a. Has the success metrics of other features gone down because of the launch of the save feature?
    i. For example, Although the save feature is leading to a lot of users saving the video, they fail to actually come back to the saved page and watch it. This reduces engagement in video content.
b. %of Saved items that the user deletes without engaging with or opening them.

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Product Metrics

What are product metrics?

- Product metrics are quantifiable data points that a business tracks and analyzes to evaluate the success of its product.
- By using interactive product metrics, companies can optimize product strategies to ensure business growth.
- Determining the right metrics to monitor and analyze leads to more intelligent decision-making throughout the product development process.

What are KPIs?

- These metrics, sometimes called **key performance indicators (KPIs)**, give the company quantifiable evidence about which aspects of the product / customer experience are resonating with customers, and which aren't.
- Product KPIs can be related to user requirements, size, quality, product growth, or user comfort.
- They can evaluate architectural measures, quality measures, software complexity, or functional size.

How do companies use these metrics?

Depending on their goals, companies may use product metrics to:

- Set their product roadmap
- Evolve product strategy
- Make changes to their product
- Forecast revenue
- Measure the impact of individual features
- Better understand user behavior
- Evaluate the success of a launch
- Segment their market
- Test product hypotheses

Why are they important from an interview perspective?

Metric definition questions come up very frequently in Data Science interviews.

These questions are generally meant to:
1. test your ability to understand the goal of a product,
2. trace the customer journey with that product and
3. map both the goal and the journey to a set of quantifiable measures.

Understanding different product metrics -

There is no fixed categorization of product metrics.

However, on a broader level, metrics are often categorized as either "**Vanity**" or "**Actionable**" based on their utility and relevance in guiding decision-making and strategy.

Difference between Vanity metrics and Actionable metrics:

Aspect	Vanity Metrics	Actionable Metrics
Nature	Superficial metrics that focus on showcasing positive but often superficial numbers.	Metrics that are relevant to the core goals and objectives of a business or product.
Emphasis	Prioritizing quantity over quality, may not provide meaningful insights.	Prioritize quality over quantity, focusing on critical data.
Actionability	Lack a direct connection to specific actions to improve performance or decision-making.	Closely tied to specific actions that can improve performance or outcomes.

Purpose	Sometimes called "ego metrics" as they can boost an ego with impressive numbers.	Goal-oriented and help organizations track progress toward achieving desired outcomes.
Examples	Total website visitors, social media followers, page views, downloads. **e.g. A social media influencer might have 5M followers but when promotes a product, only able to get a CTR of 0.001%**	Conversion rates, customer acquisition cost, customer lifetime value, retention rates, revenue per user.

Now, we will look at the three labels of metrics that a company follows in order to grow :
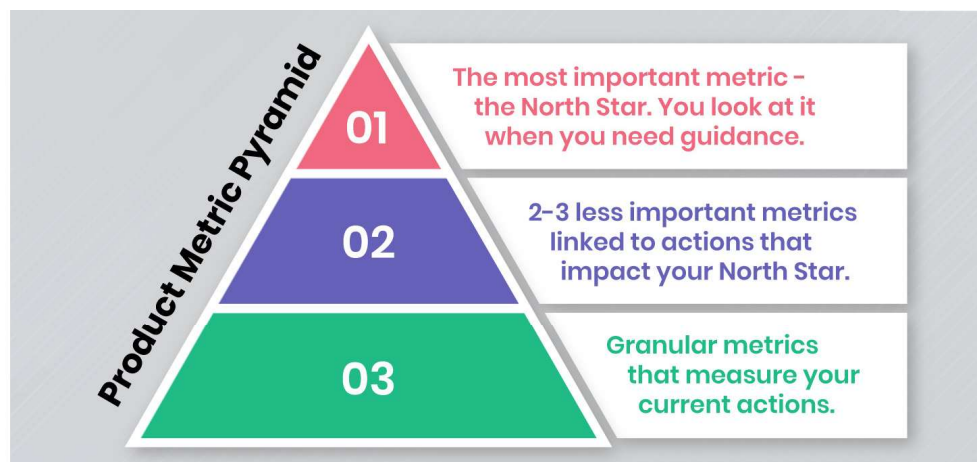
Focus metric / North Star metric -

This is the single most important measure of success that matters a lot to a company.

A North Star Metric (NSM) should be:

- A direct reflection of the company's mission
- An indicator of how a company brings value to its customers.
- The only one of its kind. (Avoid having multiple NSMs as this tends to create complexity and confusion)
- The answer to the following question: What is the one metric that best represents the desired outcome of your company?

Which metric, if it were to increase today, would most accelerate my business' flywheel?

Instagram	Monthly Active Users
Spotify	Time Spent Listening
Airbnb	Booked Nights
Lyft	Rides per week
Slack	Daily Active Users
Quora	Questions Answered
WhatsApp	Daily Active Users

Level 1 metric / Primary metric -

- Primary metrics depict the desired outcome of a particular product, team, or initiative. This is unlike the NSM, which represents the desired outcome of the company as a whole.

- Level 1 (L1) or primary metrics should either directly contribute to the focus metric or act as a check to make sure the product is growing in a healthy direction.

- The primary metric can be more valuable than the NSM in the short-term because of its narrower focus, tighter feedback loop and more immediate association with the specific product, team, or initiative in question.

- For example, if a product's focus metric is Weekly active user, a good L1 metric would be 7-day retention to ensure you aren't spending precious marketing funds to acquire new users who leave after a day or two.

Supporting/ Tracking/ Input metric / Level 2 metric -

- Performance indicators which are set for the current initiatives that are most granular and mostly used for tracking the progress at lowest level.

- For example - There may be some targeted marketing or segmented offers that need to be checked.

- Supporting metrics are indicators that the primary metric is moving in the right direction.

- To take the retention example one step further, the Level 2 metric could be iOS app retention.

- Another could be a Level 2 metric such as the retention of a region or segment of customers.