

Lec 1: Product Analytics

Product strategy 8

Business Acumen

- Info session -

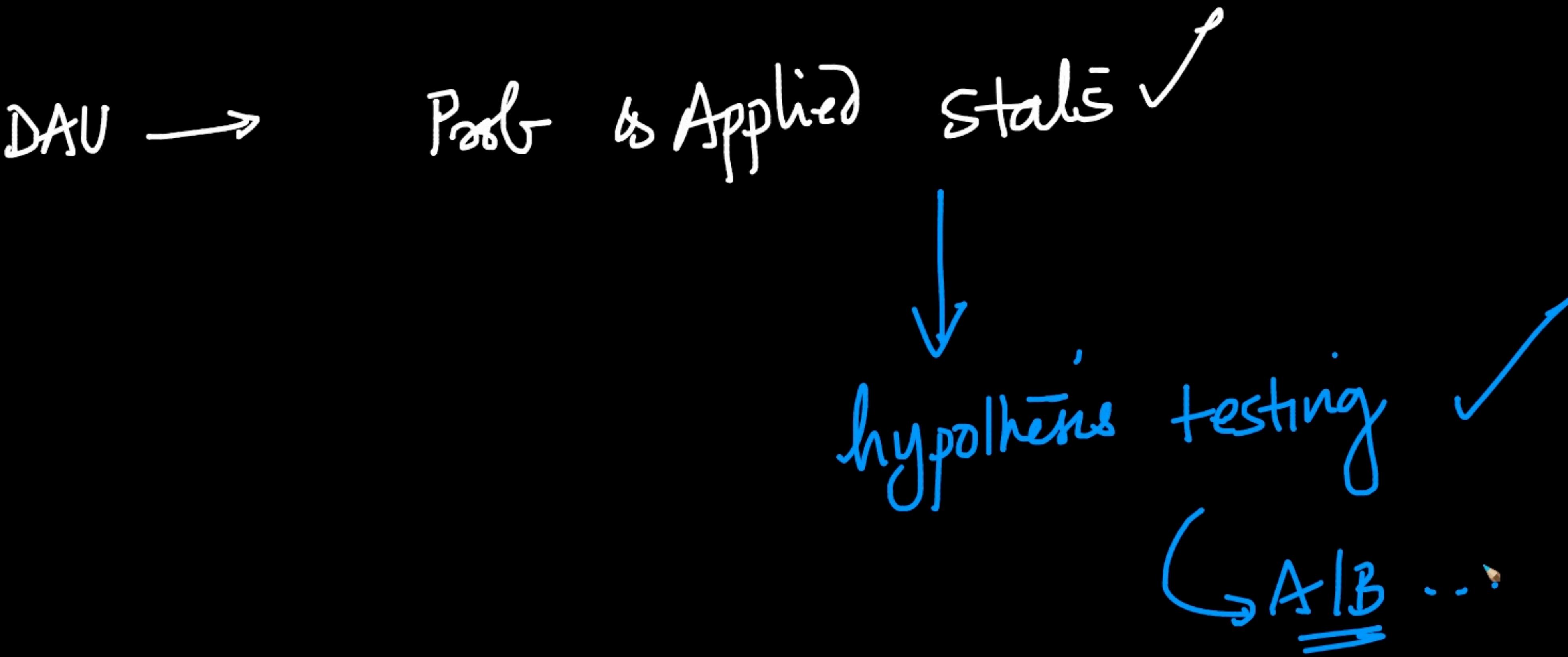
= 9:03 PM =

- Application oriented
- Interactivity & Participation
- Business thinking ...
 - Asking the 'right' questions
- Frameworks

✓ { All Ques → Q&A tabs ✓
chat → interactivity

Rest of the module:

- Product metrics & design → fitness, Banking
social media
- Root Cause Analysis → E-commerce, Cabs
(Myntra) (Uber)
- ✓ - RFM models
- ✓ - Customer Segmentation
- ✓ { - Guestimates → Online-gaming
- - A/B Testing
- More: Airbnb; Airline bookings ...



"Product" Analyst → Data strategist ↗
Product team
(Data)

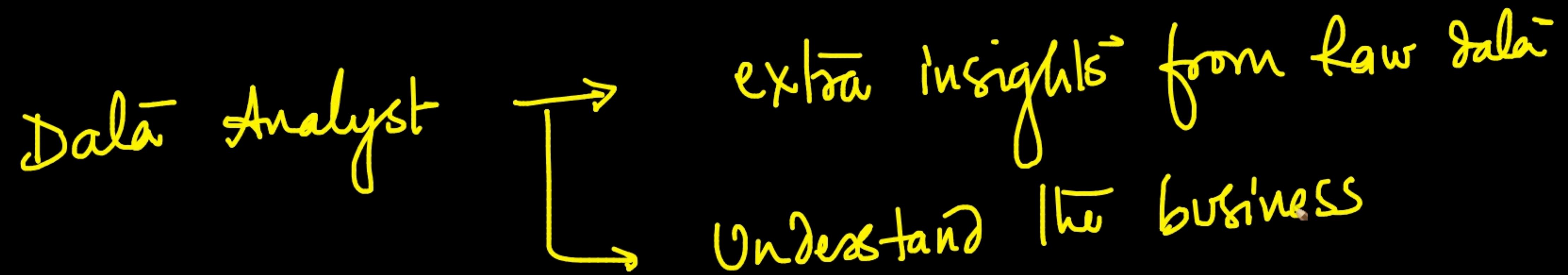
obj

①

Analyze a melodic change

②

Define a melody



Product / Business Acumen:

Example
ques:
=

①

Why did YouTube's traffic fall by 5%?
↳ IPL?; outage?; more ads?; ...
(external)

②

Solve it in
detail

'Save Post' on Facebook,
↳ design a metric to measure this feature?
↳ e.g.: ~~age~~ of people revisiting the
saved posts

3

Product Search on Amazon

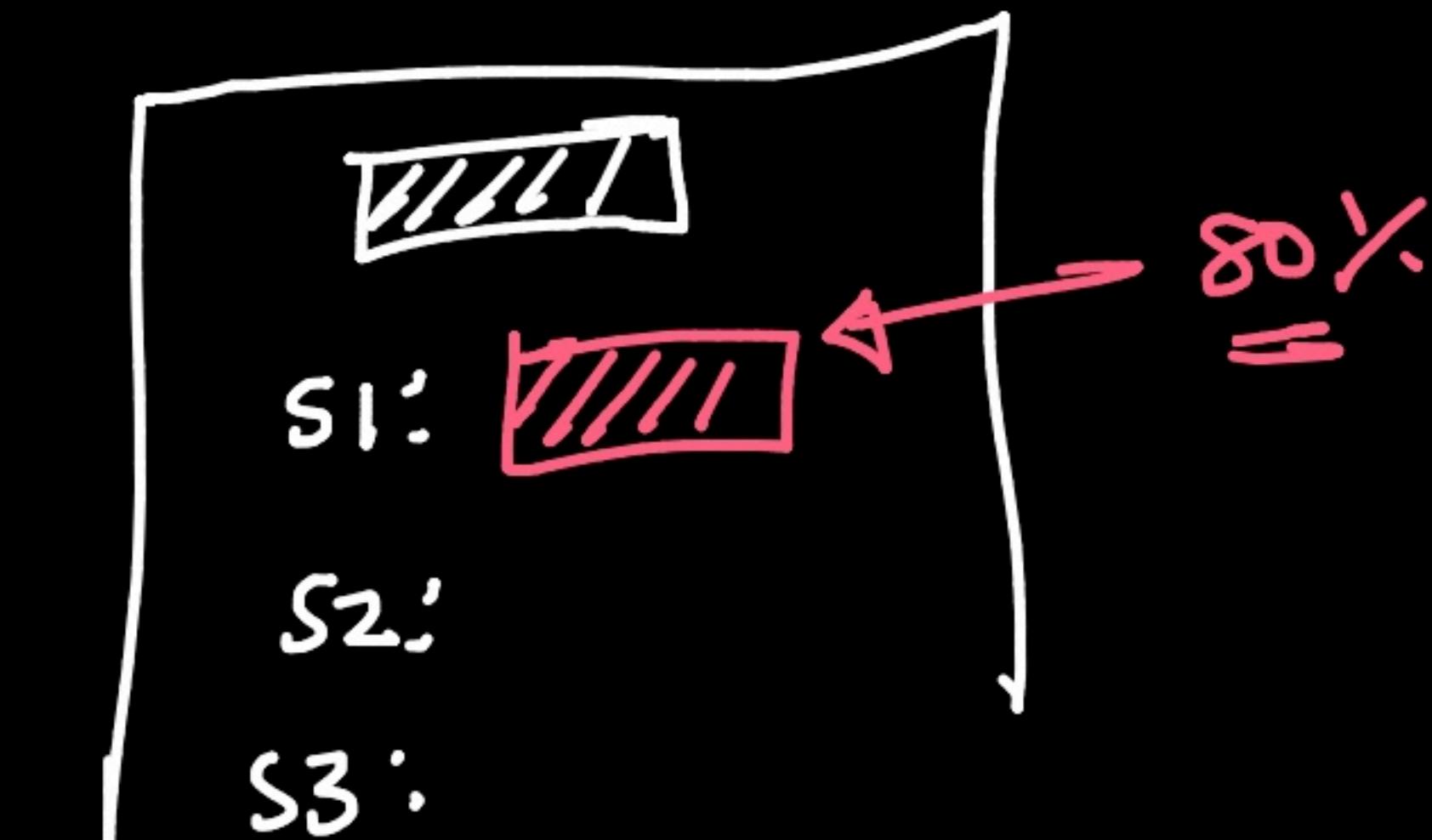
→ What metrics can we use to measure the health of search

✓ CTR@2: 95%

Algo 2

metric
CTR@1: 80%

Algo 1

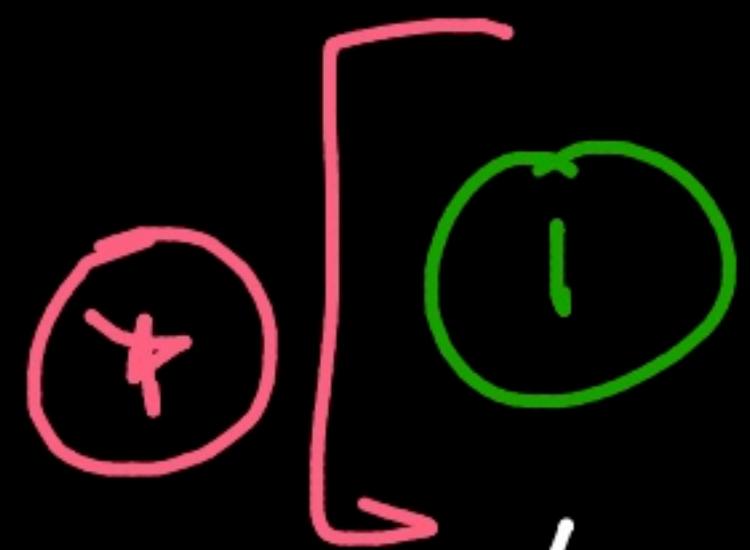


Interview

Judgement: → Structure of your thinking
= = =
Comprehensively / all-cases
Feasibility of solution / realistic

framework: → ① Clarify ~~next~~
② Plan - ..
③ Summarise

4 kinds of problems (non-exhaustive)



SOLVE
THIS

Product Diagnostics:

Analyzing a change in metric

① Why did Bing Search usage go up by 15%?

② Why did the unique # monthly users reduce on Kukufm...?

MAU: Monthly Active users
DAU: Daily active users...

② New feature / product → Measure success metrics

① e.g.: "Save Post" → design metrics to measure if this feature is a success

solve this:
② lens fast - AR toy → ...

(3)

Recommend a new feature launch

↳ Should we have Amazon search bar @ the
bottom of the page or not? →

→ Should the classes be 9:30 to 11:30 PM

→ scan & deliver...

④

Product Improvement

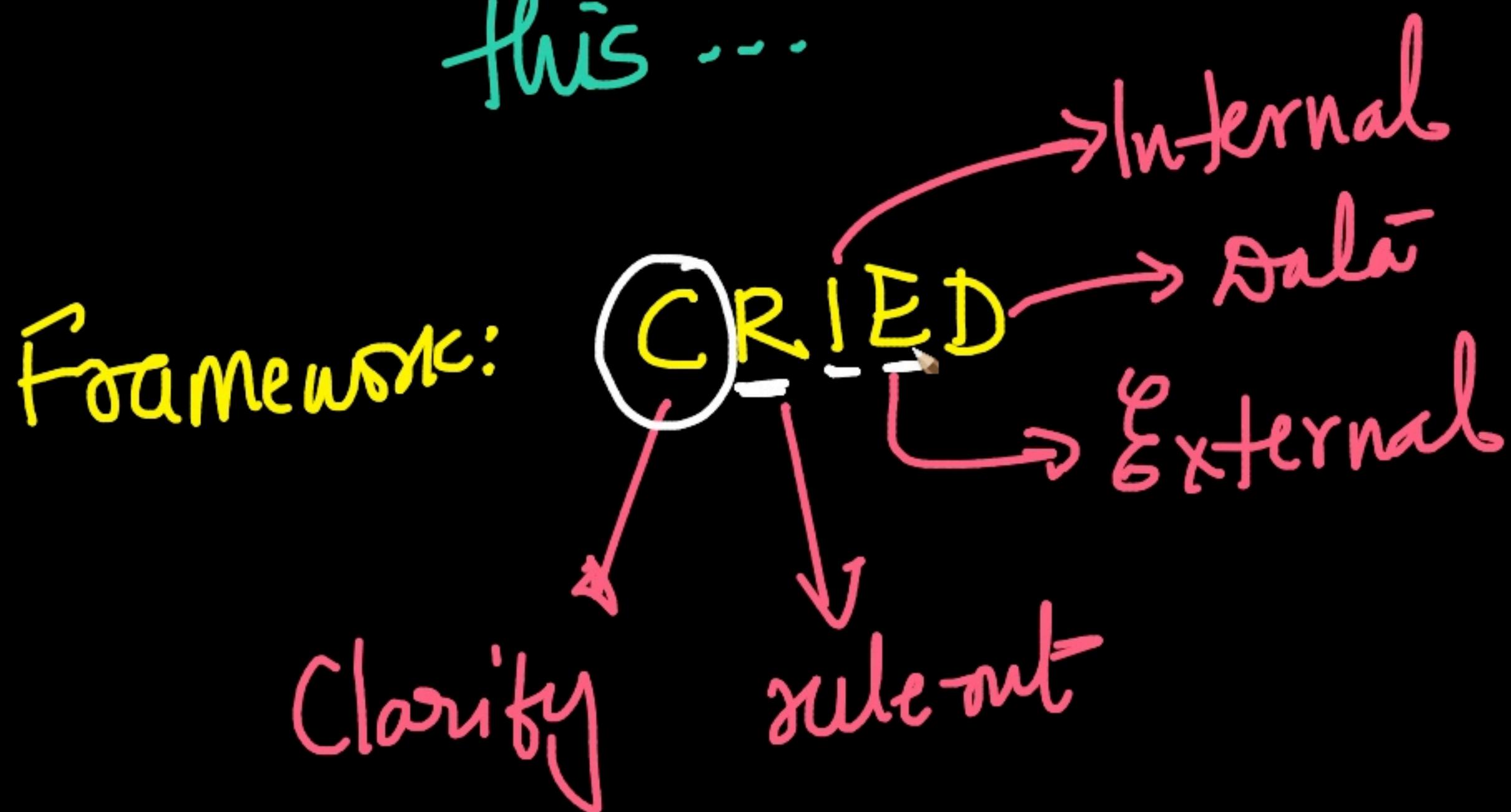
- How to improve Google Maps?
- How to improve Scaler Dashboard?

1 Product Diagnostics: Analyze a metric change

Metric: % age of users who clicked on FB Event

Case: Search increased ~ 15% WoW. Investigate

this ...



① Clarify

↳ Facebook event Searches ?

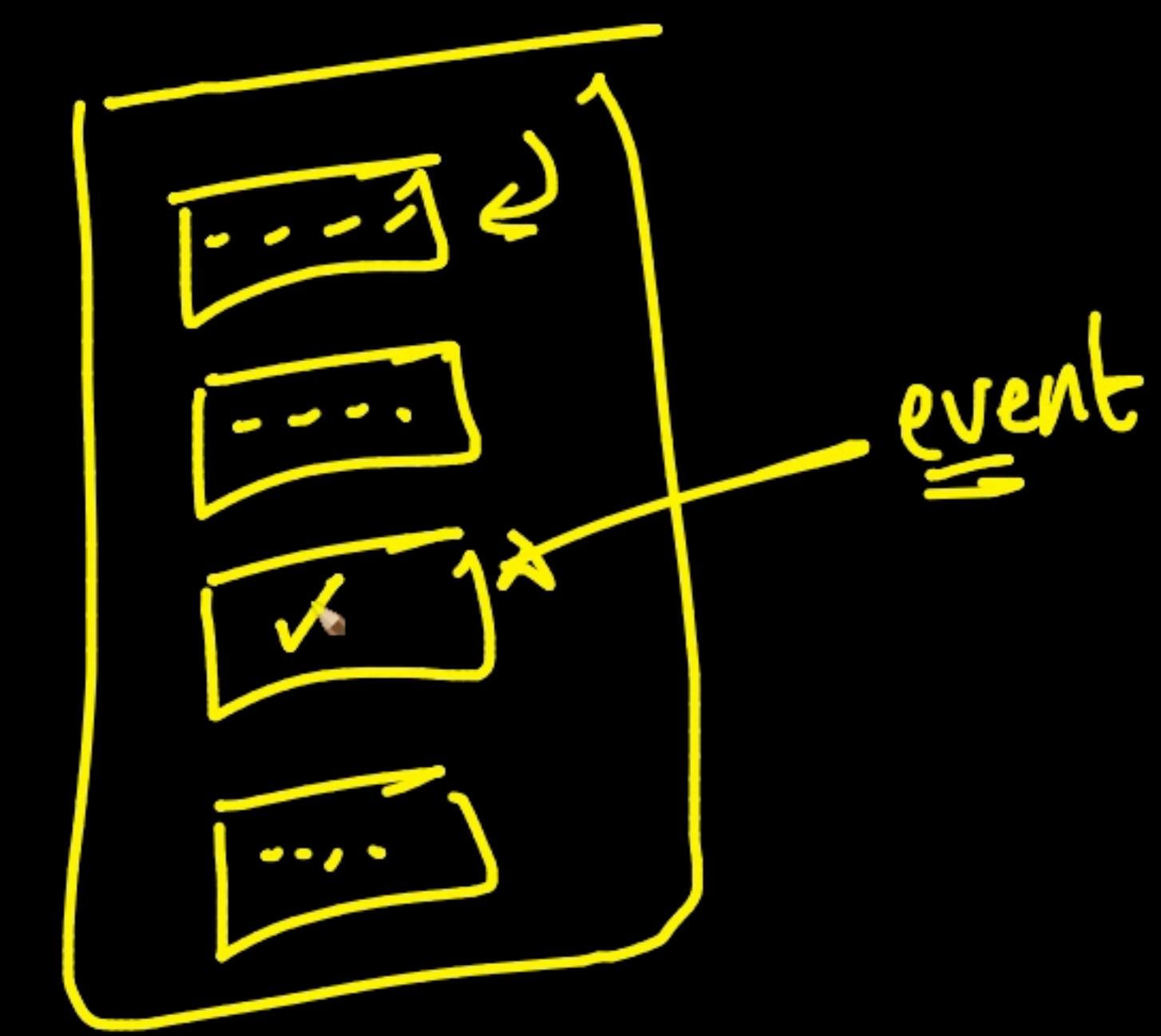
(n) FB Search bar



Events ↗

→ 15% increase WoW

** Metric = $\frac{\# \text{ users who click on an event - result}}{\# \text{ users who searched}}$



↳ look increase



Compared to last week?
→ avg of last 4 weeks?

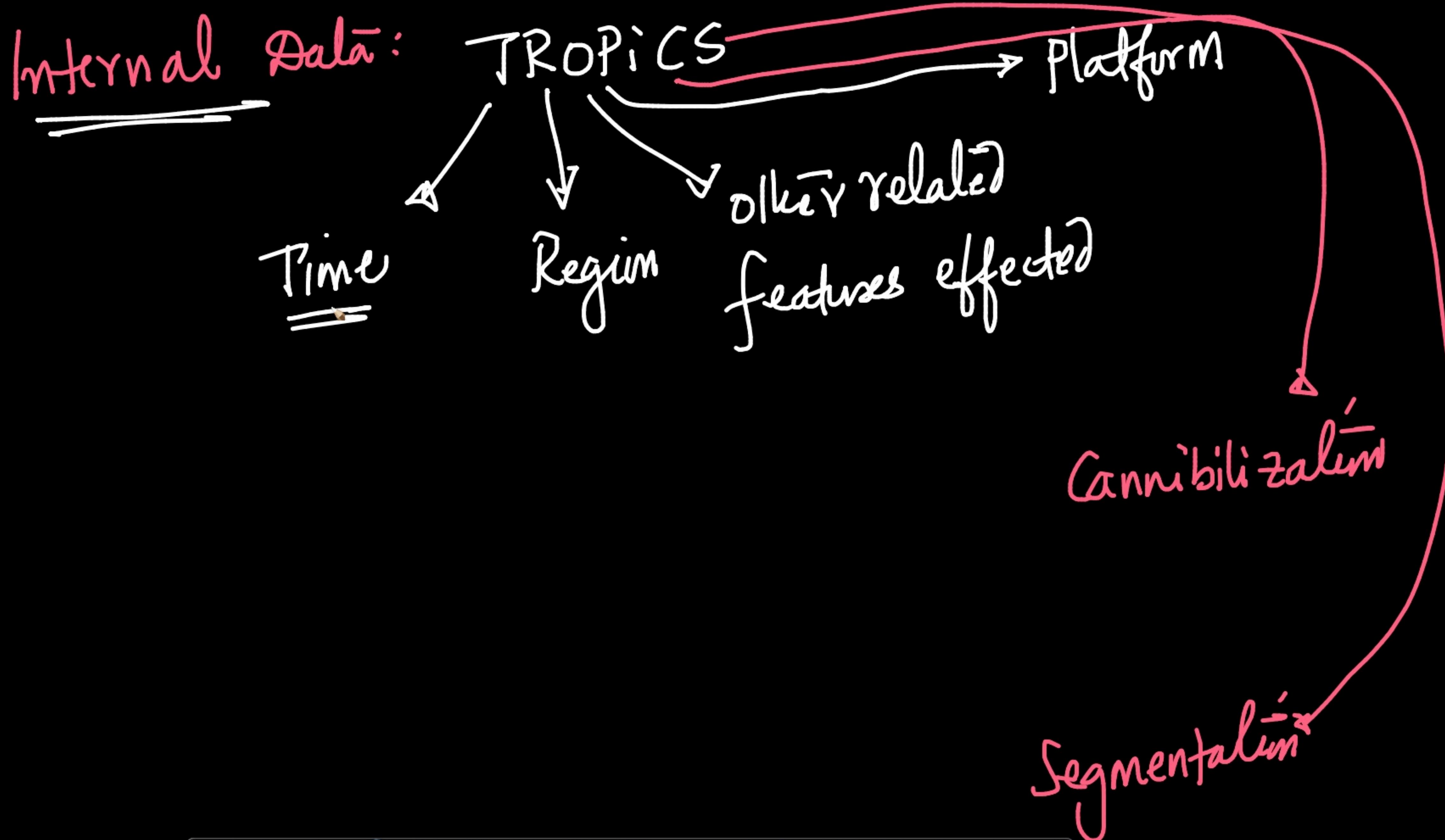
CLARIFY → eqn. of the metric
→ ↑ or ↓ (over what?)
→ everything ...

✓ Rule-out: technical glitches | outliers/bugs...

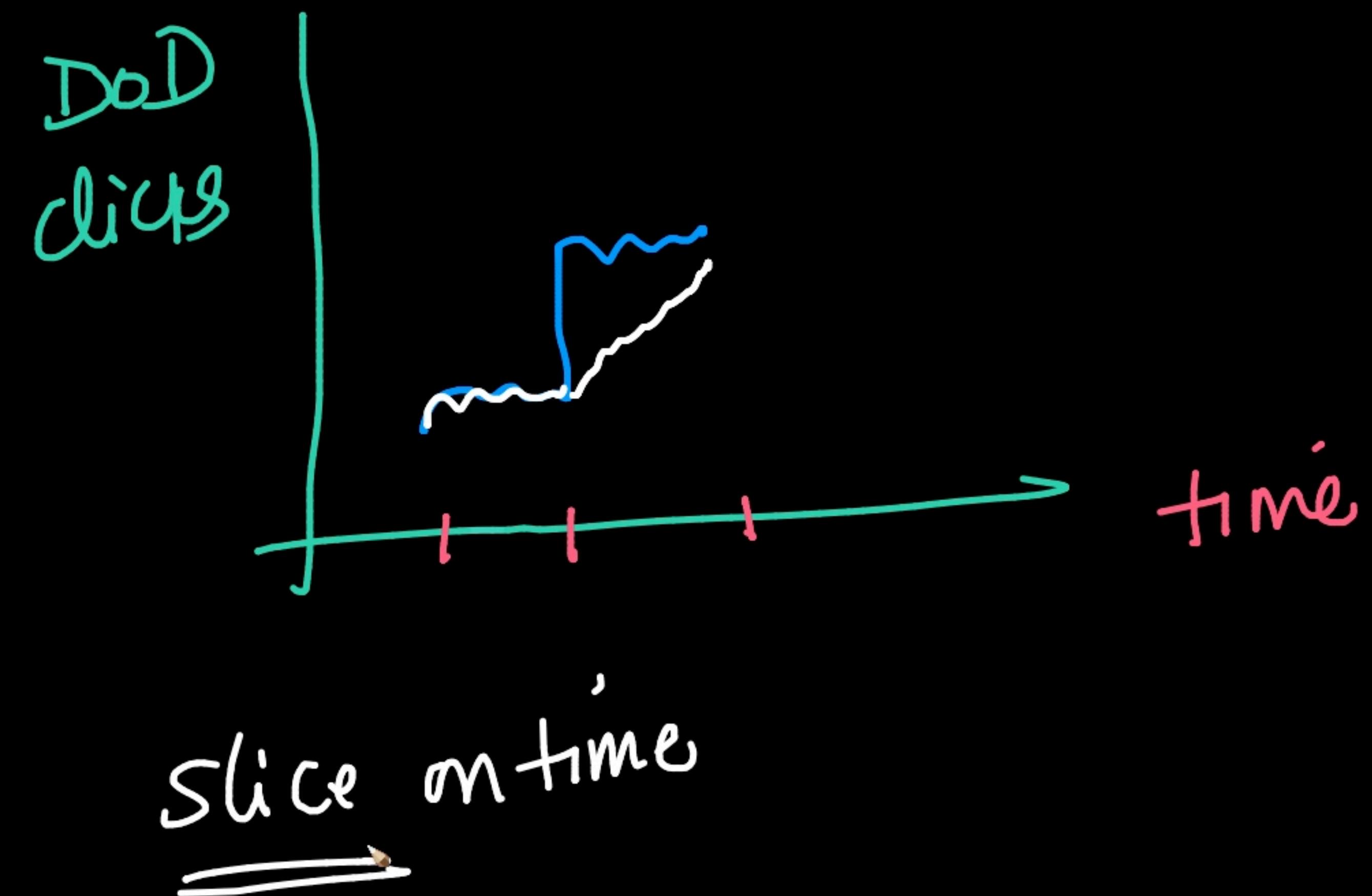
① Counting some users | clicks twice ---

② Outliers: Spring-break | Summer-vacation | Christmas | ...
Bilwali

③ Data pipeline | SQL bug: ---



Time → [S]. Now → sudden or gradual



slice on time

~~Region:~~

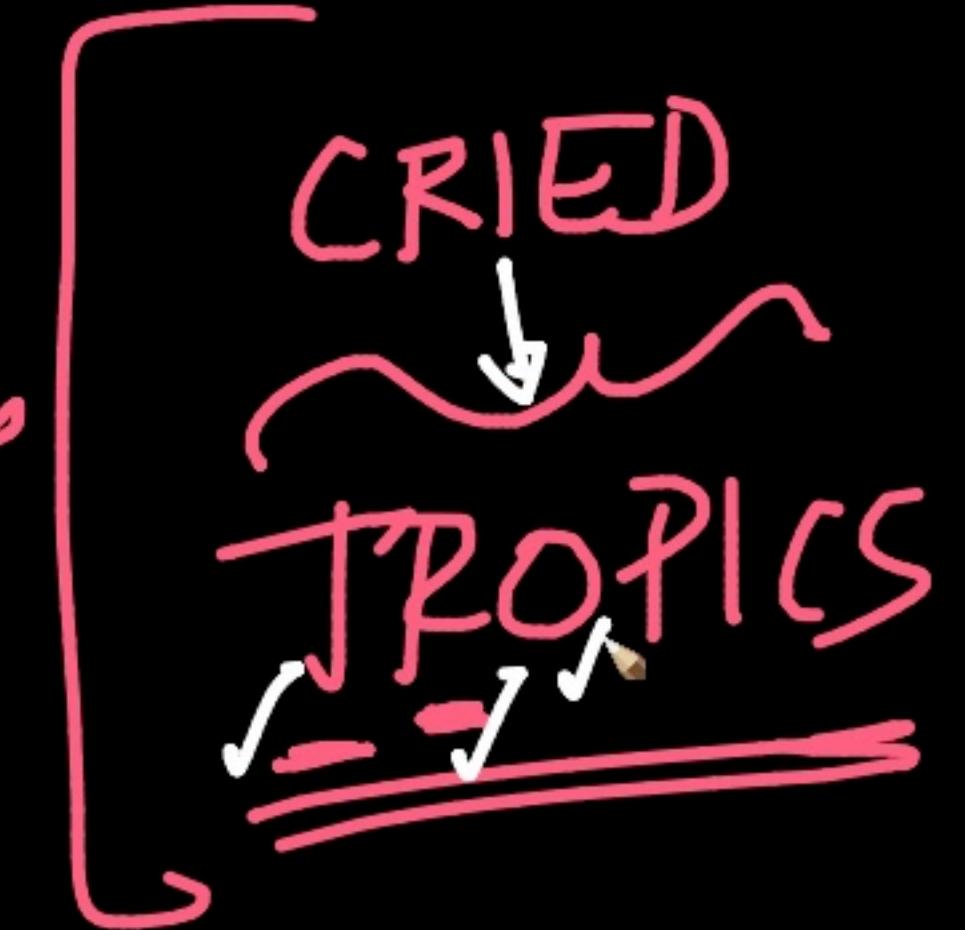
US / India / ...

BLR / Hyd / SF ...

or global

slicing by geography

CRIED
TROPICS



rule out
CR | ED
↓
TROPICS

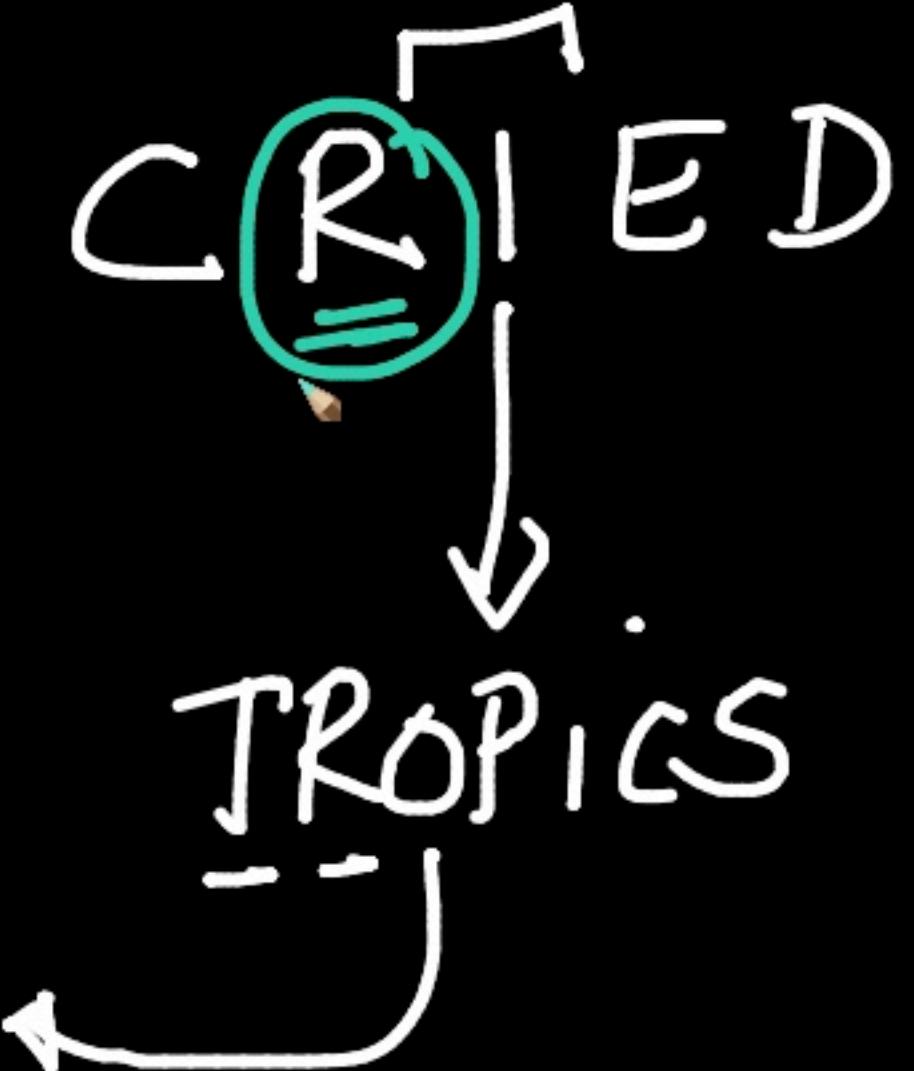
O:

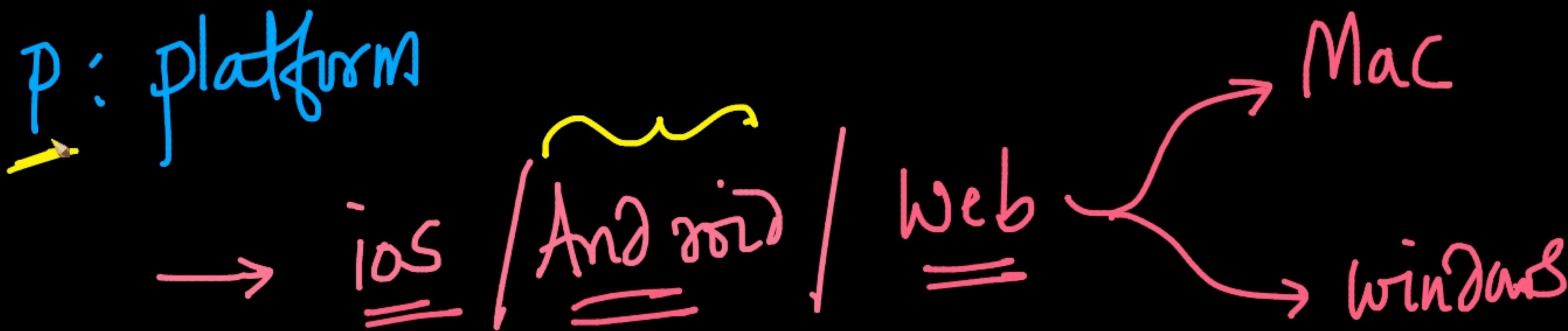
Other related features effected

posting more about these
events : FB / Instagram ...

#ARR concert

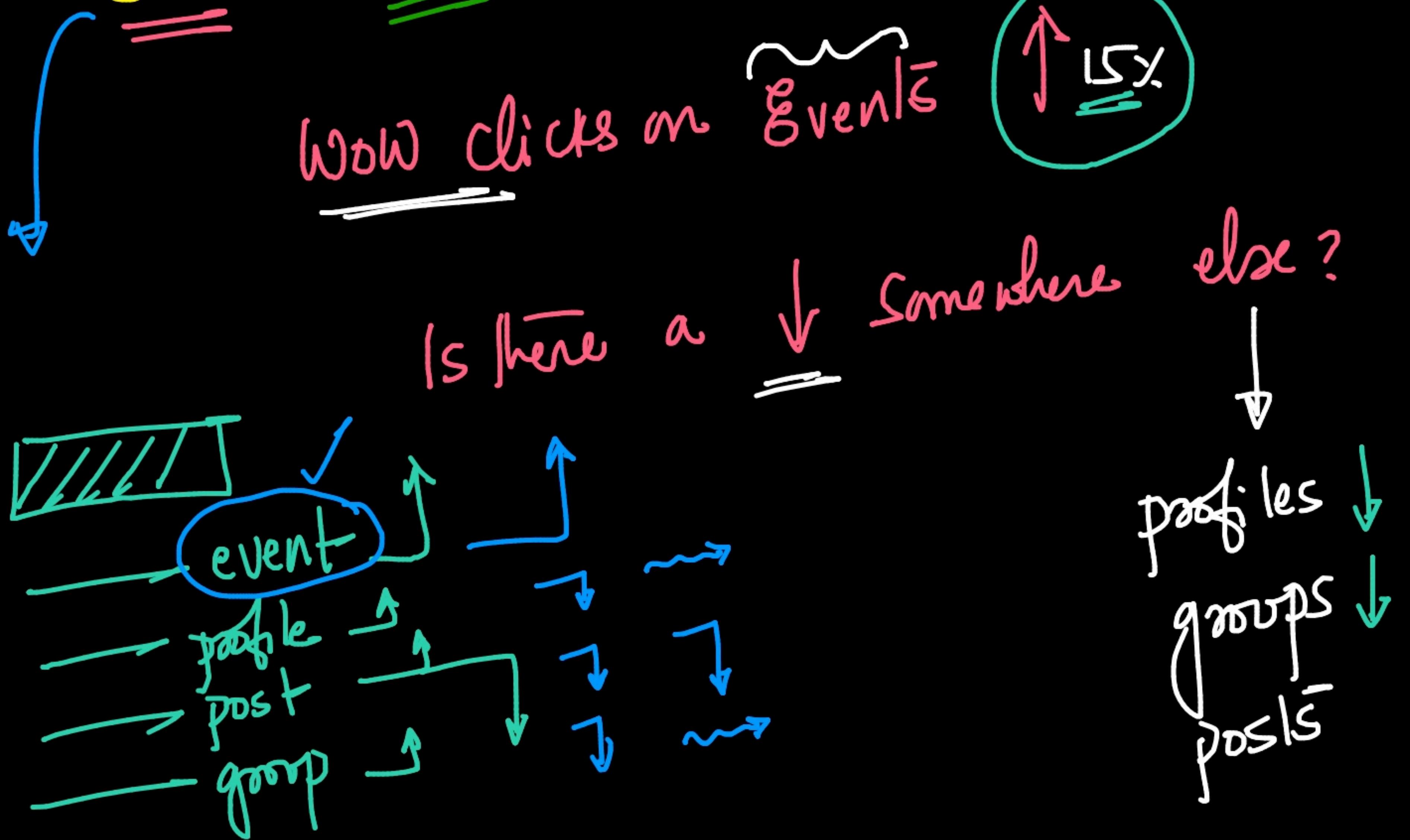
↳ more ads for these events



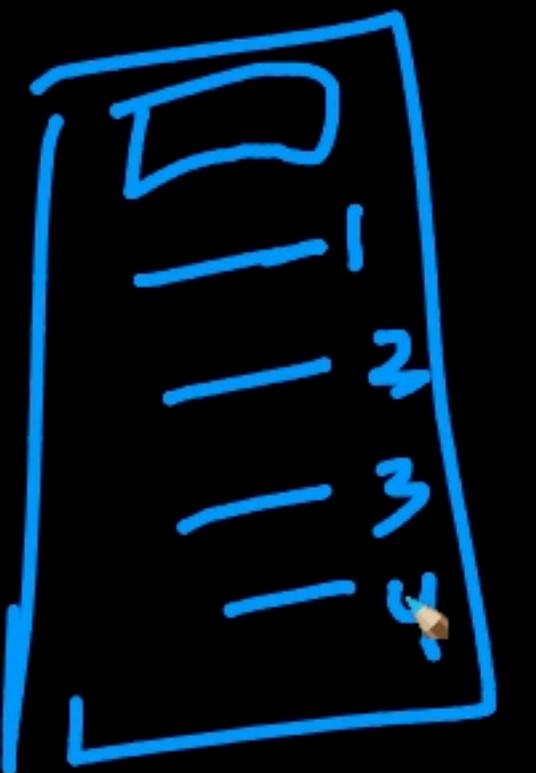


(slice by platform)

C: Cannibalization



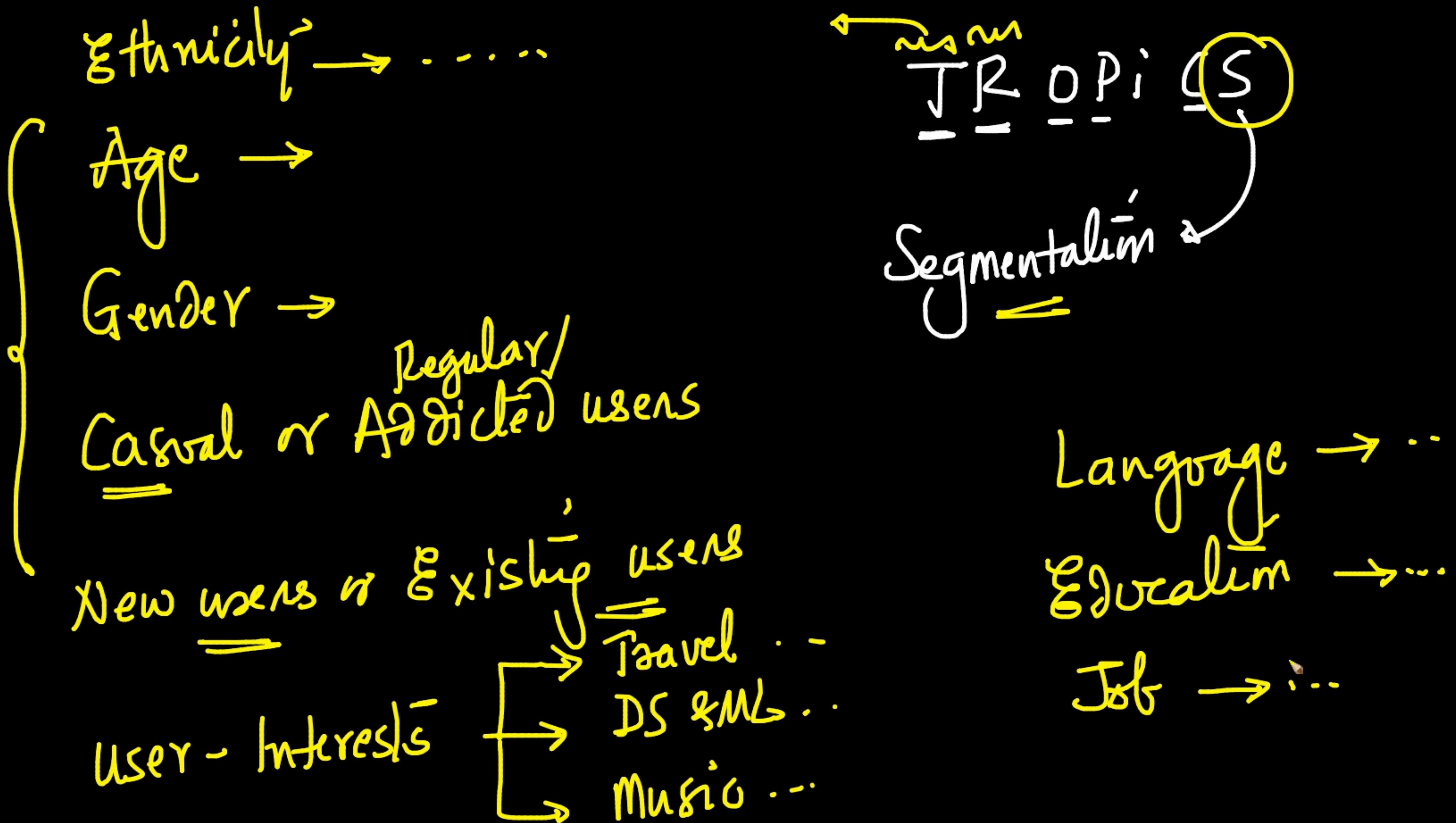
1 Million Users
↓
5 million clicks



Search-
Ranking
=



favorite
Events



CRIED



TROPICS

External - Data

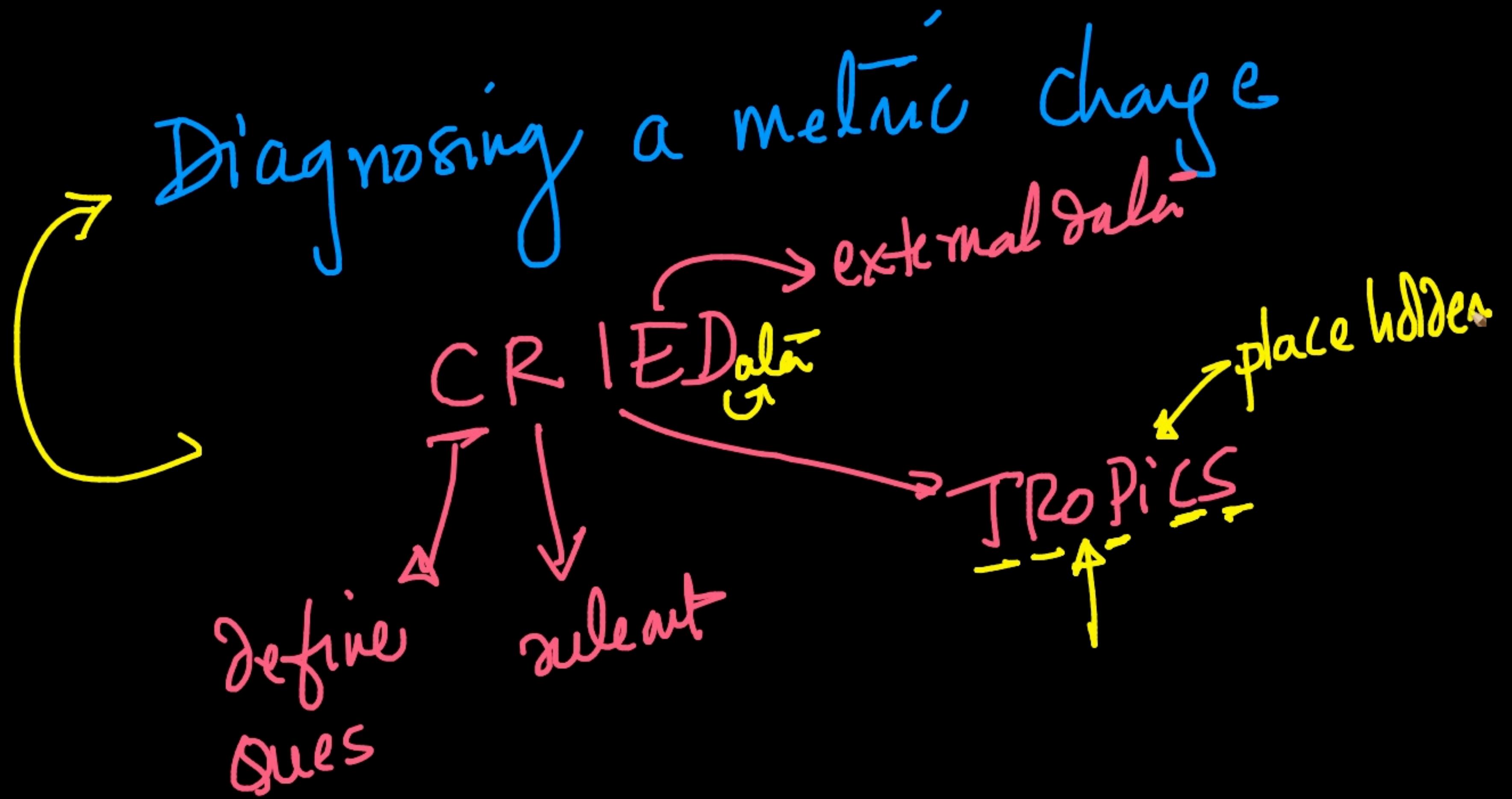
↳ more tweets about Events (trending hashtags)

↳ Press Release : → \$1 off ...

→ Policy changes → ...

→ ...

Recap:



2

Define metrics to measure feature / product

→ "Save for later" feature on facebook

↓
Ques & who is this for?

- ... 1. Clarity
2. Business Goals
3. Metrics
4. Summary

next
class

Clarify:

↳ what does this feature apply to?

→ reminded
or not

** offline or not?

→ notifications ...

⋮

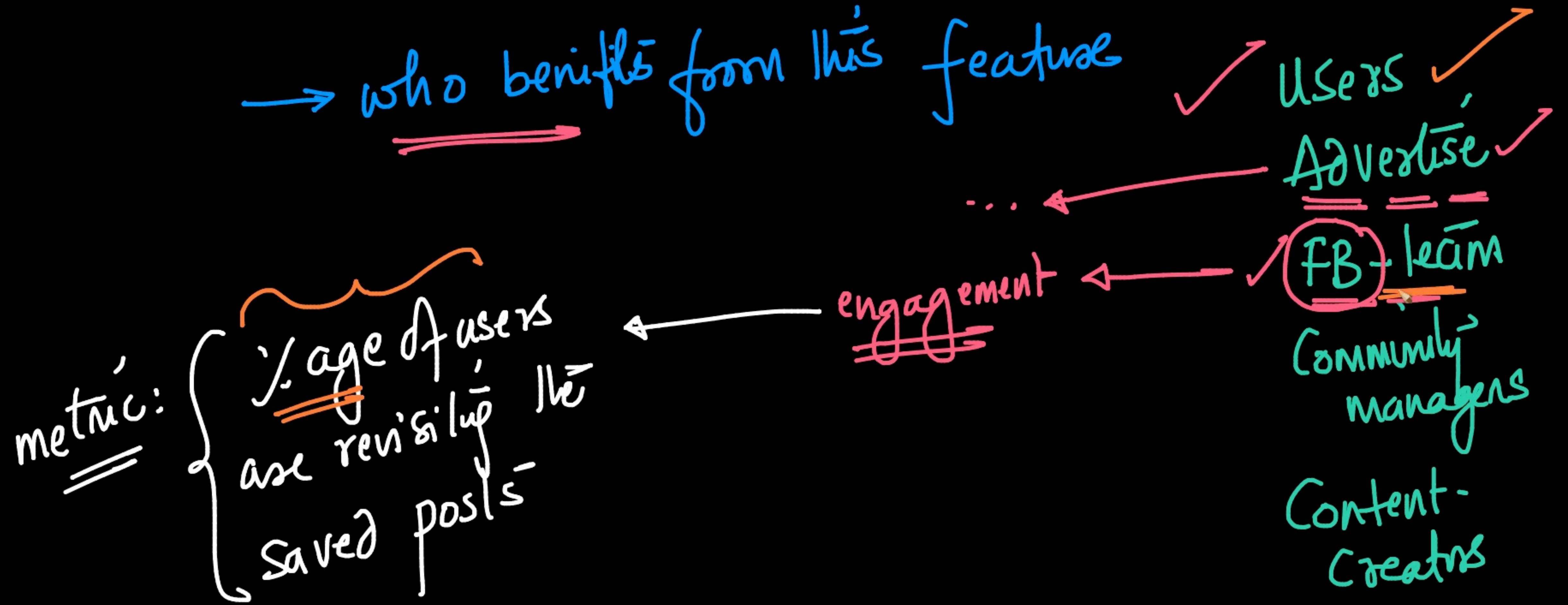
↳ Posts / Images / Links / Pages / Groups / Events
✓ messages / ads / ...

↳ how many can be saved?

↳ expiry of saved posts?

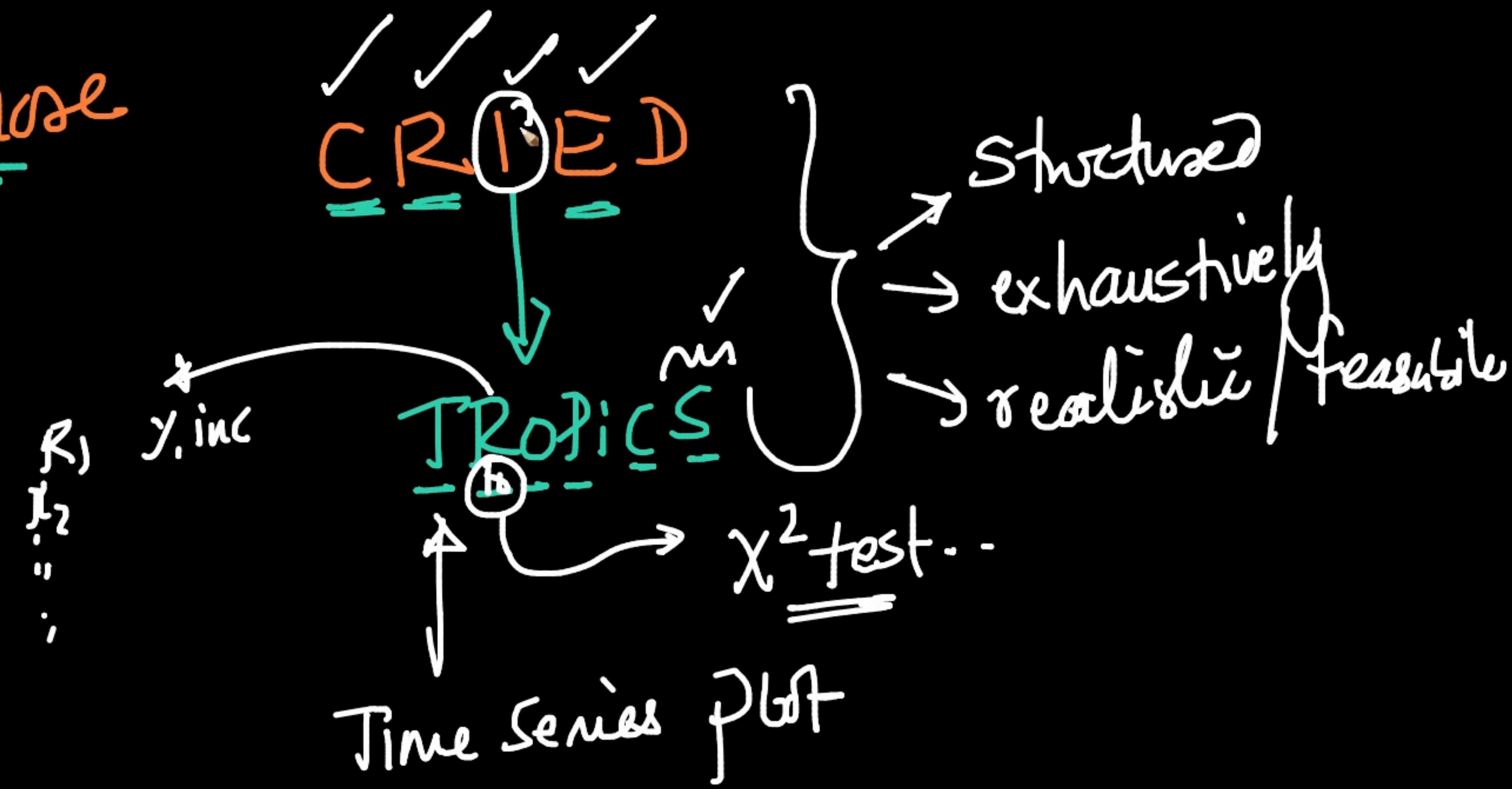
→ accessibility ...

→ grouped?





Diagnose



Amazon.in : smartphone

Search Google or type a URL

Update

