

Product Metrics - 2

Cases:

- Fitness APP
- Bank

=class starts @ 9:03 PM =

Recap: FB - save for later features
what, how, why & who

1. clarity

2. Business Goals → customer / user personas & goals

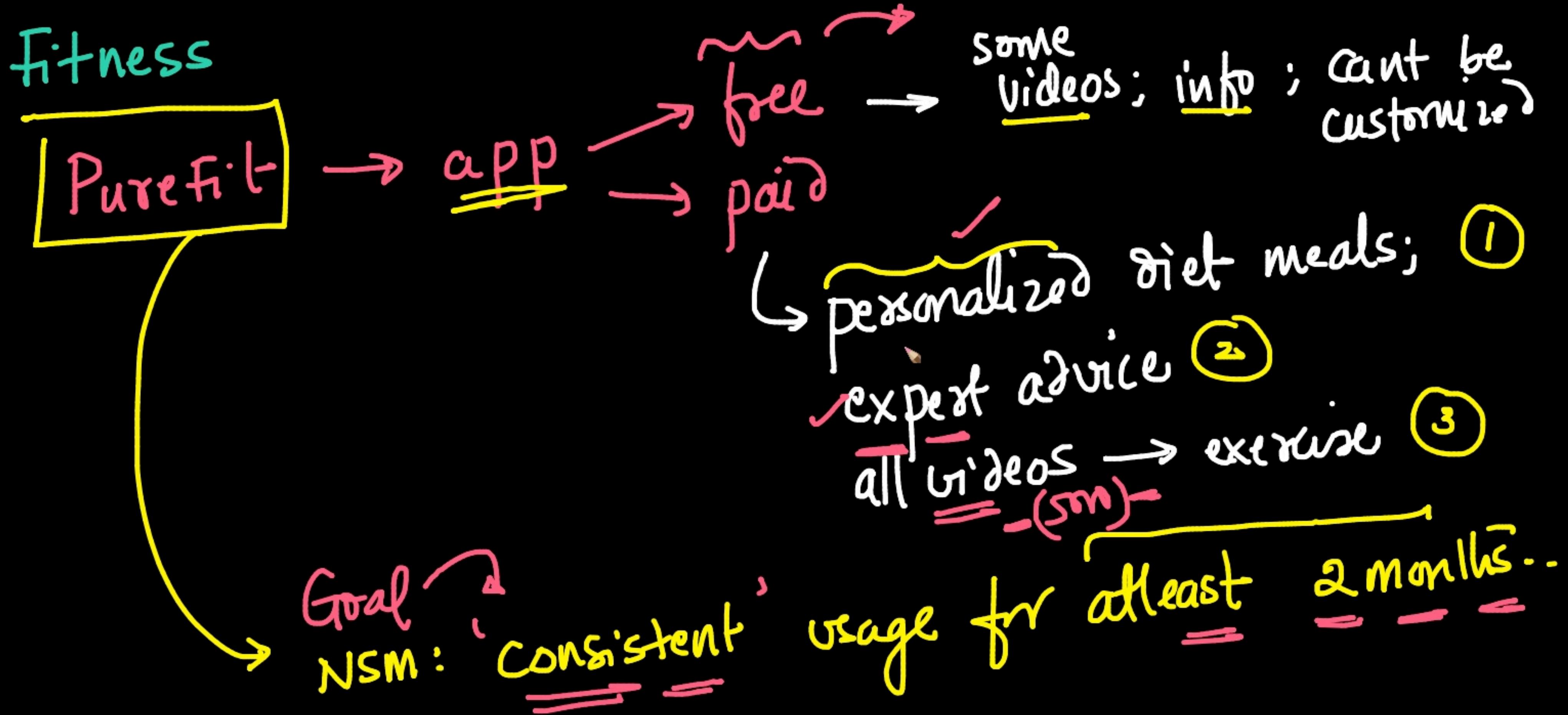
3. Define milestones

4. Summarize

THINK OF A CUSTOMER JOURNEY ↗
Awareness; Acquisition; Adoption;
Engagement; Revenue & Profits;
Retention / Renewal; Growth

→ NSM, L1 & L2 milestones

case1:



① Clarify purpose → what, How, why, who → ... TG: Target Group

② Biz-goals → Customer personas & goals
↳ app-users → become fit/healthy ...
↳ expert coaches → revenue; help others

③ Define metrics → CUSTOMER-JOURNEY



④ Summarize → NSM, U, L2

NSM:

MAU

May
100K

APY
150K

50K → ...

Code
(Python/SQL)

used the app
at least 3 times
a week & at least
3 weeks a month

→ MAY NOT WORK
FAULTY ...

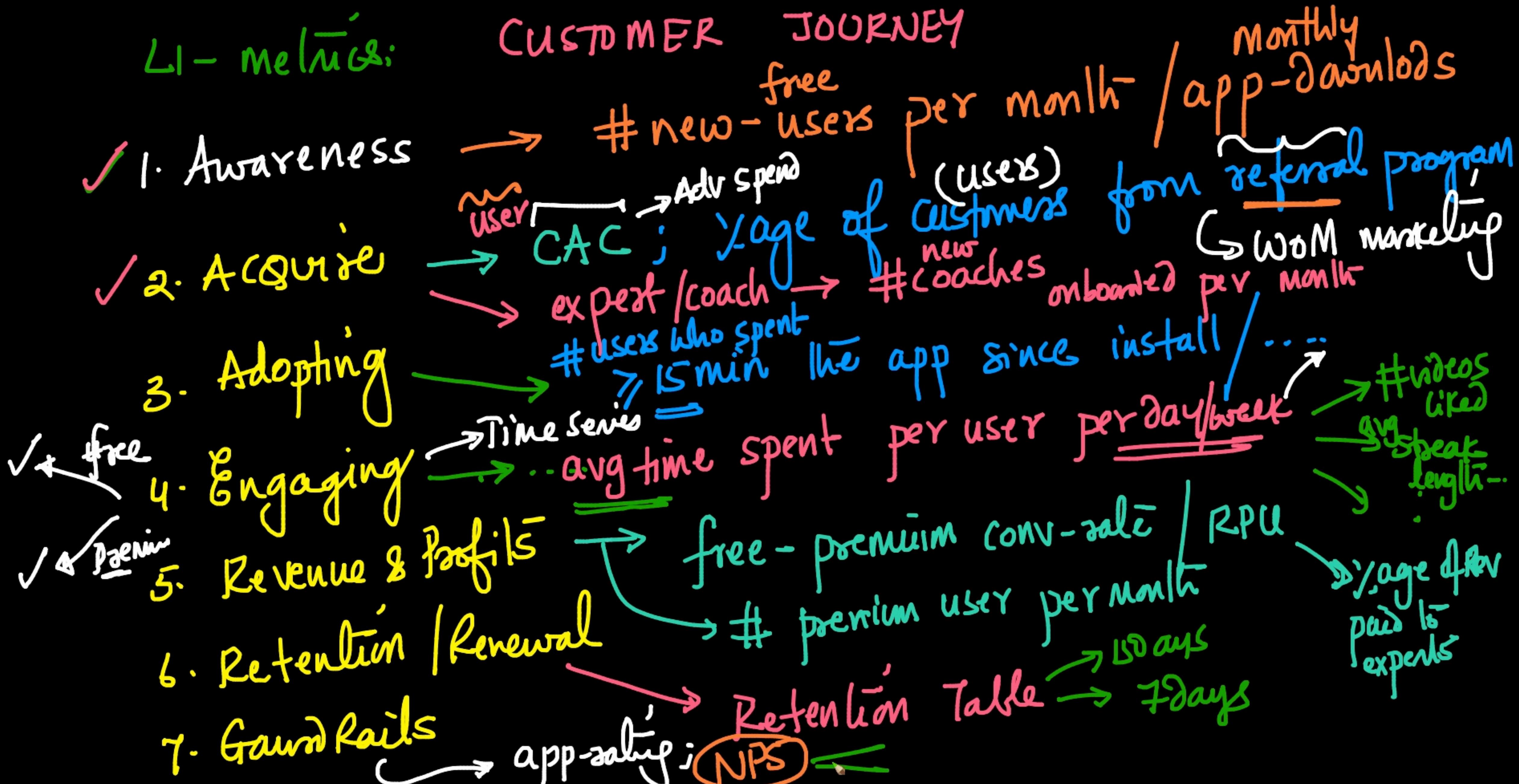
NSM: Active users who have used the app ≥ 2 months

NSM:

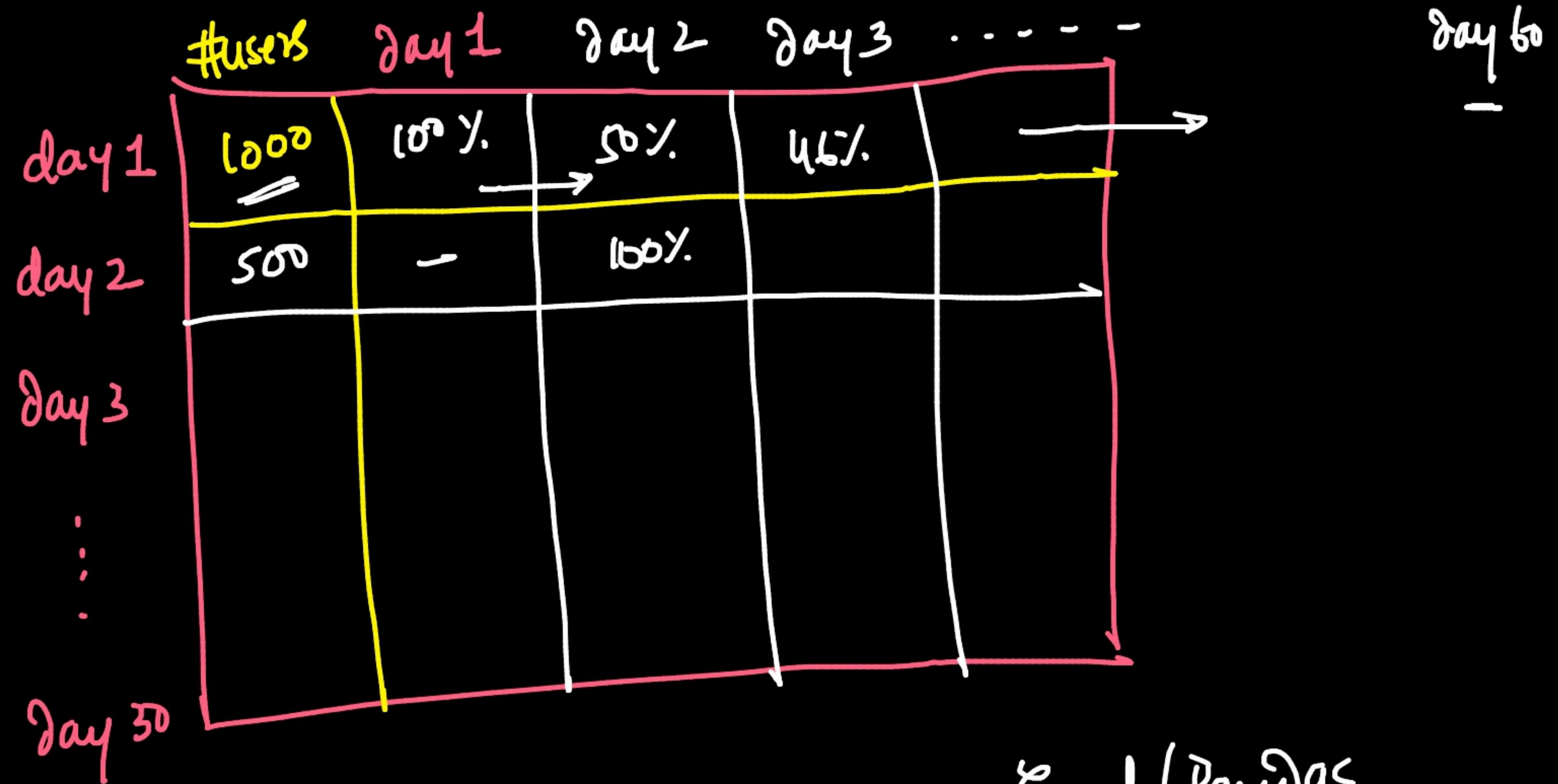
≥ 3 days opened per week
{ (AND) ≥ 3 weeks a month }

alternatives

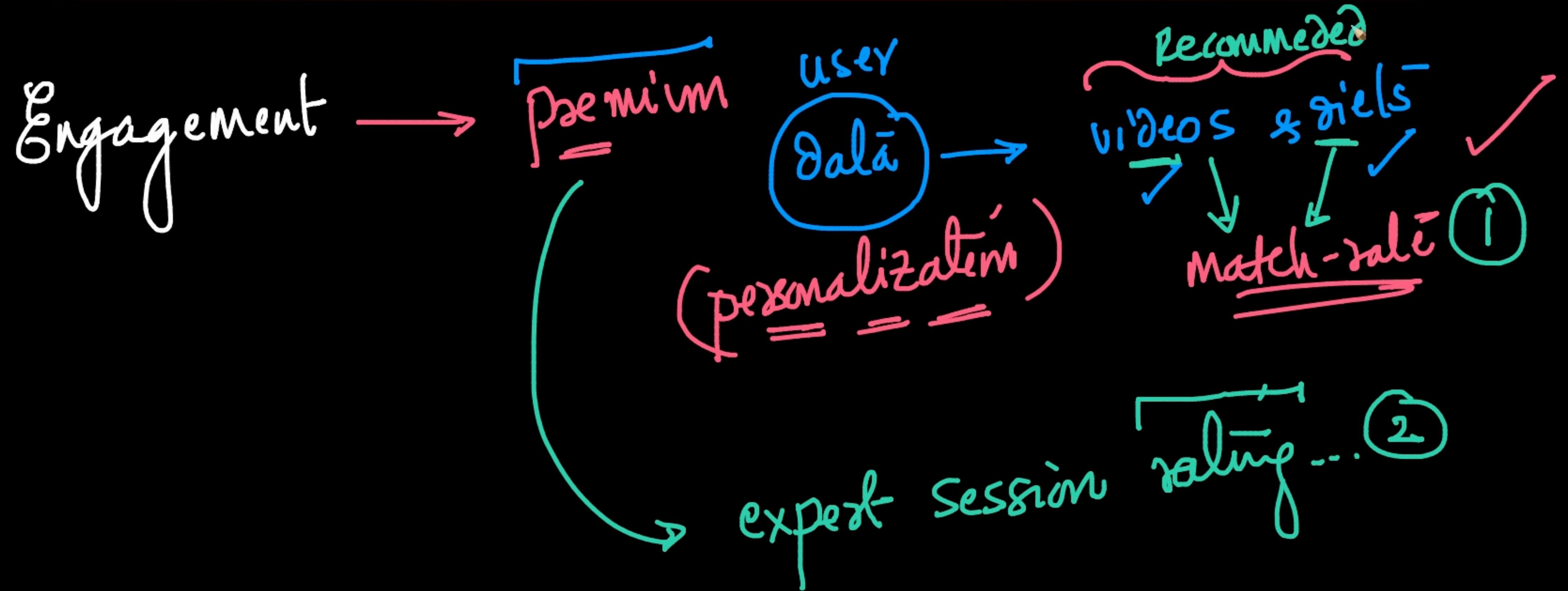
L1 - Metrics:



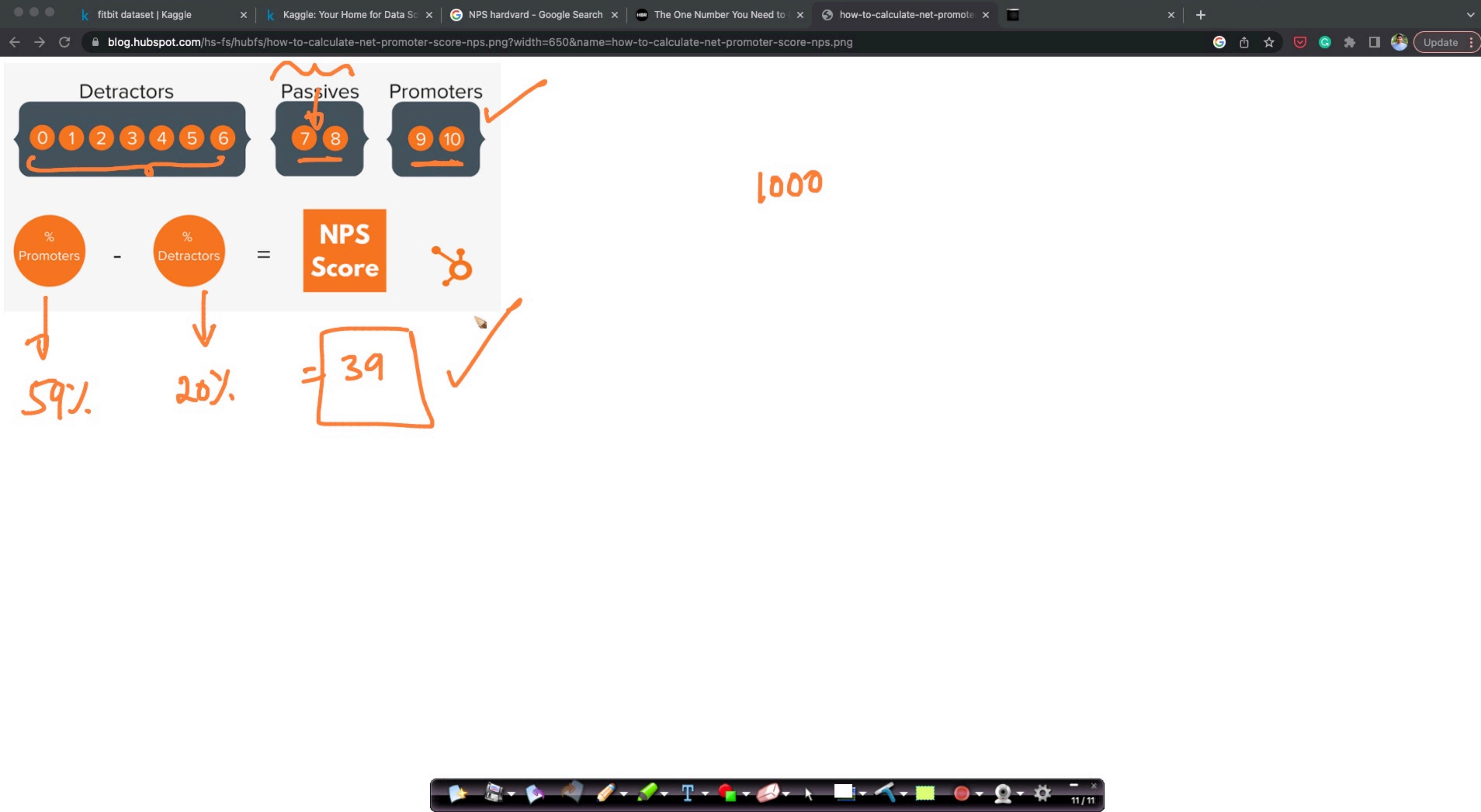
Retention table



Excel | Pandas

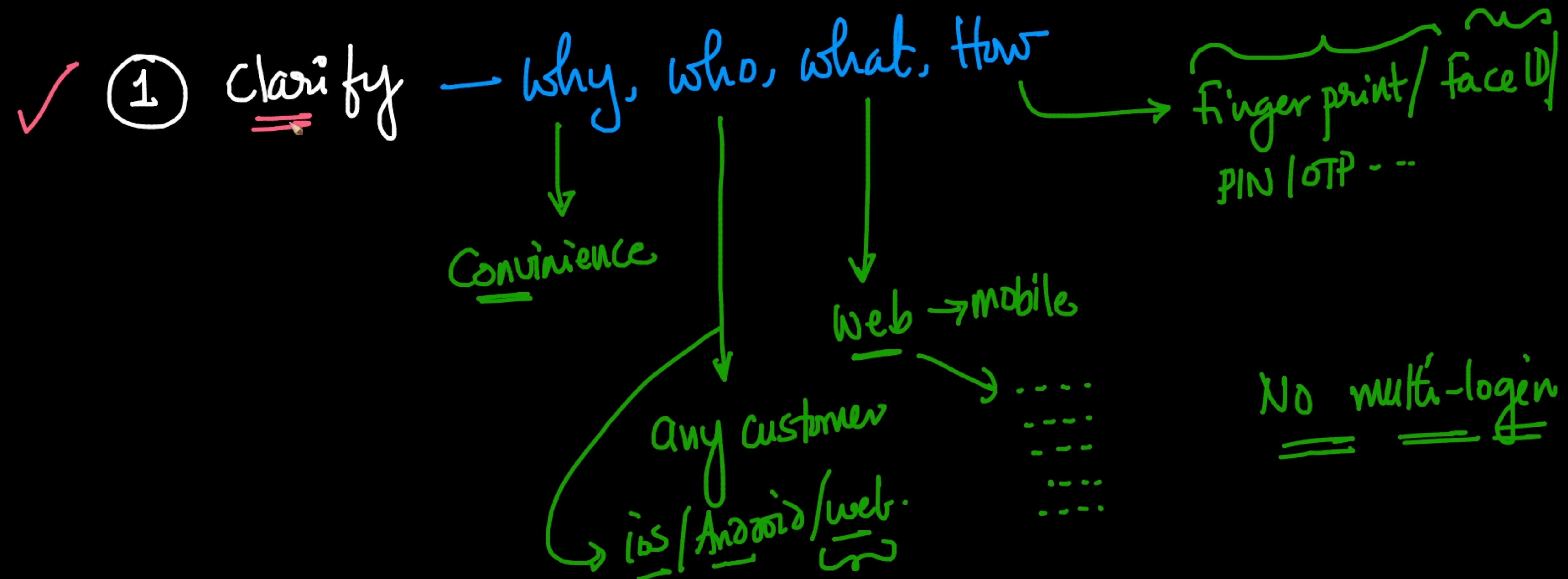


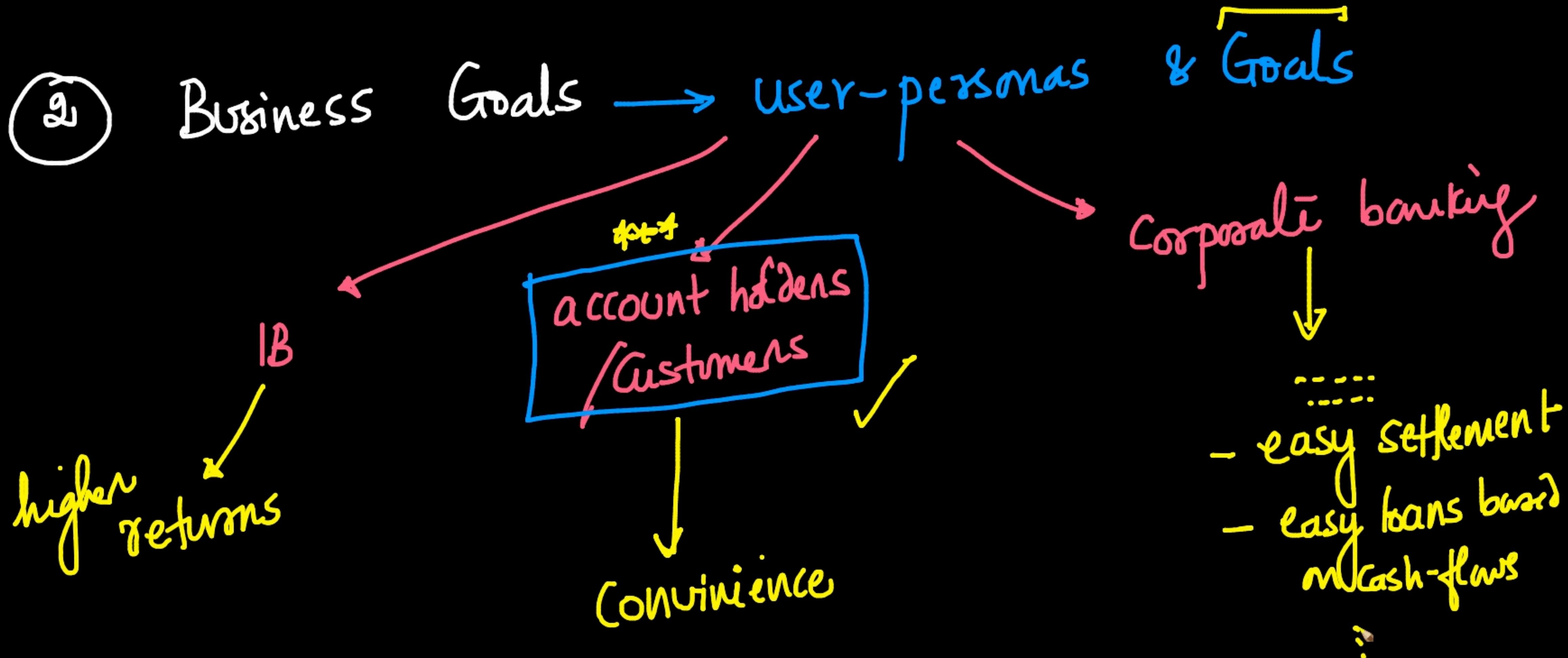
NPS : Net Promoter Score



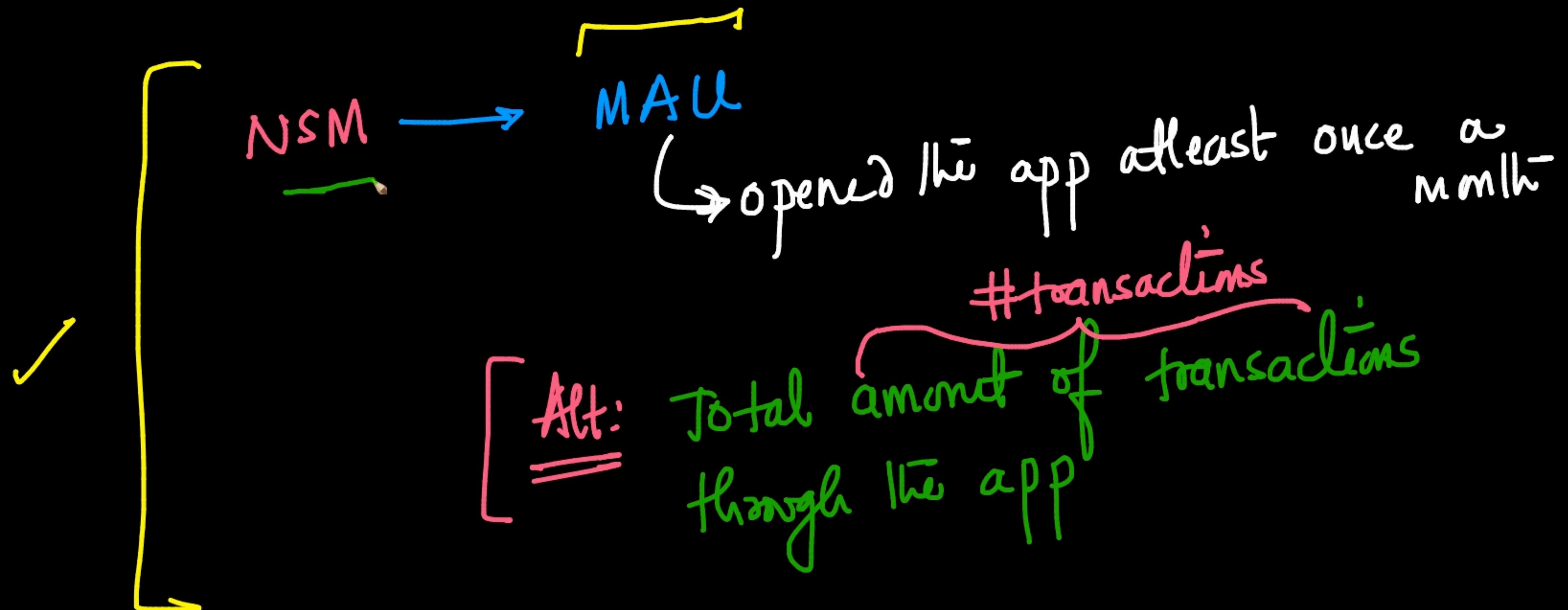
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Indian - Bank → Mobile App for users.

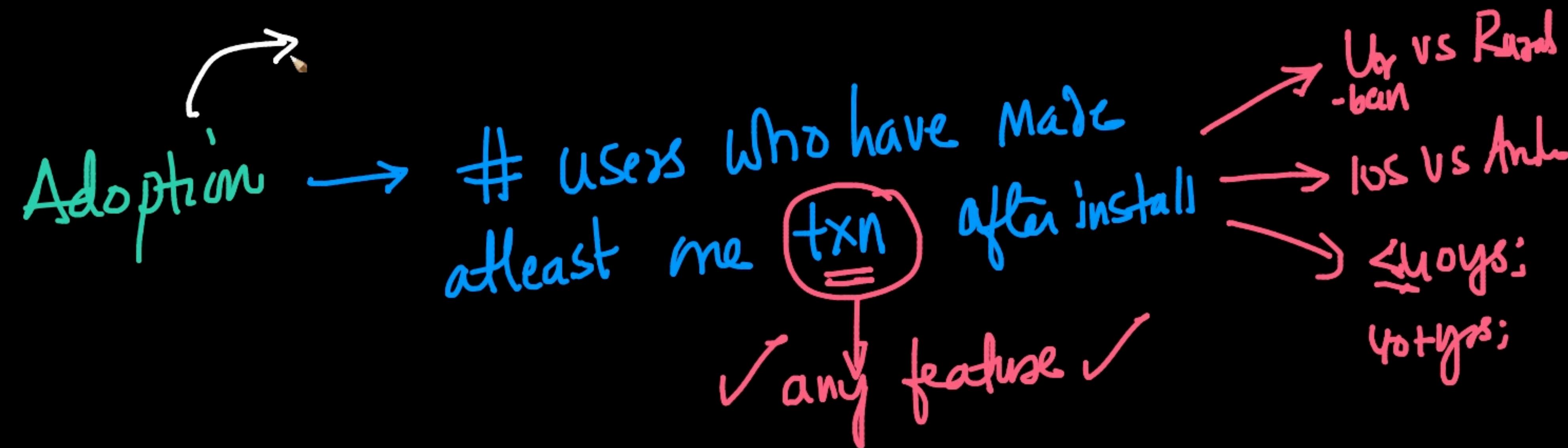
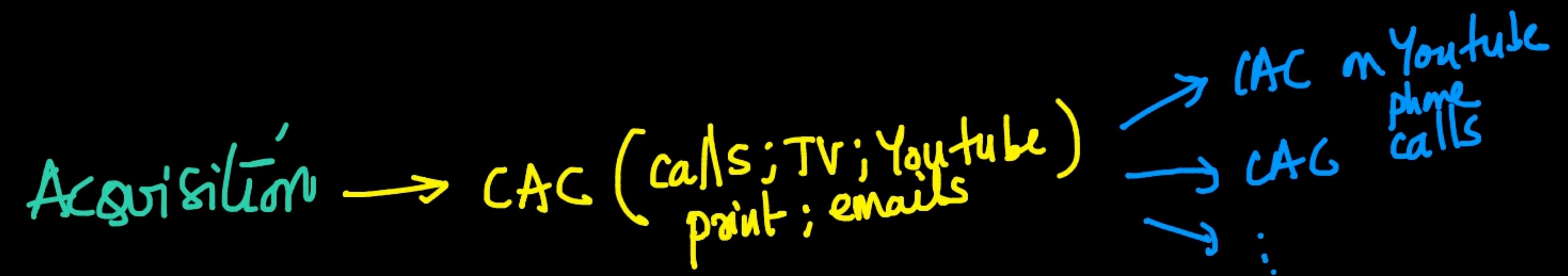
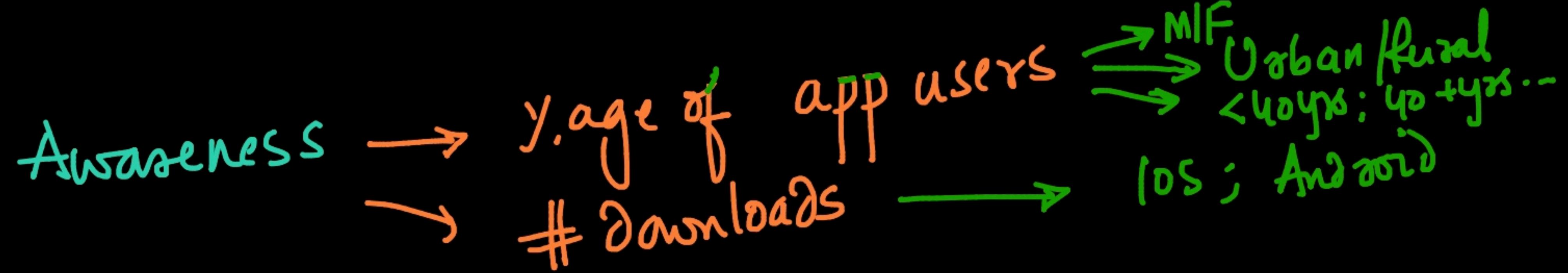


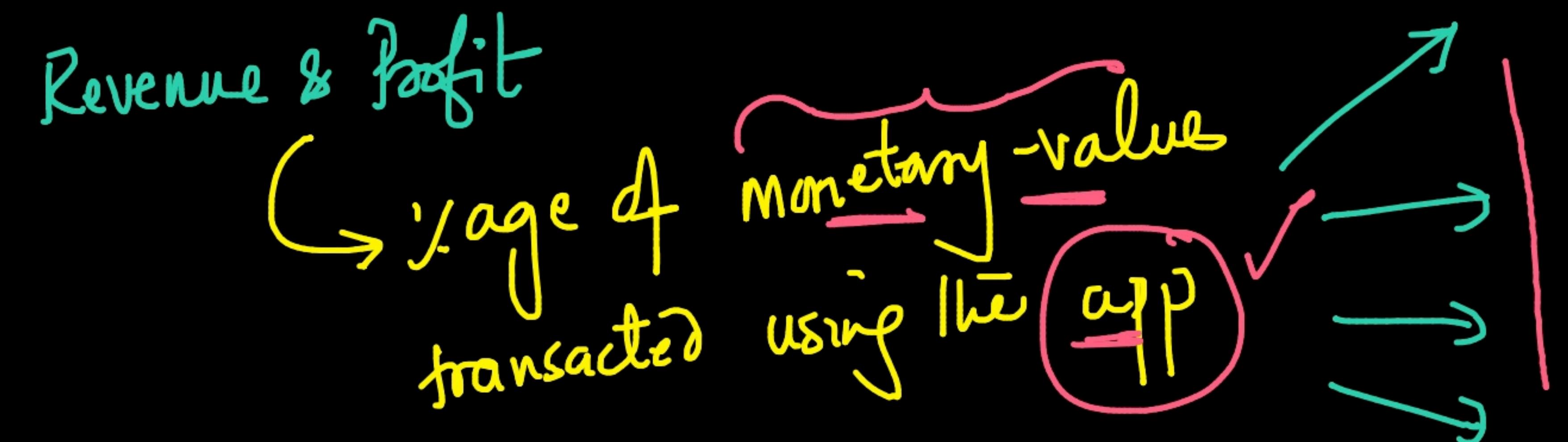
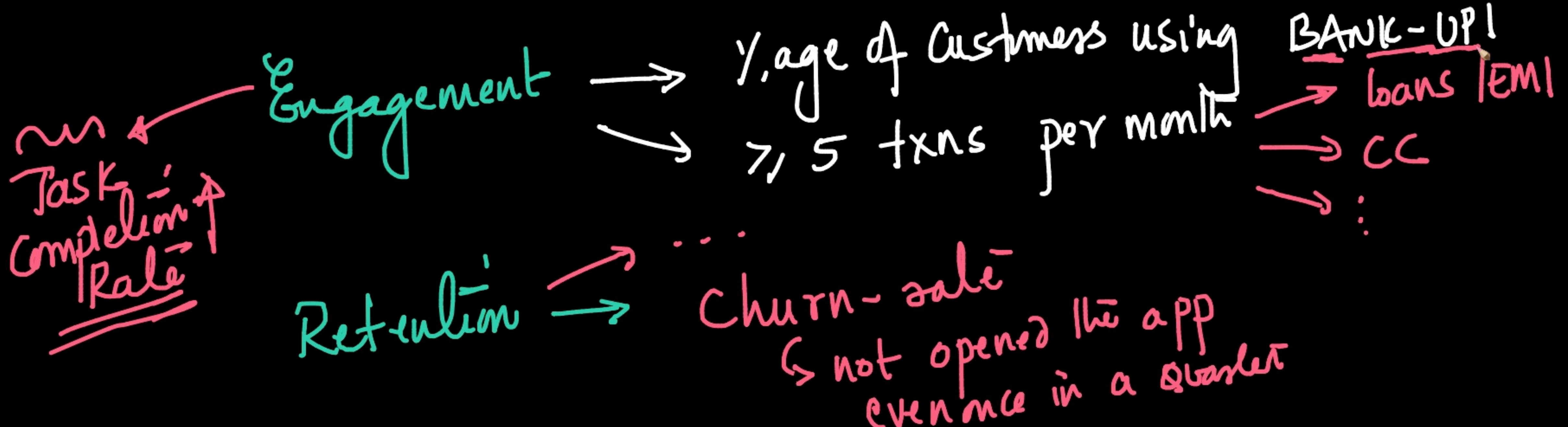


③ Define metrics + ④ Summarize



L1:





Guru fails → %age of failed txns
TAT: Turn around time ✓
%age of app crashes --
< 1 lakh in 24 hrs

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fitbit dataset | Kaggle x | Kaggle: Your Home for Data Sc x | NPS hardvard - Google Search x | HBR The One Number You Need to x | how-to-calculate-net-promote x | How to Set KPIs and Goals (SU x | +

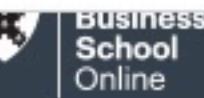
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The One Number You Need to Grow

by Frederick F. Reichheld

From the Magazine (December 2003)

Summary.

Companies spend lots of time and money on complex tools to assess customer satisfaction. But they're measuring the wrong thing. The best predictor of top-line growth can usually be captured in a single survey question: Would you recommend this company to a friend?

This finding is based on two years of research in which a variety of survey questions were tested by linking the responses with actual customer behavior—purchasing patterns and referrals—and ultimately with company growth. Surprisingly, the most effective question wasn't about customer satisfaction or even loyalty per se. In most of the industries studied, the percentage of customers enthusiastic enough about a company to refer it to a friend or colleague directly correlated with growth rates among competitors.

Willingness to talk up a company or product to friends, family, and colleagues is one of the best indicators of loyalty because of the customer's sacrifice in making the recommendation. When

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