$  Other Related

P  $\rightarrow$  Platform

S  $\rightarrow$  Silent

C  $\rightarrow$  Cannibalization

S  $\rightarrow$  Segmentation

Framework for New Feature

A A A E R R

# Flow to see success of New Feature?

→ Evaluate the success of this feature

1. Clarify → Feature

originally launch to  
Save old post  
(like Add to cart)

① → what purpose of this feature  
② → save now → Post or choice?  
music, Reels

③ → Reminder → No

Goal →

User

→ Don't have to take off  
→ copy paste who kinda  
people

Marketers

High Engagement

Business

→ add Revenue  
→ Engagement

F-Score → F2E2

A A A E R R → To check new feature worth

F → Awareness  
A → Acquisition  
A → Activation  
E → Engagement  
R → Revenue  
R → Retention/Renewal



New feature

→ create new Metric

① → Awareness → (Are you aware?)

→ % of active user who found  
at least Once.

→ % of users Returned organically

→ % of users Returned inorganically

## (2) Acquisition →

→ No of new clients added on Insta.

→ Increased spending from existing client.

## (3) Activation → (Are you using )

(Adoption) → % of post saved =  $\frac{\text{Total Post saved}}{\text{Post viewed}}$

## (4) Engagement →

(a) → CTR (click through Rate) ->

Ad → click      100 → 5      5% CTR

(b) → Likes / shares / Comments

(c) → No of mins spent on saved post

(d) → % of saved item that user open

## (5) Revenue →

$$\text{Profit} = \text{Revenue} - \text{Expenditure}$$

→ How much Revenue increased

## (6) Retention →

→ % of people coming back to platform.

1. Awareness → (Discover)

2. Acquisition

3. Activation (Adoption)

4. Engagement (Like, share, comment, CTR)

5. Revenue

## 6. Retention

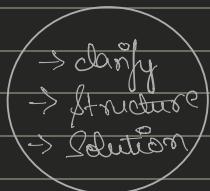
Today Topic ->

Metric ->  
~~~~~

★ -> key Performance indicators (KPI)

↳ Important for Interviews

Q) > Let say you are working CEO of Uber. He want a daily Report of certain metric that help him in decision making?



-> Do not forget these things

Ans ->  
~~~~~

Profit



Revenue (This should be high)

- No of Rides (M/n/y)
- No of customers (A/I)
- No of drivers
- No of app downloads

Below Threshold do not call us.



Expenditure

(This should be low)

→ Ride Cancelled

→ Commission to drivers

→ Marketing cost

→ Operational cost

→ Tech Cost

Ans

→ CS → Google → Gcp  
Micro → Azure  
Amazon → AWS

→ Employee Cost ↑

⇒ If you can't measure can you improve ?

## Product Metric →

North Star Metric (NSM)



→ Direction  
→ value  
→ one of the  
kind

Dedicated Metric for success of Comp



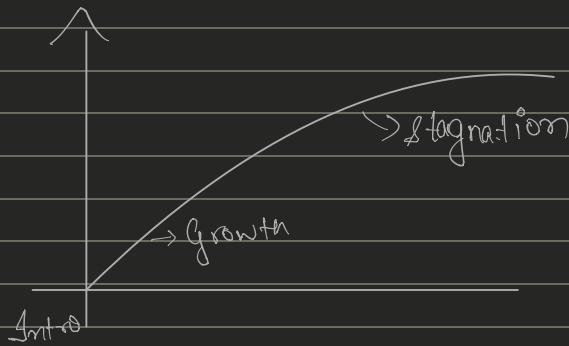
Represents outcome of the company

Ans → Instagram → Daily Active User → NSM  
(Most Important Thing)

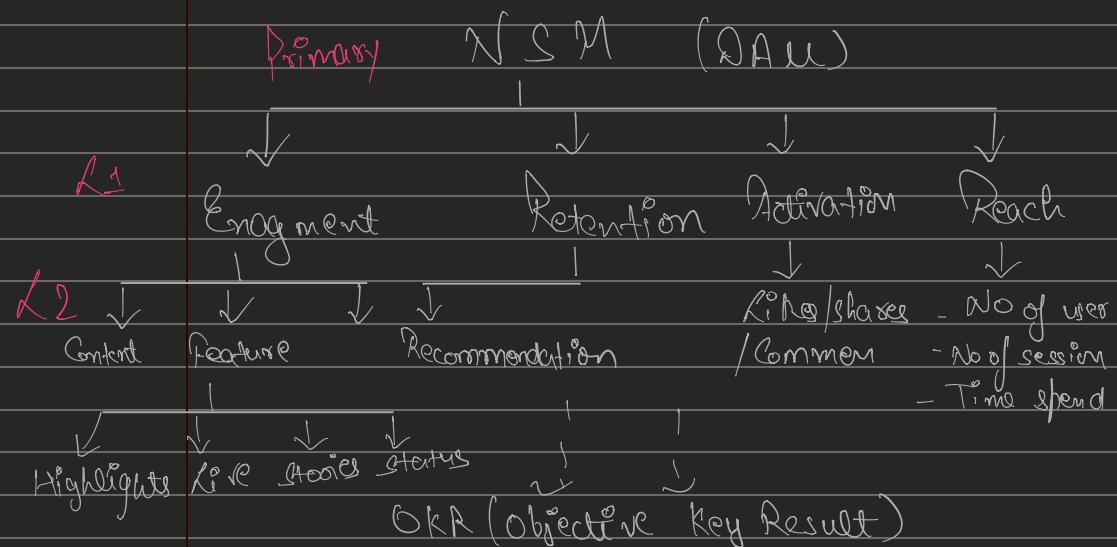
Spotify → Time spent listening → NSM

Netflix/Youtube → Watch Time (NSM)

Amaazon → Orders per session → NSM



- TCS → No of Project delivered  
 ↳ no of client (NSM)
- Revenue by customer
- Tomato → Orders per user (Growth Phase)  
 (NSM) Avg amount spent (Stagnation Phase)
- Phone Pay → No of Transactions / user  
 (NSM)



Qn)

LinkedIn (Jobs Team)

NSM → Active User

|

P1

↓  
Jobs

↓

No of successful

P2

Jobs

↓

No of accounts  
using LinkedIn

P3

↓  
No of feature  
given to Job  
posts

↓

Director of Analytics

↓  
Measurement of feature  
usage

↓

Managers

→ Execution of feature

↓  
Building feature

H/W → Perform NSM for your firm Company