

Sales / Marketing / Client Success

- Q1] How are we collecting the data ?
- Q2] Are we tracking user data and customer event data ?
- Q3] Where is the data being stored ?
- Q4] Is there any data analysis / Business Intelligence tool ?
- Q5] How do we measure success of different user journeys ?
- Q6] Current process of showcasing data science efforts to current and prospective clients ?
- Q7] How much do our sales and marketing teams know about DS team ?

## A/B Testing

Q1] How to focus on several customer journeys ?

- current journey vs future journey state
- close look at activities, motivations, emotions and barriers

Q2] How does data help ?

- understand buyer behaviour
- personalize customer interactions
- improve marketing performance

Combining written and Visual Communication

Focusing on the context

Determining correct level of abstraction

knowing difference between metrics and KPIs

Utilize power of data visualizations

collecting more Qualitative data (surveys/usability)

Reporting VS Analysis

Its an iterative process

Using Streamlit to magnify our analytics team efforts to customer/sales

Customer VS users

Competitor Analysis

# How we did it at my previous job

