

PRODUCT ANALYTICS CHEATSHEET

A guide to asking the right questions at the right time

SOME GUIDING PRINCIPLES

- Start with questions. Not metrics.
- Instrument in anticipation of Qs.
- You won't have everything at first.
- Know why the questions matter.
- Tell a story. It's more interesting.
- Seek to Explain. Don't just report.
- Provide insight instead of data.

A BASIC FRAMEWORK

This chart is (1) a maturity model and (2) an actual analytical flow. Use it as a guide on what analytics activity you need to do and when.

Define & Measure

Understand Objectives
Anticipate Questions
Instrument the Product



Analyze & Decide

Monitor What's happening
Explain Why it's happening
Project What will happen
Prescribe What to do

TYPES OF ANALYSES AND THEIR QUESTIONS

Here's a guide to what questions to expect and when they're most useful.

Analysis Type	Questions	Application
Monitor <i>"What is happening?"</i> <ul style="list-style-type: none">• Measure against goals / Report status• Describe usage of product	<ul style="list-style-type: none">• How many?• How did it happen?• Who did it?• Where? When?	<ul style="list-style-type: none">• KPIs• North Star Metric• Reports/Dashboards• Reviews
Understand <i>"Why is it happening?"</i> <ul style="list-style-type: none">• Explain the unexpected• Explain the expected• Insight into how things work	<ul style="list-style-type: none">• Why did this happen?• What contributed?• What are the drivers?• How do these differ?• Why?	<ul style="list-style-type: none">• Briefs• Discovery• Design• Planning• Reviews
Project <i>"What might happen?"</i> <ul style="list-style-type: none">• Understand possible future states• Inform decisions to be made• Communicate expected change	<ul style="list-style-type: none">• What might happen?• When?• How?• Who will do what?• How much?	<ul style="list-style-type: none">• Exploring options• Bus. justification• Planning• Reviews• Modeling
Prescribe <i>"What should we do?"</i> <ul style="list-style-type: none">• Direct action based on known goal• Provide clarity on how to execute• Builds on previous analyses	<ul style="list-style-type: none">• What should be done?• How should it be done?• When? Where?• How much to invest?	<ul style="list-style-type: none">• Planning• Discovery• Pitches• Any decision point