

Action Guide

Using the data warehouse to make better product decisions

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Application Questions

1. What challenges have you faced in collecting or analyzing customer data?
2. What data does your organization already collect? How do you or could you use that data to better understand customers?
3. What is a typical customer journey for your product? Is it linear or are there many possible paths?



Actions to Take

What to Do Now

- Begin thinking about using data in product management. Create hypotheses about your product and test them with data.
- Take advantage of the fact that data is becoming a bigger part of product management. Use data to make better product decisions.

What to Do Soon

- Consider using a data warehouse if you are not already.
- Study your customers' journeys to better understand how they use your product and identify friction in your product.