Data Analyst

MySkill

How to Measure Business Performance

Oleh: _ _ _

_____

MINI PORTOFOLIO

Course Summary

Metrics : standar pengukuran

Metrik bisnis : ukuran terukur yang digunakan bisnis untuk melacak, memantau, dan menilai keberhasilan atau kegagalan berbagai proses bisnis.

Pentingnya metrics :
- Sarana evidence
- Less intuitive (bias)
- Data driven
- To deliver precise and accurate result

REFERENSI METRIK

USER
- Total users : semua pengguna yang terdaftar di layanan kami
- New user : pengguna baru
- Aktive user : Pengguna yang menggunakan layanan kami dalam periode tertentu
- Transacting user : Pengguna yang melakukan transaksi di platform kami
- Tenure : Berapa lama pengguna telah menggunakan produk kami
- Churn Rate : Jumlah pengguna yang tidak lagi menggunakan produk kami
- Resurected user : pengguna yang mengaktifkan Kembali layanan dan sebelumnya telah terdaftar dalam layanan
- Curned user : pengguna yang tidak lagi menggunakan produk kami di periode selanjutnya

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Course Summary

MARKETING
- User funnel : tahapan seorang pengunjung dari mulai menemukan produk kita hingga mereka konversi (example : klik ads – register)
- Conversion rate : persentase pengguna yang menyelesaikan aksinya dibagi semua pengguna
- Cost per acquisition (cpa) : seberapa banyak kita menghabiskan biaya untuk menghasilkan setiap pengguna baru
- Click-through-rate (CTR) : berapa kali iklan, tautan, atau situs web diklik dibandingkan dengan jumlahnya tayangan

FINANCE
- GMV (Gross Merchandise Value) : GMV refers to the volume of goods sold via customer-to-customer or e-commerce platforms
- ABS (Average Basket Size) : rata-rata jumlah item yang dijual
- Revenue : Jumlah total pendapatan yang dihasilkan oleh penjualan barang atau jasa terkait untuk operasi utama perusahaan
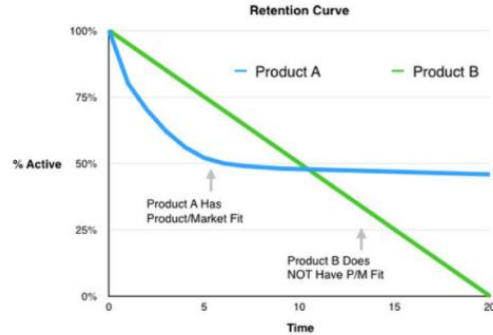- Profit margin : Represents what percentage of sales/revenue has turned into profits
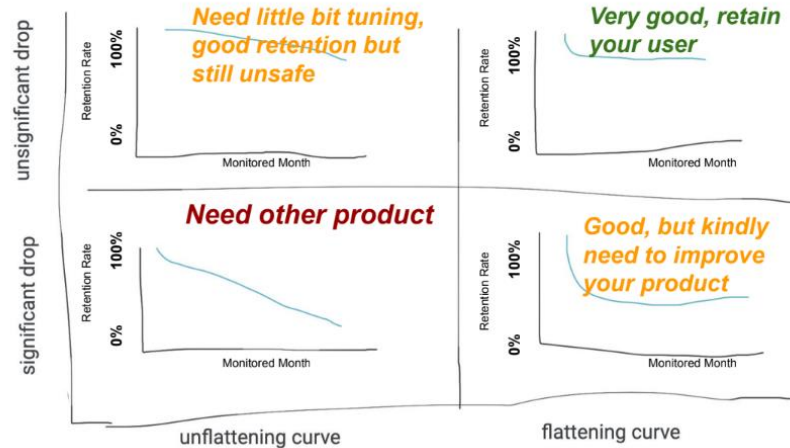
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Course Summary

PRODUCT
- **Product Market Fit**

Metrik untuk mengontrol apakah sebuah produk akan mati atau bertahan (achieved product-market fit or not)

Course Summary

How to measure business performance?

- **Set goals/ideal condition**

Your goals might be:
- Mendapatkan pelanggan baru
- Meningkatkan kepuasan pelanggan
- Menghasilkan volume lalu lintas yang tinggi ke situs web Andamembuat Key performance indicator(kpi)/OKR

- **Develop KPI (key performance indicator)/OKR(objevtives and key result)**

KPI/OKR adalah alat ukur standar yang menyediakan informasi terkait dengan bisnis performan.

- **Define suitable metrics**

Membuat metrics yang cocok dengan bisnis yang dijalankan,

Syarat metrik bisnis :
- Qantifiable : numerik/terhitung
- Dapat mengukur dan menilai status dari proses bisnis

- **Track and measure**

Pilih beberapa point yang paling penting yang harus diukur.

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15 MINS: LET'S DO THIS!

Case 1 - Product Evaluation through Product Market Fit
Case 2 - Measure and Evaluate Last Year KPI Performance
Case 3 - Develop your own OKR

Case for I and II https://docs.google.com/spreadsheets/d/1LOptdp-M4ph6ikfQqOayuAIQ3_oJDpb50mFuM9L7WKo/edit#gid=0

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Retention Rate to the Feature Go-Vehicle Monthly

Monthly Absolute Number

Acquisition Month	M0	M1	M2	M3	M4	M5	M6
2022-01-01	2,000	1,600	1,500	1,200	800	400	300
2022-02-01	2,500	2,050	1,800	1,425	1,050	700	
2022-03-01	3,000	2,250	2,100	1,500	1,290		
2022-04-01	2,800	2,184	1,904	1,260			
2022-05-01	4,000	3,160	2,800				
2022-06-01	3,200	2,304					

Retention Rate

Acquisition Month	M0	M1	M2	M3	M4	M5	M6
Average	100%	78%	71%	53%	42%	24%	15%
2022-01-01	100%	80%	75%	60%	40%	20%	15%
2022-02-01	100%	82%	72%	57%	42%	28%	
2022-03-01	100%	75%	70%	50%	43%		
2022-04-01	100%	78%	68%	45%			
2022-05-01	100%	79%	70%				
2022-06-01	100%	72%					

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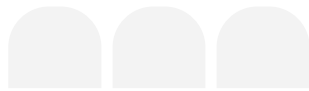
15 MINS: LET'S DO THIS!
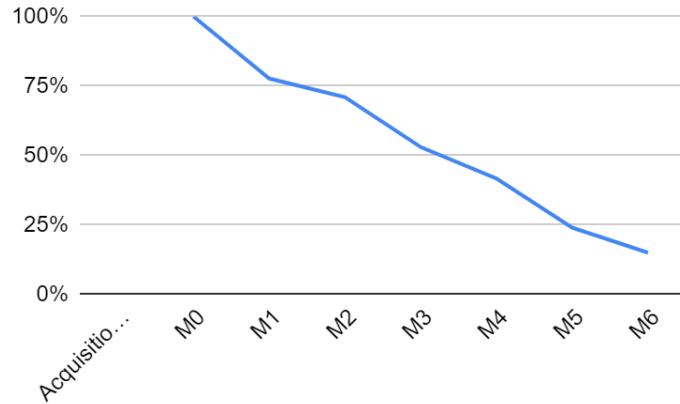
Case

You are the product analyst of the biggest ride-hailing company in Indonesia, you are in charged to product Go-Vehicle
1. Based on the findings above, is it your product safe/ sustainable enough?
2. What your suggestion to the PM and stakeholder?

Aswer
1. Based on the results of curve analysis this product is not safe/sustain, because this curve shows a significant drop and unflattening curve.
2. I will give suggestions to product manager and stakeholders to create new products by accommodating suggestions from user evaluation results on previous products.

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2022 KPI Full Year Performance

No	Metric	Bobot	Actual value/ Achievement	Target value	
	Perspektif Keuangan				
1	Generate total sales 80B	40%	60	80	0.3
2	Penggunaan budget OPEX 50%	25%	20%	50%	10%
3	Total new store opened (expansion	20%	3	10	0.06
	Perspektif pelanggan				
4	Rata-rata CSAT (Customer Satisfaction Score) 4.5 dari 5	10%	2	4.5	0.044444444 44
	Perspektif pengembangan dan pembelajaran				
5	Jumlah Karyawan yang mengikuti training	5%	20.00	20	0.05
	Total Achievement	0.554444444 4			

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You are the data analyst of the 1 of largest vehicle distributor in Indonesia
1. Based on the findings above, how much your achievement on last year?
2. Is it great enough? tell your explaination
3. What metrics that you think could be improve on 2023? (can consider based on weight (bobot) or Target)
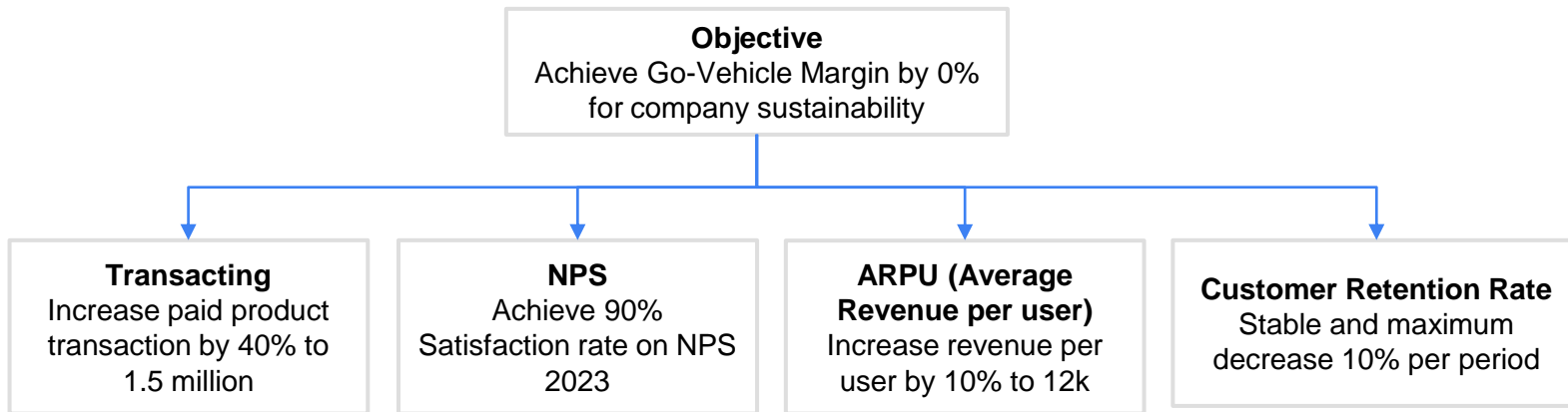
Answer
1. Total achievement in 2022 is 0.554
2. In my opinion, the total achievement in 2022 is low and far from the expected total achievement, which is close to 1.
3. Based on the results of calculating metrics to increase the total achievement on 2023 is the maximum use of the 50% OPEX budget, adding new stores, and increasing the CSAT (Customer Satisfaction Score).

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Develop your own OKR

Objective
Achieve Go-Vehicle Margin by 0%
for company sustainability

Transacting
Increase paid product
transaction by 40% to
1.5 million

NPS
Achieve 90%
Satisfaction rate on NPS
2023

ARPU (Average Revenue per user)
Increase revenue per
user by 10% to 12k

Customer Retention Rate
Stable and maximum
decrease 10% per period

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by @myskill.id