



Growing a Human-Scale Consumer Service

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Twitter Growth

Info 290 - Analyzing Big Data With Twitter

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Agenda

- Growth-oriented development ethos
- Initial conditions to consider
- Defining the core objective(s)
- User state model
- Fundamental dynamics
- Tooling for growth



Growth-oriented development ethos

Data-Informed Product Development

Some general principles:

- Not everything of value can be measured (much of the value we create can not be measured)
- If something can be measured, it should be (measuring the measurable is better than speculating about it)
- Many decisions will involve weighing metrics vs other values (and that's OK)



Initial conditions to consider

- Patient-zero scenario
- Critical mass
- Scale vs. value
- Juice vs. essence
- Timing of growth efforts

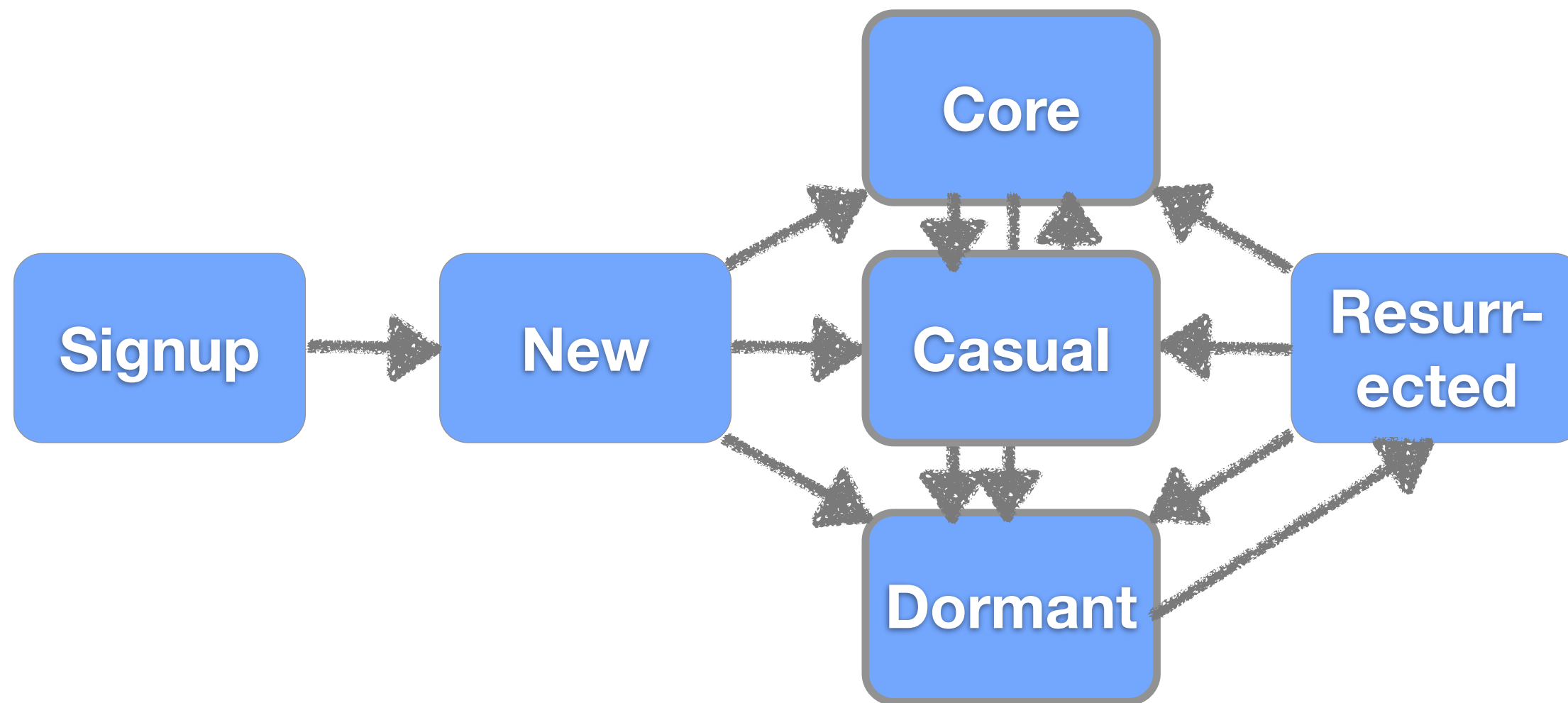


Defining the core objectives

- Basic units of value for the business
 - Users
 - Actions
 - Data
 - Revenue



Model #1: user states



- Define “accumulator” states
- Define what a high value user is (we call them core)
- Identify purely transitory states (New & Resurrected)
- Valuable “slices” by country and device



Fundamental dynamics

Speed & Reliability

Top of Funnel

Activation Rate

Churn Rate

Engagement

- Each of these can be captured in 1-3 metrics
- Clarify which lever(s) each project is expected to impact
- Build capability to understand the impact of an effort on each lever

Tooling for growth

- Fast/flexible data pipeline
- Modeling to understand high order bits
- Understanding background noise
- A/B testing framework
- Connecting tests to short-run metrics
- Connecting data across devices



Questions?

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