



Thank you for completing the project. You have done really well. Your overall score is 100%. Kudos!

Here is how your submission has been graded. We hope you find it useful and helpful for your future submissions.

Parameter	Score	Comments
Parameter: Comprehension:	3	The learner has successfully drawn a visual representation of the main and branching terms and concepts and the relationships between them.
Parameter: Problem Solving:	3	The learner has adopted a scientific, data-based approach to identifying the root cause(s) of the problem at hand.
Parameter: Decision Making:	3	The learner leveraged data to develop creative alternatives and validated the alternatives to arrive at the best one while balancing the time factor of decision making.
Parameter: Solution Communication:	3	The learner has communicated effectively what will be done, how it will be done, and why it will be done and, thus, succeeded in getting stakeholder buy-in.

Areas of Strength: (These are practices you should continue doing)

Hello Yara,

That was one amazing submission! I guess we should be showcasing it to the rest of the learners! I guess you have even gone the extra mile but this has been very comprehensive. I like how you structured the report by categorizing the metrics and KPIs. In addition, you maintained a fixed structure internally by stating (USAGE, DATA COLLECTION METHOD, SOURCE OF DATA & METRIC COST). This clearly gave me an idea why you chose each and every metric and how are you willing to track it.

Areas of Improvement: (These are practices you should start doing)

Additional Comments:

Some general comments...

Regarding the (CUSTOMER ENGAGEMENT KPI), I believe using surveys is not the best tool to measure or track this KPI. Customer engagement can be measure by analyzing how many users use the feature for how long. Also, you can calculate the total number who used the featured compared to the total number of users who use Facebook Messenger.

Another metric that I'd like to highlight is (MARKET GROWTH RATE KPI). While a product manager could be somehow concerned with the growth of the product, this might be a shared metric with the Growth Manager or in some cases, and exclusive metric that is tracked and measured only by him. So, anyway, what I am trying to convey here is to bear in mind that some metrics might be relevant to more teams than the Product Team. However, a product manager at least has to have some insights from these metrics to be able to make meaningful decisions.

Again, thank you for the tremendous effort and fully detailed report! Keep up the amazing work :)

Keep up the great work! And looking forward to receiving your next submission :)

