



**Analytics for
RS**

**Why Analytics is required
for RS?**

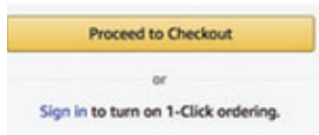


**We cannot improve that
which we do not measure**

Measure what matters

- Clarity of Business metrics
- RS should improve the business metrics
- Metrics which are adversely affected when trying to optimize a business metric
- Design a dashboard with required KPIs and metrics
- Capability to do AB testing is key

Conversion Funnels



Hello Kim Falk Jørgens!
Thank you for shopping with us. *

Arrive on landing page.

Look at products.

Add to cart or sign up for newsletter.

User bought content or service.

The conversion funnel

All users

Users who browse

Users interested in a product

Users who converted

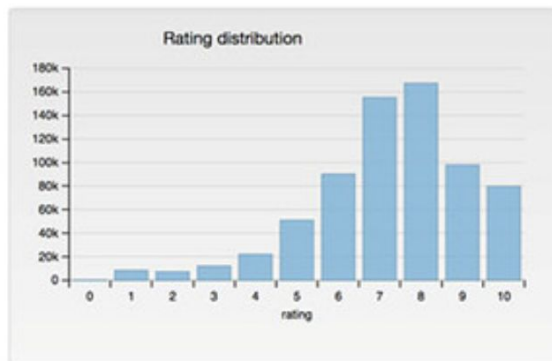
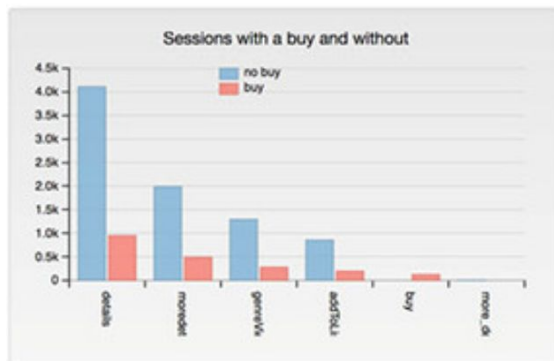
Sample Dashboard

Visitors this month:
7

Conversion percentage:
10%

Items sold this month:
105

Sessions this month:
998



Top 10 content

Clusters

- Teenage Mutant Ninja Turtles: Out of the Shadows (5)
- Now You See Me 2 (4)
- La La Land (4)
- Be Somebody (4)
- Office Christmas Party (3)
- Kung Fu Panda 3 (3)
- The Secret Life of Pets (3)
- Logan (3)
- Snowden (3)
- Warcraft (2)

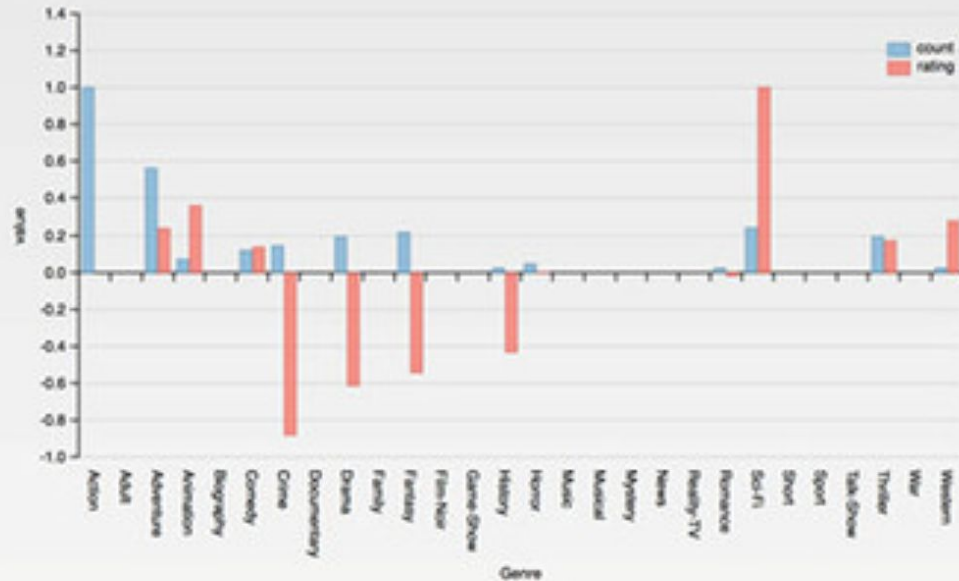
Understanding Individual User Preferences

Average rating: 6.64 / 10 - Rated 41 movies

Movie rated

- Independence Day: Resurgence 10.00/10
- Guardians of the Galaxy Vol. 2 8.76/10
- The Magnificent Seven 8.50/10
- Kung Fu Panda 3 8.36/10
- Now You See Me 2 8.36/10
- Deadpool 8.02/10
- Jason Bourne 7.99/10
- The LEGO Batman Movie 7.91/10
- The Purge: Election Year 7.88/10
- 13 Hours: The Secret Soldiers of Benghazi 7.74/10
- Doctor Strange 7.32/10
- Teenage Mutant Ninja Turtles: Out of the Shadows 7.29/10
- Spider-Man: Homecoming 7.18/10
- Logan 7.18/10
- King Arthur: Legend of the Sword 7.03/10

Taste





**Analytics should be planned
from the start of the project
itself**