Case 1

We believe that there are a lot of opportunities for the product to assist this
process by undertaking the non-value add activities, an improved process design and UX etc.,
while still preserving the personal touch.
In fact this is one of our main short term strategic goals for our product. However, we have yet to
identify the appropriate KPI(s) that will help the team to work towards this common goal. We
expect our product data analyst to drive this initiative. Please describe how you would work on
identifying the top level KPI(s) for this critical strategic goal of the Product & Engineering team.
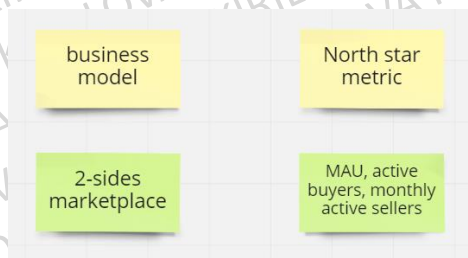


impact mapping
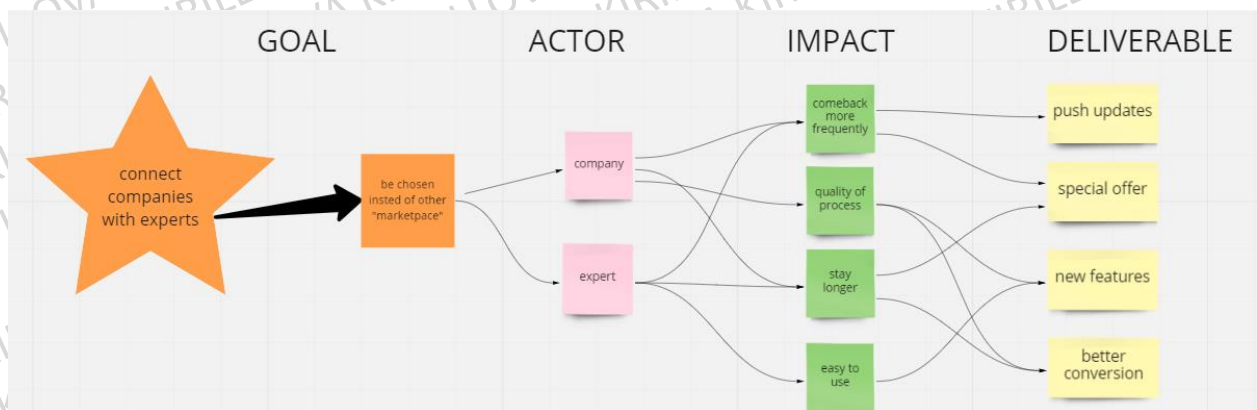


To able to understand what metrics to track and what KPIs to consider as the main ones, we need to ask
ourselves the questions 1) what is the main mission (goal) of the company 2) what type of business does
the product belong to.
Comatch refers to 2 sided marketplace business model and mission of the company is to connect
companies with experts (goal- be chosen instead of other marketplace).
Platforms like Comatch exist because there is a need for an intermediary to match the supply and
demand sides of the platform in a more efficient way. The two sides of demand and supply need to be
incentivized to use the platform to create strong network effects. The platform also needs to create
unique and recurring value to both parties to retain them on the system.

A few of the key metrics should focus on include:

1.How many signed up experts(tasks)
2.Match rate -How often are companies actually filling their posted role on a site? And how often are
experts finding jobs?
3. Market depth - Is there enough experts? Does it fit company's needs?
4. Time to match - how long does it take a company to find an expert? How long does it take to receive
the first application
5.Cost to Acquire a Customer 'CAC'

6.Lifetime Value
7.NPS|

Pre-work:
1. Shortening the funnel
Shortening the funnel involves reducing the time needed to take an action, which will make people do the action more. – In task was mentioned that "Project staffing is a resource intensive process"
2. Importing network effects
3. Automating scaling

Engagement is key to the success of any product, engaged users return for repeat experiences — driving stronger retention and ultimately helps a product grow in a sustainable way. Ultimately, engagement drives stickiness, which drives retention — and that, in turn, drives growth. Therefore, systematically understanding and improving engagement will increase a product's health



What user engagement strategy\tool does have Comatch besides "personal touch"?

Case 2.
Since it is a newly released feature, at this stage we are concerned with achieving a high level of end-user engagement. Please describe to us the alternative techniques that you would suggest for tracking the usage of the filter with an aim to provide the product team useful data for improving the engagement. What parameters would you be tracking, how would you set the tracking up, how do you get data into our data warehouse and what kind of dashboards would you be building for the stakeholders to monitor?

## Step 0

1.   Which metrics should be tracked.
2.   What success looks like.
3.   Tracking plan for this feature

## Step 1

With feature "seniority filter" we must track product-oriented metrics including:

Feature usage, Acquisition channels, Time to value, Conversion funnels, User onboarding

**1)are people using the feature?**

total number of times people are using the feature

the number of unique users who are using the feature

the percentage of your total active users who are using the feature

the average number of times per day users are using the feature

**2) what kind of people using the feature?**

Understand  difference conversion  on accounts for companies(on level of company) and experts.

**3) Analyze the impact of the new feature on retention**

Do new users who use filter early in their experience (like their first day), retain better than new users who don't ?

**4) Measure the impact of the new feature on your key conversion funnels.**

Compare the upgrade funnel for users who use filter vs. those who don't use.
Do users who use filter find an expert faster than people who don't use it?
Does the feature affect on expert onboarding?

**5) Measure the impact of the new feature on engagement.**
Do users who use filter are more active than those who don't

## Step 2

Making a process on site easier for users.

Feature usage, Acquisition channels, Time to value, Conversion funnels, User onboarding.

## Step 3

The next step is run experiments on the filter feature. Will encouraging more users to use feature to increase your retention and conversion KPIs? Set up experiments to test the new feature, measure the three key metrics, and see if they hit the goals you outlined above.

Before running the experiment we should be agree on test setup and duration like length of the experiment, define KPIs to avoid the problem of peeking, because as I can see, we trying to do exact the opposite.
IDEAL WAY:
Set the goal- check usage feature
Decide what to test- state your hyp( two ver of page with and w\o feature)-define kpis(Conversion, usage, engagement) -**agree on actions(missing part)**
Create variations- confirm test measurability-**agree on test setup and duration -Bayesian calculator - (missing part)**

What other restrictions are there for the experiment (marketing budget, ect). Feature filter is not high risk - we run experiment to 80/20 split. What is the cost of attraction at the stage of conversion to paid?

A/B testing tool - Python(p-value, The Mann-Whitney test)- maybe need quantitative web analysis tools such as Google Analytics, Mixpanel to identify the pages with the highest bounce rate( but possible to do check bounce rate at python as well). Use visitor behavior data to discover gaps in the user journey. Session recording tools, combined with form analytics surveys, will provide insight into why users aren't completing forms.

SQL +Excel/Google Sheets+Google Analytics or Google analytics+Mixpanel+Tableau depend on how bid data we have

what kind of dashboards would you be building for the stakeholders- classic dashboard for the key metrics, because we aasume to have an impact from filter feature to it