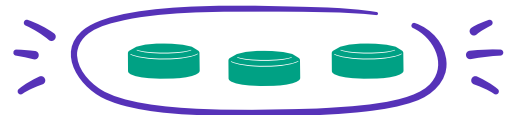


How to Build Better Products with Data

Product development doesn't look the same at every company, but implementing data-driven operations helps every product team. Here are some ways data can help you deeply understand users, build sticky products, and drive revenue.

Start by centralizing and organizing your data



Looking at your product analytics in a silo only tells you so much. When data is siloed, you can't perform complex analysis that requires multiple sources of data, meaning you're missing out on impactful, deeper insights.

The solution is a modern data stack. With the modern data stack, you can easily centralize your data in a data warehouse and manipulate that data to suit your needs — all without exporting data and juggling multiple spreadsheets.

Drive your product development with data

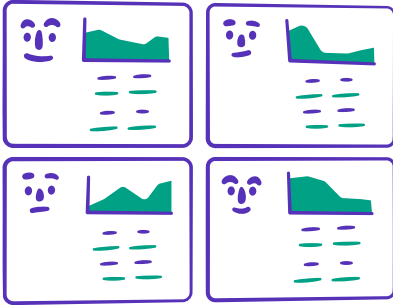


Efficiently report on product analytics

Reporting often turns into a time-consuming project that takes employees away from their "real" work, but it still has to happen. Product teams need to pull data from many different types of sources, like product analytics tools, CRMs, payment platforms, and production databases, before they can begin analysis.

After implementing a modern data stack, you can automate much of this and get back to product work:

- Automatically sync data as often as you need to so you're always reporting on the most recent data.
- Automate the process of cleaning and organizing your raw data.
- Schedule when you want to push this data to reports and dashboards, so they're populated with reliable data.



Break users into segments to better understand them

Segment your users and track them throughout their lifetime. Pair their in-app behavior with support tickets, purchases, and additional data to identify points of friction in the process of becoming a customer and using your product. You'll also uncover patterns in user behavior that can help you figure out how to turn new users into power users.



We can understand product usage better because people can run reports and explore how people are using our platform. That helps our product managers **build better products**.



Matt Marcus

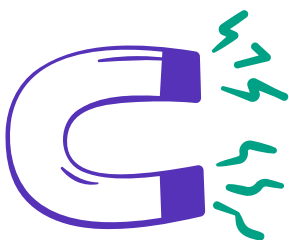
Co-Founder and Chief Product Officer
of Modern Treasury



Optimize product and feature adoption

Be sure to drill into the usage of the product as a whole and specific features. Seeing how users are adopting your product will help you decide how to prioritize resources.

If you're managing multiple product lines, you can also see how legacy products compare to new products. Are your newer products selling well when they're first launched? Are return customers purchasing new products or older products? With that information, you can double down on what's working and figure out why certain products are underperforming.



Increase customer retention and feature adoption

User and product data can not only be shared internally, but also with customers. Zeplin wanted to show customers the value they get from their platform, so they created an automated report showing customers facts about their product usage, like the amount of work they published and the number of people they collaborated with. By surfacing data to your users, you can increase customer satisfaction and retain them for longer.

On the other side of that coin, are customers neglecting a valuable feature? Let them know. If you have data that indicates when customers haven't engaged with a feature within a certain timeframe, you can set up automated notifications that nudge them toward taking action.