

Business Metrics : Takeaways

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Syntax

- Parsing dates when creating a dataframe from `file.txt` :

```
pd.read_csv("file.txt", parse_dates=["column_name"])
```

Concepts

- A **metric** is a number that measures some aspect of a business.
- Metrics have a chronological context.
- A good metric should be:
 - Accurate
 - Simple and intelligible
 - Easy to drill down into
 - Actionable
 - Dynamic
 - Standardized
 - Business oriented
- With respect to the question "How likely are you to recommend this product to a friend?"
 - **Detractors** are those who choose 0 through 6;
 - **Passives** are those who choose 7 or 8;
 - **Promoters** are those who choose 9 or 10;
- The **net promoter score** (NPS) is the percentage of promoters minus the percentage of detractors.
- **Churn rate** is the percentage of customers that churned.
- Benchmarks for NPS and churn rates vary by industry.

Resources

- [The impact of daily weather on retail sales: An empirical study in brick-and-mortar stores](#)
- [Lead time](#)
- [The one number you need to grow](#)
- [What is a good NPS score for the telecommunications industry?](#)
- [Churn rate — Wikipedia](#)
- [How to calculate churn rate](#)
- [New Subscription E-Commerce Benchmarks](#)