

## Metrics Analysis Framework

Analyze how metrics are used across departments to identify redundancies and distinguish valuable metrics from vanity metrics.

### Department & Goal Selection

Select your department and enter your business goal to get tailored metrics recommendations

Department

Marketing

Business Goal

Increase website users

Overview

Redundancy Analysis

Value Analysis

### Metrics Overview

All metrics for Marketing

Search metrics...

Visible

Used

Requested

Metric Name	Department	Dashboard	Decision Making	Executive Requested	Last Reviewed	Status
OKR Progress	Marketing	No	No	No	This week	Low Priority
Demo Requests	Marketing	No	Yes	No	Last month	Team Value
Test Coverage	Marketing	Yes	No	No	This week	Low Priority
Internal NPS	Marketing	Yes	No	No	Unknown	Low Priority
Slack Messages Sent	Marketing	No	Yes	No	Last quarter	Team Value
Daily Active Users	Marketing	Yes	Yes	No	Last quarter	Team Value
Meetings Booked	Marketing	Yes	No	No	Last month	Low Priority
OKR Progress	Marketing	Yes	Yes	No	This week	Team Value
Customer Escalations	Marketing	Yes	No	No	This week	Low Priority

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Redundancy Analysis

Identify metrics that are tracked redundantly across departments

Metric Name	Departments	Redundancy Score	Efficiency Score	Dashboard Visibility	Decision Usage	Recommendation
Customer Escalations	Engineering Engineering Finance Marketing Finance	7	57%	5/7	4/7	Valuable across departments - standardize
Demo Requests	Marketing Support Engineering Operations Engineering Finance	6	33%	4/6	2/6	Potential redundancy - consolidate tracking
OKR Progress	Marketing Engineering Marketing Product	4	50%	3/4	2/4	Valuable across departments - standardize
Customer Churn	Finance Engineering Engineering Sales	4	25%	3/4	1/4	Potential redundancy - consolidate tracking
Ticket Resolution Time	Sales Finance Operations Sales	4	0%	4/4	0/4	Potential redundancy - consolidate tracking
Slack Messages Sent	Sales Marketing Product Sales	4	50%	3/4	2/4	Valuable across departments - standardize
App Crashes	Finance Sales Product Operations	4	50%	1/4	2/4	Valuable across departments - standardize
Leads Generated	Finance Product Product	3	33%	2/3	1/3	Potential redundancy - consolidate tracking
Daily Active Users	Engineering Support Marketing	3	33%	3/3	1/3	Potential redundancy - consolidate tracking
Code Commits	Finance Support Operations	3	0%	3/3	0/3	Potential redundancy - consolidate tracking
Email Open Rate	Operations Operations	2	50%	2/2	1/2	Valuable across departments - standardize
Net Revenue Retention	Operations Product	2	0%	1/2	0/2	Potential redundancy - consolidate tracking

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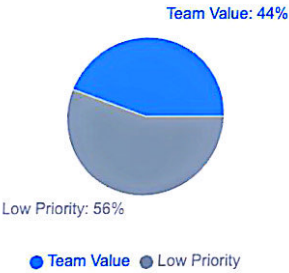
Redundancy Analysis

Value Analysis

## Value vs. Vanity Analysis

Identify which metrics provide real value vs. potential vanity metrics

### Metric Value Distribution



### Metric Categories

- High Value Metrics (0)

Used for decision making and requested by executives
- Potential Vanity Metrics (0)

Requested by executives but not used for decision making
- Team Value Metrics (4)

Used for decision making but not requested by executives

  - Daily Active Users (Score: 60)
  - Demo Requests (Score: 55)
  - Slack Messages Sent (Score: 50)
  - +1 more

### Top 3 Metrics by Value Score for Marketing

Based on your business goal: *Increase website users*

<div>1</div> <div>Daily Active Users</div>		Value Score: 60	
<div>Justification</div> <div>This metric drives team decisions but isn't explicitly requested by executives. Note: Unclear ownership</div>		<div>Impact Analysis</div> <div>Highlighting this metric to leadership could bridge the gap between executive vision and team execution, potentially revealing valuable operational insights.</div>	
Dashboard	Decision Making	Executive Requested	Last Reviewed
Yes	Yes	No	Last quarter

<div>2</div> <div>Demo Requests</div>		Value Score: 55	
<div>Justification</div> <div>This metric drives team decisions but isn't explicitly requested by executives. Note: Tied to real goals</div>		<div>Impact Analysis</div> <div>Highlighting this metric to leadership could bridge the gap between executive vision and team execution, potentially revealing valuable operational insights.</div>	
Dashboard	Decision Making	Executive Requested	Last Reviewed
No	Yes	No	Last month