

How to build better products with data?

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About me



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The product building framework

...

I was told about

Find a problem



Think

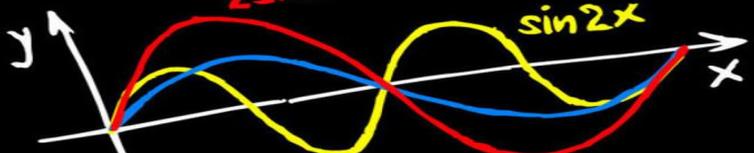
$\sum_{i=0}^n (p_2(x_i) - y_i)^2$ $\operatorname{tg} 2x = \frac{2 \operatorname{tg} x}{1 - \operatorname{tg}^2 x}$

$\int_0^{2\pi} \left(\int_0^2 \left(\int_{\frac{1}{2}r}^1 r r z dr \right) dz \right) dp$

$\lim_{n \rightarrow \infty} \frac{\sqrt[n]{n^3 + 1}}{\sqrt[3]{3n}}$

$(1, 10)$

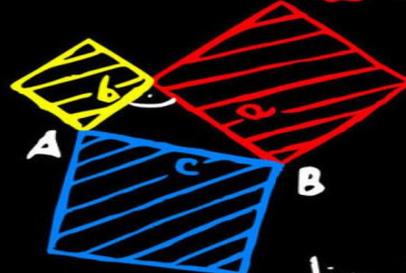
$2 \sin x$ $\sin 2x$



$\mu = 7$ $\sigma(p_2) = \sqrt{0.16}$

$\vec{n} = (F_x'; F_y'; F_z')$ $a^2 + b^2 = c^2$ α, β, γ

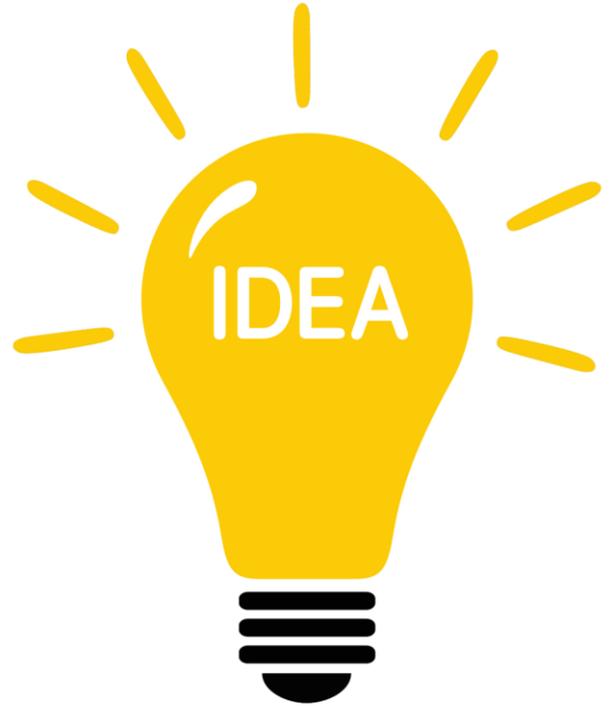
$f(x) = 2^{-x} + \dots$



$\lim_{x \rightarrow 0} \frac{e^{2x} - 1}{5x} = \frac{2}{5}$

$\sqrt{a^2 + b^2}$

Find a good idea



Build it



Ship it



Celebrate



True story

For a segment of the audience the
experience isn't great

6 months after it was shipped

Another true story

The product/feature works perfectly and is adopted

by 0.7% of the customers

Possible reasons

- Eligible audience is too small
- Step 1 is relevant to all but not step 2
- Software issue
- People use it in a different way than you thought
- Not adapted for certain geographies
- People don't want it
- Audience mix changed over time

What can prevent that?

Knowing _____ as soon as we can

So why we don't know?

How we imagine access to our data



It looks more like this



And sometimes like this



**The more answers you get
the better the product**

1. How fast can you get an answer to your question? -> Speed
2. How many questions you can ask? -> Granularity
3. How often can you ask a new question? -> Frequency

Speed - Get faster access to data

The data accessibility test

Ask a question

Measure the time to get the answer

Speed of data access

100-1k	Great	Great	Good	OK
10k-100k	Great	Good	OK	Help!
>100k	Great	OK	Help!	Alert!

of users

Time to answer

Sec/Mins Hours Days Weeks

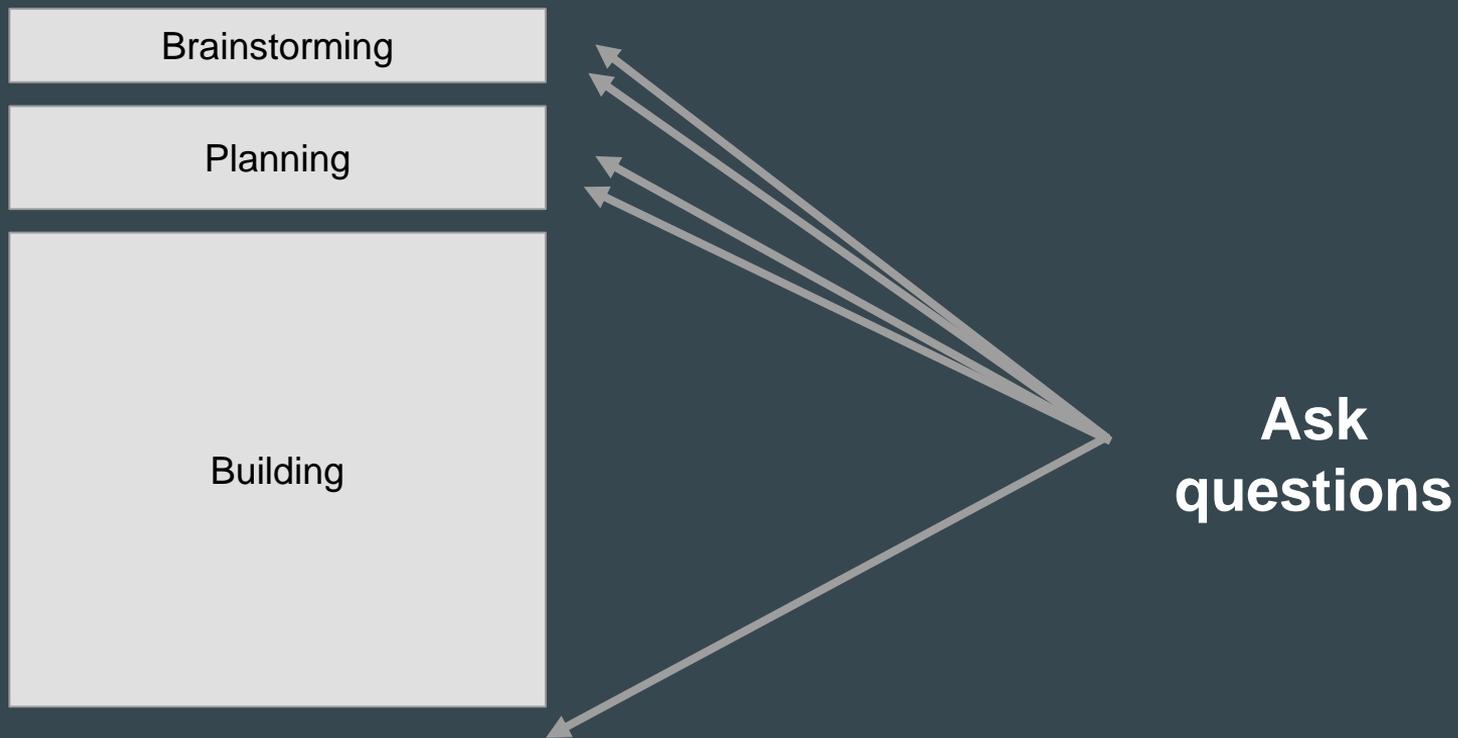
Granularity - Ask more precise questions

How many questions can be asked?

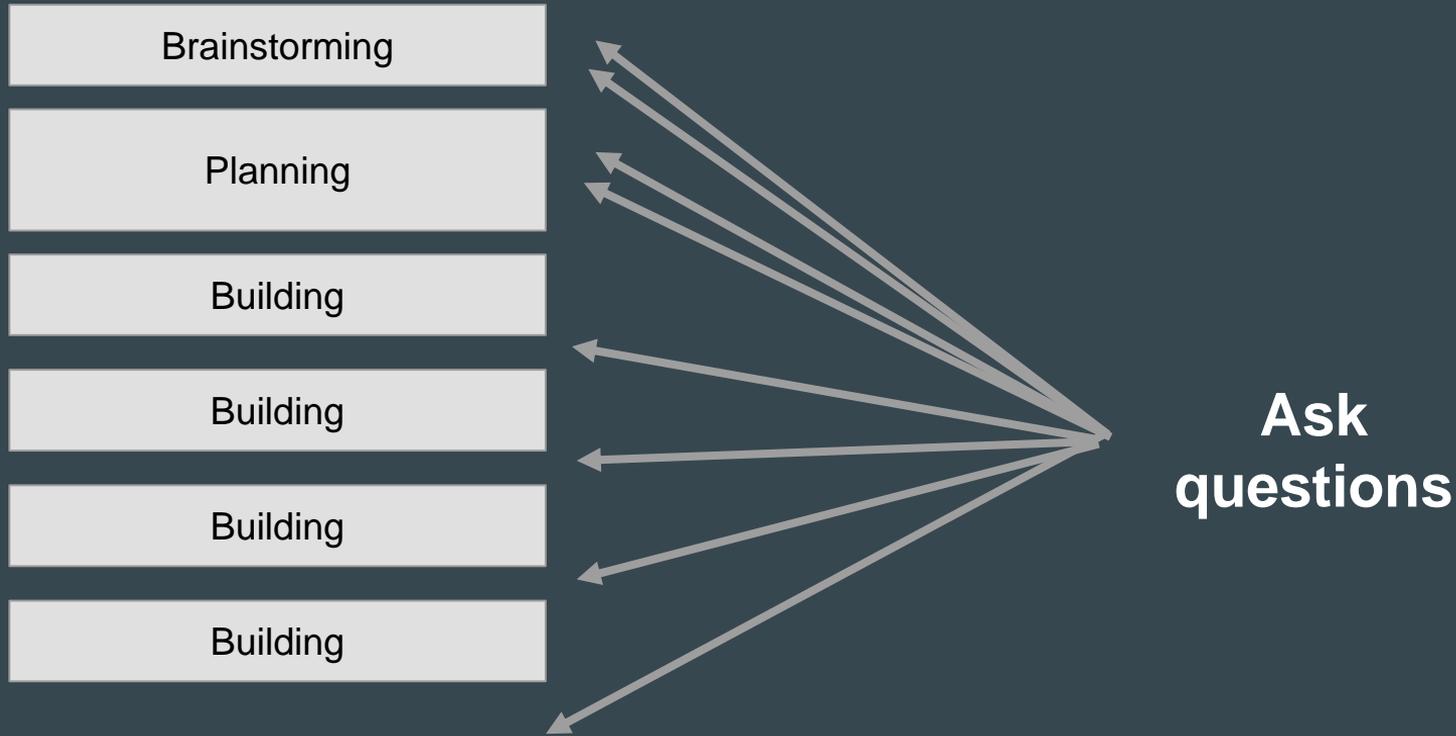


Frequency - Ask new questions sooner

How often can you ask a new question?



How often can you ask a new question?



Example - 1 click Facebook page create

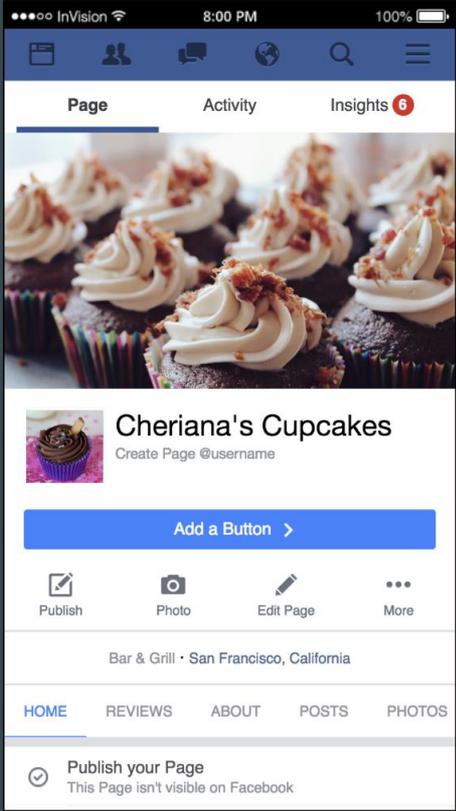
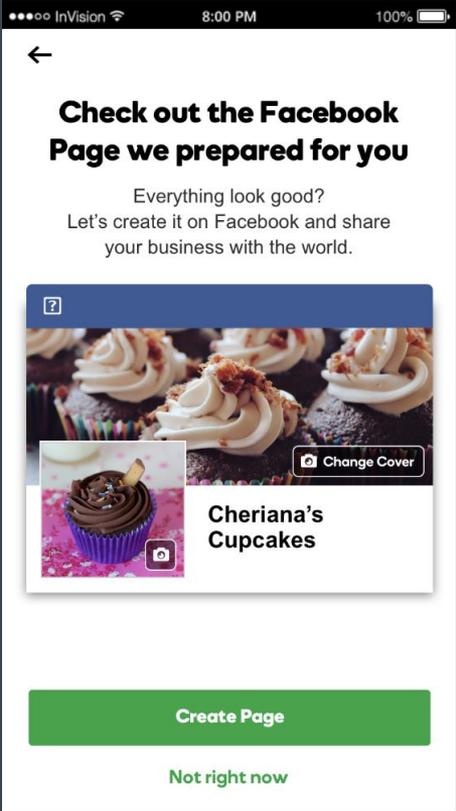


Website



Facebook
page

Example - 1 click Facebook page create



Page creation rate is low ~15%

fb create start to fb create success conversion rate.

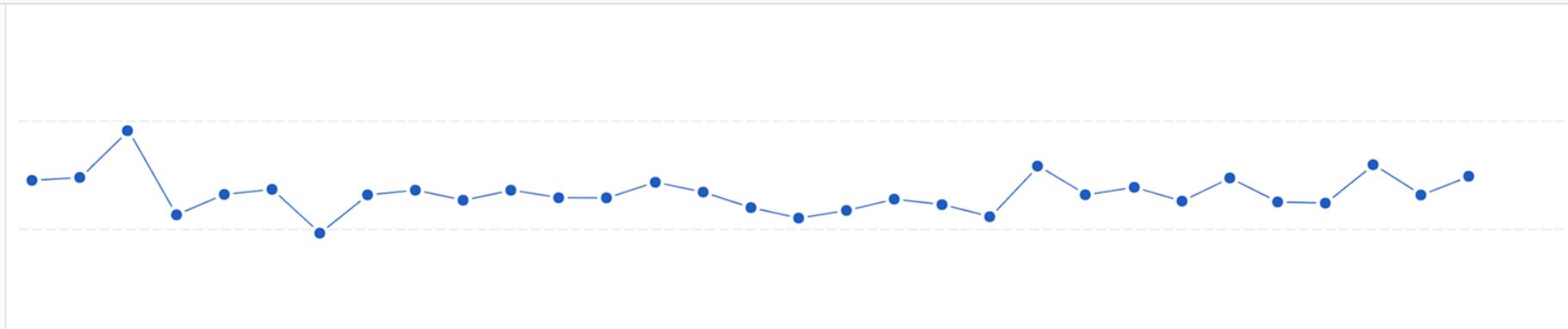
DAY

WEEK

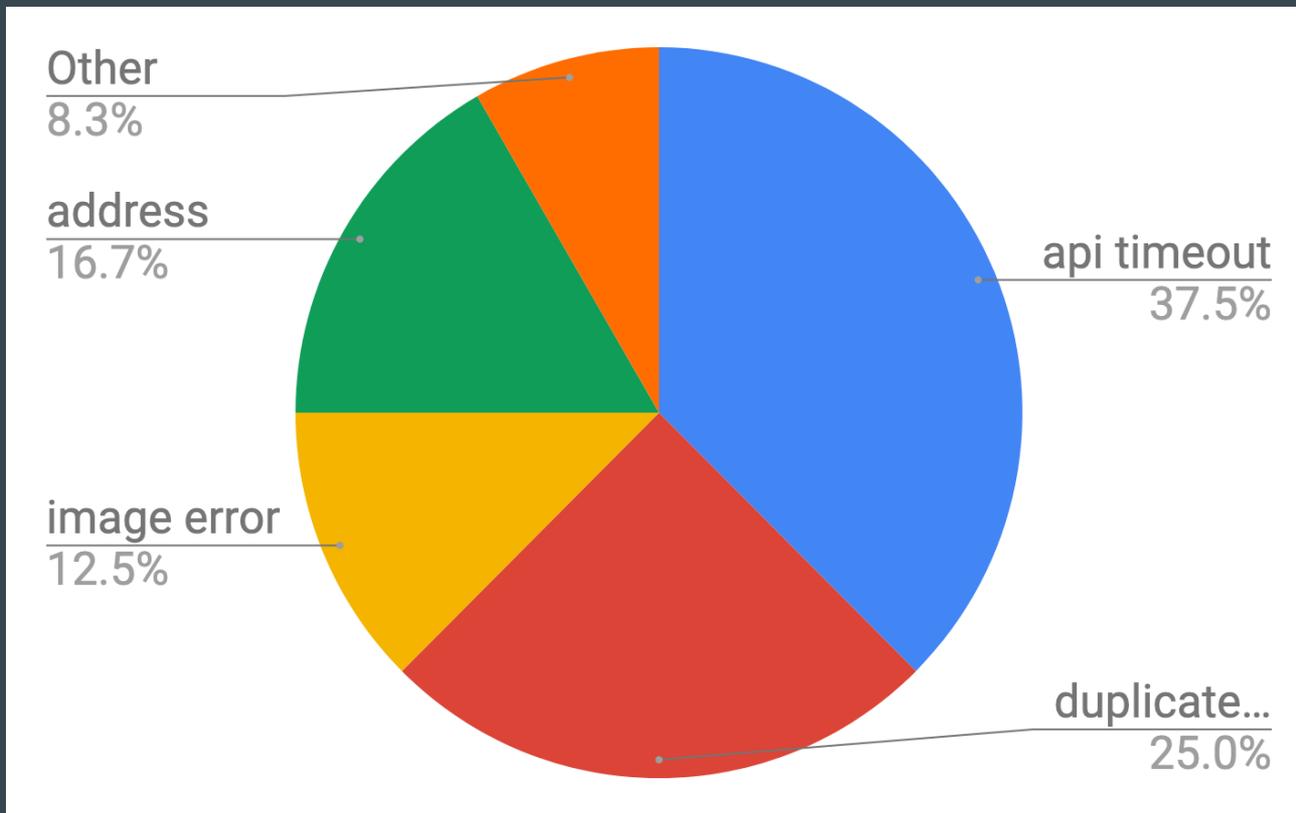
MONTH

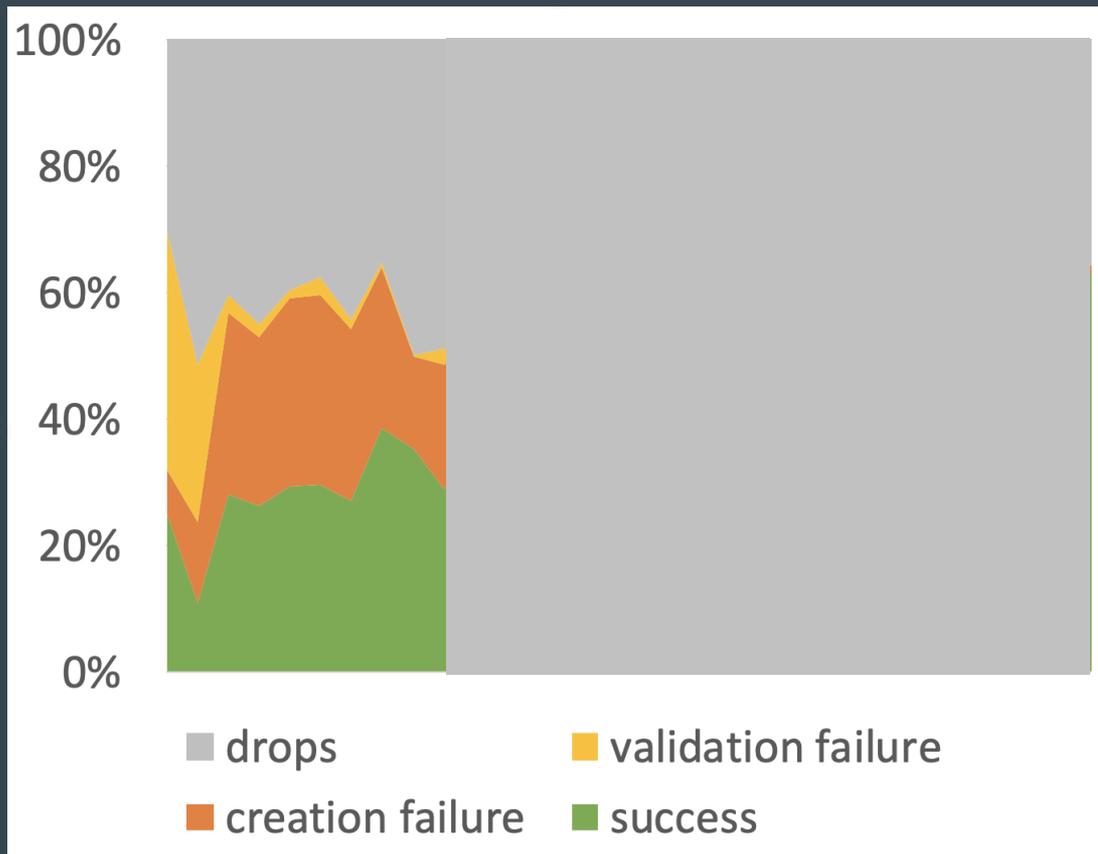
20%

10%



Various errors prevent people from creating their page





then
and only then

Celebrate



How to get started with self serve insights

Month 1 - Pick a platform

The logo for Mixpanel, featuring the word "mixpanel" in a blue, lowercase, sans-serif font. Below the letters "i", "x", and "p" are three blue circles of increasing size from left to right.

The logo for Amplitude, consisting of a blue circle containing a white stylized letter "A" with a horizontal line through it, followed by the word "Amplitude" in a blue, lowercase, sans-serif font.

The logo for Heap, featuring a stylized hexagonal icon with a red-to-orange gradient and a white shape inside, followed by the word "HEAP" in a bold, black, uppercase, sans-serif font.

Month 1 - get to the Aha moment

Audience: 1-5 Early adopters

1. Write down your questions
2. Instrument basic user attributes
3. Instrument basic events
4. Get answers within seconds/minutes

Month 2-4

Audience: PMs

1. Instrument more events
2. Instrument more user properties
3. Replace your existing data access methods with self served insights

Month 6+

Audience: Everyone

1. Instrument more events
2. Use a data lake SaaS to export events
3. Connect Chartio
4. Ask more complex questions

Tools that can help

mixpanel

CHARTIO

 **panoply**



CONTENT SQUARE

Self served insights at GoDaddy

60

people/week

4200

answers per month

Thank you