



## Lec: Product Metrics - 1

Agenda:

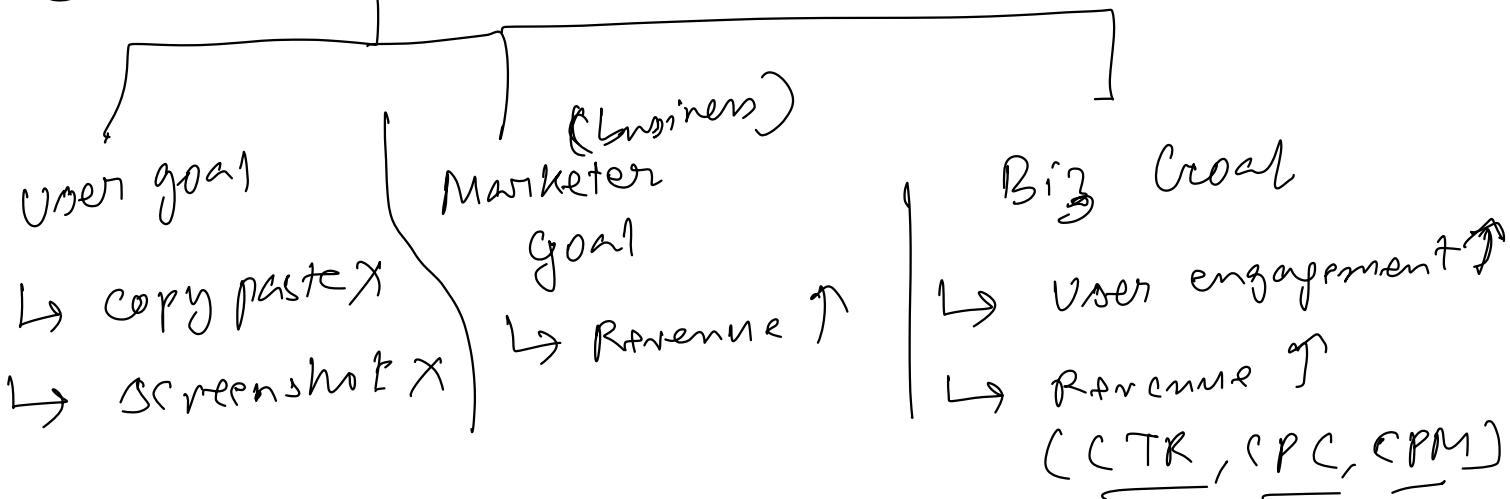
- 1 Metrics (Product Metrics)
- 2 Guard rail metrics
- 3 KPIs (Key Performance Indicators)
- 4 Classification of Product Metrics
- 5 NSM (North Star Metric) ↪
- 6 Level - 1 (Primary metric) ↪
- 7 Level - 2 (Supporting metric) ↪
- 8 OKR (Objective Key Results)

# ~~VG~~ vanity metric vs Actionable metric

# Feature - 'Save' feature

① Classify

② Business Goals



③

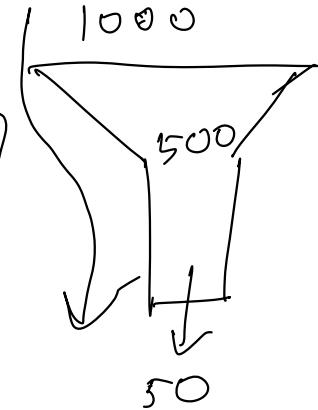
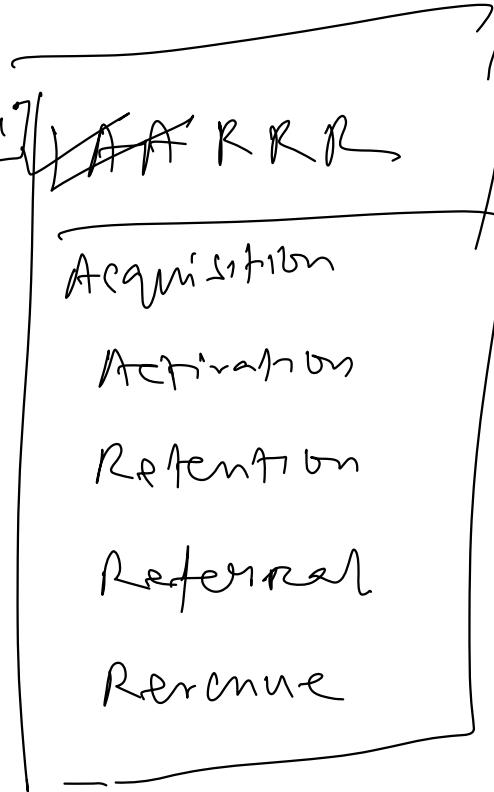
Define Metrics:

Modified User Funnel Framework  
A A A E R R

A - Awareness  
(Discoverability)

A - Acquisition

A - Activation  
(Adoption)



E - Engagement

R - Revenue

R - Retention / Renewal

(CLV) - customer lifetime value



# Vanity metrics

## Aspect

### Vanity metrics

Nature Superficial metrics that focus on showcasing positive but often superficial numbers.

Emphasis Prioritizing quantity over quality, may not provide meaningful insights.

Actionability Lack a direct connection to specific actions to improve performance or decision-making.

Purpose Sometimes called "ego metrics" as they can boost an ego with impressive numbers.

Examples Total website visitors, social media followers, page views, downloads. For example - A social media influencer might have 5M followers but when promotes a product, only able to get a CTR of 0.001%

# Actionable metrics

### **Actionable metrics**

Metrics that are relevant to the core goals and objectives of a business or product.

Prioritize quality over quantity, focusing on critical data.

Closely tied to specific actions that can improve performance or outcomes.

Goal-oriented and help organizations track progress toward achieving desired outcomes.

Conversion rates, customer acquisition cost, customer lifetime value, retention rates, revenue per user.















