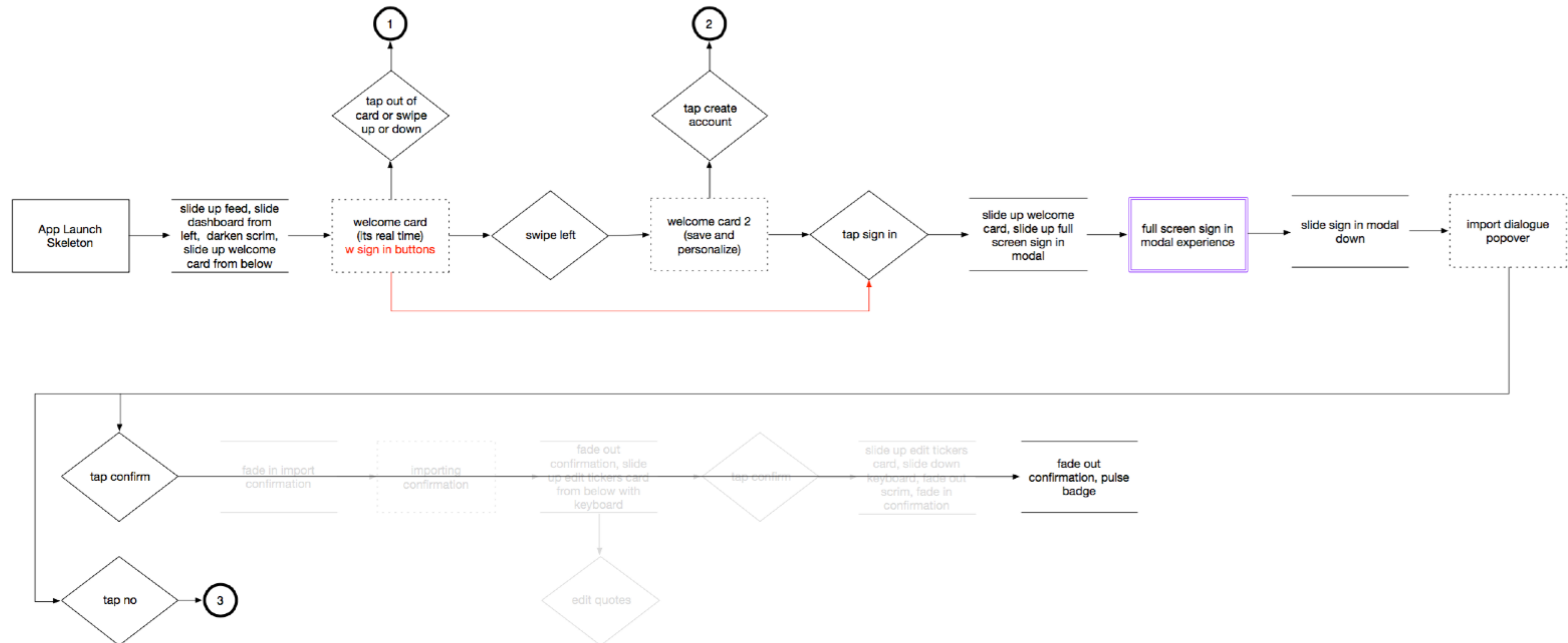# Charting flows to conversion

Flows help evaluate competition, plan design updates, and facilitate discussions early on.
Much of my work with subscription products benefited from understanding the many paths.

Beyond analytics to inform design

Analytics showed declining DAUs at Yahoo Finance but couldn't answer why.

I conducted an 8 person diary study that exposed an issue in our news feed algorithm. The result led to a navigation update which turned the analytics around.