

Using farm data to
improve the product

Farm
KPIs

Design & Customer
Success working
together

Sales data

6 months
usage data



farmbox

Research efforts

Learning to become a data
driven product team

Not only using 'meta'
data to inform
decisions

“Pen and paper was easier...”

**FARMBOX USER ANSWERED IN AN INTERVIEW
WHEN ASKED ABOUT HIS EXPERIENCE WITH SCOUTING MODULE.**