

Fact-based decision-making

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Decision examples in marketing

- Website design
- Copywriting
- Pricing
- Conferences
- Product planning
- Email blasts
- SMM
- etc

Objective approach

- Authority
- **Intuition***
- ~~Personal preferences~~
- ~~Politics~~
- ~~Common sense~~
- **Facts**

Common sense and facts



4 types of knowledge

1. The things we know (exactly, absolutely).
2. The things we know we don't know.
3. The things we don't know but we have some idea about (intuition).
4. The things we don't know that we don't know*

Where the facts come from

1. Observation
2. Hypothesis
3. Experiment
4. Data analysis

Data analysis

- Finding relevant factors
- Segments, cohort analysis and A/B tests
- Qualified, quantified and ratio metrics

Experiment structure

- Hypothesis
- Rationale
- Confirmation
- Conclusion*

Game #1

- Guess the function of the IntelliJ IDEA plugin repository and its impact on the business.
- Propose the key metrics you'd keep an eye on to measure its efficiency.
- Ask any questions about data and how the repository works.
- Brainstorm improvement ideas.

Game #2

- You are considering a massive discount for IntelliJ IDEA.
- Name risks and opportunities.
- How would you decide on date, discount size (percent), type (individual or commercial), and duration.



Questions