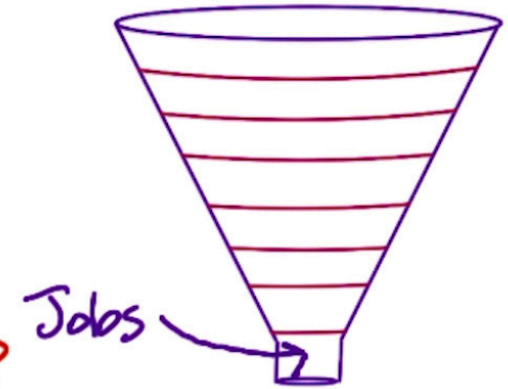


Difficult metrics

- Don't have access to data
- Takes too long

Which metrics would be hard to measure?



- ☒ Rate of returning for 2nd course = $\frac{\text{\# who start second}}{\text{\# who complete first}}$
- ☒ Average happiness of shoppers
- ☒ Probability of finding information via search