

1

Questions first

Define the questions
you want to answer

2

Data later

Define the metrics
that answer those questions

Question	Core action	Metrics

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Question

How do we know if users are interested in our product offering?

Core action

- Users explore the site and products
- Users go to product pages
- Users spend time on product pages

Metrics

- Product pages/visit
- Time on page (as supporting metric)
- Scroll (as supporting metric)
- Navigation Flow (to see if they explore different products and categories)