
Product Metrics:

Part I

The Basics



1

Why Do Metrics Matter?

Metrics provide objective data that helps you understand how your product is performing.

Example: A fitness app can look at the 'Workout Completion Rate' to gauge if users are finding value in their exercise programs.



What Metrics Should I Track?

Focus on KPIs that are actionable and align with your specific business goals.

Example: For a B2B SaaS company, 'Monthly Recurring Revenue' might be a key indicator of business health.



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How Can I Track These Metrics?

Utilize analytics tools designed to track metrics relevant to your product type.

Example: A grocery delivery service might use real-time analytics to track 'Order Fulfillment Time'.



When Should I Review These Metrics?

Regularly review metrics, especially after significant updates or marketing campaigns.

Example: After introducing a new feature in a travel app, you could monitor 'User Engagement' to see if the feature is well-received.



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Where Do I Start?

Start with basic analytics tools, and as you scale, consider more specialized software.

Example: An indie game developer may initially use built-in analytics but switch to advanced platforms as the user base grows.



Coming Next!

Part II

**Product Metrics
Starter Kit**

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