

Freakout Avoidance Prompts

To help you and your team avoid the pitfalls of the analytics freak out, we've put together prompts you can use to get started.

Question Quandary

"I'll need every question matrixed across every dimension...so, like 24,980,230."

Instead: Treat questions as a tool to figure out what to track. Not as a spec exercise.

1. Our biggest gap at the moment is understanding _____.

2. In the next quarter we need to decide whether to _____ or _____, which will require us to answer whether _____ or _____.

3. The key objects (nouns) in our product are _____, _____, and _____.

4. How many users _____ed in the last 30d?

6. Where are new users dropping off in the _____ funnel?

5. Once a customer has _____, they are well on their way to _____.

7. Does _____ and _____ impact long term retention for _____s?

8. What's the average number of _____ per _____ ?

9. It would be great if we could see that report summarized and sorted by _____.

10. When segmenting our customers we typically divide them up by _____, _____, or _____.

Endless Events

"We need a thousand-line, fifty-column event spreadsheet...stat. Oh wait. Not that. Do it again."

Instead: Start with your core events. More is rarely better.

1. In ten years, we are still going to be talking about whether users _____.

2. We could redesign our whole interface, and we'd still be wanting to know when users _____.

3. Right now, team are working to increase _____.

4. When thinking about the customer journey, here are 10 key milestones: _____.

5. Our relationship with our customers takes on a new meaning once they _____.

6. As long as we have a general sense about user behavior related to _____, we will be OK. It is important, but perfection is not required.

7. Imagine a prioritized list of yes/no questions related to the behavior of a customer. List the questions (e.g. when did they sign up for their paid trial?).

8. While it would not be appropriate for deeper analysis, it would be great to see a dashboard showing simple counts of user behaviors from the last 24hrs. It would include _____, _____, etc.

9. We have _____s all over our product. It would be OK to generalize this under a single event and move the details to a set of properties including: _____.

10. It is important to have high alignment around metric like _____. If they don't match our other systems, we'll have trouble.

Kitchen Sink KPIs

"I've sent an invite to twenty people to build consensus on these KPIs...by next year."

Instead: Take a quick temperature check of your business, track standard metrics, track key actions, and go.

1. At a high level we are not a lot like other companies that _____. Standard metrics for companies that _____ include _____.

2. The crux of our current strategy is that we are focusing on _____. To inform that strategy we need to reduce uncertainty around _____.

3. Our strategy is in flux when it comes to _____, but is more stable when it comes to _____.

4. Right now, our investors need more confidence around _____. Options for measuring that include _____, _____, and _____.

5. Our most fragile KPI at the moment is _____. It is unclear what it is actually measuring.

6. Without more context around _____, it would be easy to see _____ as a vanity metric.

7. To even figure out the questions we need to ask, we need to know how many times _____.

8. The core promise our product makes to customers is _____. To track that it would help if we _____.

9. While we may not be sure exactly how to measure it, qualitatively our North Star Metric represents our belief that _____, which is a function of _____, _____, and _____.

10. If I had 10 minutes to design a "good enough" KPI dashboard it would include _____ (5-10 metrics).