



**DATA-DRIVEN
PRODUCT
DECISIONS**

@vallabhchitnis





01

WHAT IS DATA-DRIVEN DECISION-MAKING?

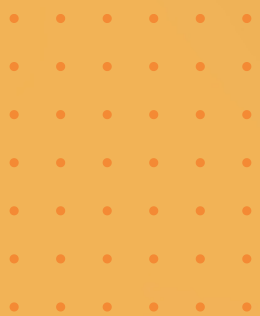


Making choices based on solid data, not
just gut feelings!



@vallabhchitnis





02

WHY SHOULD WE CARE?

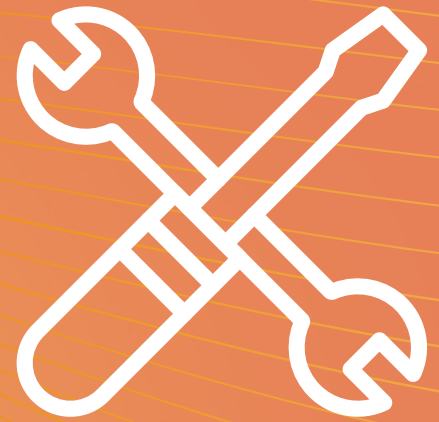


- 23x more customer acquisition
- \$300 Million in extra sales for Amazon



@vallabhchitnis





03

HOW DO WE DO IT?



- A/B Testing: +30% viewers for Netflix
- Customer Segmentation: Zoom became a household name
- Predictive Analysis: Zara goes from design to store in 25 days



@vallabhchitnis





04

PITFALLS

- Over-Reliance: Quibi's \$1.8 Billion Loss
- Bad Data = Bad Decisions



05



TAKEAWAYS

-
- Data + Human Insight = Success
 - Always Verify Data Quality



@vallabhchitnis





Ready to be Data-Driven?

Share Your Thoughts!



@vallabhchitnis